

December 17, 2010

Dear Vendor,

We are thrilled to share with you the application to the 2011 season of CitySeed Farmers' Markets in New Haven, CT! We understand that the winter months are for planning in New England—including planning for sales in the height of summer. Consequently, this application is getting to you in December so that the farmers' markets can be on your mind as you search through seed catalogs, test out new products and generally prepare for the growing season.

2011 is going to be another great market season! We are planning to redouble our efforts to make CitySeed Farmers' Markets the best in the state. This year we will continue to reach out to home gardeners, and hope many of you will consider selling seedlings at the spring markets. Over the summer and fall, we anticipate targeting new populations in and around New Haven, thus bringing more customers directly to the markets and your tables. Come winter, we hope to again have an expanded market schedule—we will be promoting root vegetables and winter favorites!

Please plan to return your application by January 25, 2011 in order to be considered for the 2011 season. A Market Committee, led by members of CitySeed's Board of Directors and including CitySeed staff, vendors and customers, will review applications using the criteria outlined on page 2. While our farmers' markets cannot accommodate all applicants, we are committed to notifying you by February 15 if your request to attend any of our farmers' markets has been accepted. We are excited for another wonderful market season! We look forward to your application.

In Health and Harvest,

Rachel Berg Market Manager Nicole Berube Incoming Executive Director

Application Instructions

CitySeed Farmers' Markets are built on a strong foundation of trust and collaboration. We hope you apply with these ideals in mind!

Criteria for Selecting Vendors

- Commitment to the markets' spirit of trust and collaboration
- Commitment to helping **fulfill the mission of CitySeed**—to engage the community in growing an equitable, local food system that promotes economic development, community development and sustainable agriculture
- Commitment to promoting CT agriculture and farm viability; for Food Producers, this means sourcing ingredients locally whenever possible
- Track record and length of time at market
- Quality of product
- Distance from the market—the closer the better
- Commitment to creating an appealing display

To apply, please submit the following no later than <u>January 25, 2011</u>.

- Completed Application Form
- Completed Exception Form, if applicable
- Product List
- Copy of Liability Insurance

Send NO money now. If we can accommodate your request to participate in our market(s), you will be asked to pay the season fee and sign the vendor agreement before you attend your first market.

Fax or mail application documents to:

CitySeed, Inc. ATTN: Market Vendor Applications 817 Grand Avenue, No. 101 New Haven, CT 06511 tel (203) 773-3736 fax (203) 772-2749

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Market Guidelines

All vendors are required to read, understand and adhere to the Market Guidelines as laid out below. Questions should be directed to CitySeed.

Market Procedures and Rules

- Connecticut Grown: All produce sold at the market must be grown in Connecticut.
- <u>Producer Only/Sell What you Grow:</u> Our farmers' markets are "Producer Only" markets at which farmers sell what they grow and other vendors sell what they themselves have produced. (See Value-Added Agricultural Product Matrix). At least one person who is directly involved with production must attend every market (someone who works on the farm/kitchen).
- Exception to Producer Only: It is possible to obtain an exception to bring in produce that is grown in Connecticut as long as it meets the requirements on the attached Exception Form. We reserve the right to request a signed and dated invoice during the season indicating the procurement of produce from another Connecticut farm.
- <u>Liability Insurance</u> is required, as per the Vendor Agreement. This document must be kept current.
- WIC Certification is required for those who are eligible (fruit, vegetable, and honey producers).
- <u>Acceptance of SNAP/EBT benefits</u> is required of all eligible vendors (if you are unsure of SNAP rules, please ask us).
- Submittal of Product List.
- <u>Smoking and Alcohol Consumption</u> by vendors is prohibited on market grounds.
- <u>To maintain the integrity of the markets,</u> please note that violation of these guidelines may result in suspension or expulsion from the market.

Value-Added Agricultural Product Guidelines

These guidelines apply to two kinds of Vendors: a Farm Producer is based on a farm, while a Food Producer uses locally sourced farm products for their food/consumable goods business.

For Farm Producers, the main or theme ingredients in value-added agricultural products must be grown on your farm. Farm Producers can process on- or off-farm.

For Food Producers, the main ingredients must be purchased from a Connecticut farm. Food Producers must make the products themselves. Main ingredient examples include the milk in yogurt or the meat in sausages. If the main ingredient cannot be sourced locally, the theme ingredient must be grown in Connecticut. Theme ingredient examples include the peppers in roasted red pepper hummus or the green garlic in green garlic salad dressing. Minor ingredients (such as spices) or products not grown in the Connecticut region (such as olive oil or vinegars), may be purchased from non-local sources.

Products not specifically named in the following guidelines will be reviewed and admitted to the market on a case-by-case basis.

- <u>Jams, Preserves, Pickles, Sauces, and Other Canned Fruits and Vegetables</u> Farm Producers must use their own fruit and vegetables as the main or theme ingredient. Food Producers must use Connecticut grown produce as the main or theme ingredient.
- <u>Salsas, Dressings, Pestos, Spreads and Flavored Oils</u> Farm Producers must use their own fruit and vegetables as the main or theme ingredient. Food Producers must use Connecticut grown produce as the main or theme ingredient.
- <u>Flavored Milk, Yogurt, Cheese, Butter, and Other Dairy</u> must use milk that comes from the Farm Producer's herd or a Connecticut dairy. Additional flavor enhancing ingredients (such as the fruit in yogurt) must be grown by the Farm Producer or purchased from a Connecticut farm.
- <u>Baked Goods</u> must be made from scratch by the Producer. The Producer should use seasonal ingredients from Connecticut when available. No commercially-made crusts, mixes, or fillings are permitted in any bakery or grain products.
- <u>Fruit or Vegetable Pies, Tarts, etc.</u> must be made by the Producer. The Farm Producer must include a minimum of 60% of fruits and vegetables grown on their farm. For Food Producers, baked goods should feature Connecticut grown, seasonal produce.

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• <u>Grain Products (such as granola)</u> should incorporate Connecticut grown ingredients (such as maple syrup, honey and dried fruits) when possible.

- <u>Prepared Foods</u>, such as soups, quiches, and salads must be made from scratch by the Producer. The primary or theme ingredients in the product, such as vegetables in soup and salad or eggs in quiche, must be purchased from a local farm or dairy.
- Fish and Shellfish must be raised or caught locally and sustainably by the Producer.
- <u>Meat</u> must come from the Producer's own herd. Grazing animals must have regular access to pasture. All animals must be free to move around. You may not feed animals hormones or unnecessary antibiotics. Animals may be processed off-farm at a USDA-certified facility.
- <u>Honey</u> must come from Producer's own hives but can be processed off-farm. Hives must be registered in Producer's name with the State of Connecticut.
- <u>Maple Syrup</u> must be produced on-site by Producer.
- <u>Soaps and Natural Body Products</u> must be made by the Producer. They must incorporate seasonal and regional ingredients whenever possible. Out-of-region ingredients such as cocoa butter, oils and essential oils may be purchased from non-local sources.
- <u>Wool and Pelts</u> must be from the Producer's herd or a Connecticut farm, but may be processed off-farm. It is acceptable to add off-farm or out-of-region fibers to wool during processing or spinning if the added fiber accounts for no more than 25% of the total product.
- <u>Flowers, Plants, Ornamental Greenery, etc.</u> must come from the Producer's own farm. Wreaths and ornamental decorations must use materials gathered/grown on the farm and will be admitted to the market based on the discretion of market management. Products like compost and mulch must be produced with materials grown on the farm.

Value-Added Agricultural Product Matrix: An easy way to determine if your product qualifies for sale at the markets. Please direct questions to CitySeed.

	Product is prepared by you or your employees in your facility	Product is prepared by someone else in their facility ¹
Main or theme ingredient (see examples above) is grown by you	Qualifies for CitySeed Farmers' Market	Qualifies for CitySeed Farmers' Market
Main or theme ingredient is grown by someone else ²	Qualifies for CitySeed Farmers' Market	Does NOT Qualify for CitySeed Farmers' Market

¹ We reserve the right to request a receipt anytime during the market season showing where your product is processed.

Market Operations and Management

<u>Fee Structure:</u> All vendors participating in CitySeed Farmers' Markets will pay an annual season fee to join the market(s) and a weekly fee based on the percentage of their gross revenues at each market. Fees are used to help pay for liability insurance, market licenses and permits, market staff, market equipment and the promotion of the market. Fee structure details are outlined below.

<u>Market Attendance</u>: In order to maintain market integrity, vendors are expected to attend markets regularly. Vendors are strongly encouraged to contact CitySeed staff with 24 hours notice if unable to attend a market. Markets are successful when vendors commit to showing up to market each week. We are committed to holding markets despite inclement weather, unless there are dangerous weather conditions. If you are unable to attend a market, please note that you will still be expected to pay a \$9 "Missed Market" fee. This cost helps us ensure the sustainability of the market. Please make note of the call-in number (203-773-3736) and email address (markets@cityseed.org) if you must miss a market.

Farm Visits, Site Visits, and Inspections: CitySeed may conduct visits of the farm or site(s) of production prior to

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² We reserve the right to request an invoice anytime during the market season showing procurement of local ingredients.

admission to the market or at any point throughout the market season.

<u>Space Assignments:</u> Space assignments will be made at the discretion of market management to promote a diverse and balanced market environment within the designated sectors of the market. The position of each stand at the market may change at the discretion of market management.

<u>Farmstand Management:</u> Market farmstand display must be constructed with equipment (tents, tables, chairs) that is in good condition. All market produce on display should be of high quality. Those products that do not meet this standard of quality may be removed at the discretion of market management. Any products at the market not currently on display must be kept a minimum of 12" off the ground for health safety purposes. Each farmstand must clearly post sale prices for products.

Fee Structure

Market Season Fees

Market	First 10' x 10' Space	Second 10' x 10' Space
Downtown	\$50	\$25
Fair Haven	\$30	\$10
The Hill	\$30	N/A
Wooster Square	\$100	\$50
Edgewood Park	\$50	\$10

Weekly Market Fees

In addition to the one-time season fee, vendors pay a separate market fee for each day of the market they attend. Fees are set by gross revenues, as outlined below. We rely on the honor system when you report sales.

Band	Market Gross Revenues	Fee
MM	Missed Market	\$9
Α	Up to \$300	\$10
В	\$301 - \$600	\$18
С	\$601 - \$900	\$27
D	\$901 - \$1,200	\$36
E	\$1,201 - \$1,500	\$45
F	\$1,501 - \$1,800	\$54
G	\$1,801 - \$2,100	\$63
Н	\$2,101 and above	\$72

Please make checks payable to CitySeed.

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** Application Form **

	Phone	
	Email	
on of your business:		
estad in this markat	I would like one 10 x 10 space	I would like two 10 x 10 spaces
estea in this market		I would like two 10 x 10 spaces
		Ш
culy 7—October 27, 201 ceive food assistance D. This market is located the Community Sum, May 7—December pending on the season, June 6—Novembever, Woodbridge, and amilies. Customers type (We are looking to depm, January, 2012—Apm, January, 2012—Apm, January, 2012—Apm, January, 2012—Apm, January, 2012—Apm to seek an exception form and in the control of the composition of	1. This market is located on the Quin benefits. Fair Haven includes the Comed on the campus of the Connecticut upported Market. 17, 2011. This market is the oldest and n. Like all of the farmers' markets, it is a r 19, 2011. Located at the corner of W Southern Connecticut State University ically have between 10 and 12 regular etermine interest, not commitments at pril, 2012	nipiac River. It has approximately 4 regular amunity Supported Market (visit cityseed.org) Mental Health Center at the corner of Park I largest of the CitySeed Farmers' Markets. It community gathering space. I/halley and West Rock Avenues, this market is grassy location next to the tennis courts or vendors from which to choose. This time.) Outdoors Outdoors No
ng that describe you		heirloom varieties of fruits, vegetables or
	ested in this market	ested in this market would like one 10 x 10 space

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** Exception Form **

If you are seeking an Exception to the Producer-Only Rules, please fill out this form and include a copy with your application documents. We reserve the right to request a signed and dated invoice during the season indicating the procurement of produce from another Connecticut farm.

It is possible to obtain an exception to bring in produce that is grown in Connecticut but not on your farm, so long as it meets the following requirements:

- No other producer at that market is bringing the product from their own farm,
- The product for which you seek an exception is <u>clearly marked</u> with signage indicating the name and location of the farm from which the product is sourced, and
- The product for which you seek an exception adds variety to the market.

Exception 1

Name of Product
Farm providing produce—Farm Name, Address, Contact Name, Phone Number
To which market(s) are you requesting to bring this product?
Exception 2
Name of Product
Farm providing produce—Farm Name, Address, Contact Name, Phone Number
To which market(s) are you requesting to bring this product?
Exception 3
Name of Product
Farm providing produce—Farm Name, Address, Contact Name, Phone Number

To which market(s) are you requesting to bring this product?

Please attach an additional sheet outlining the above information for any additional products for which you seek an exception.

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** Product List **

Please indicate all products that you would like to bring to the market that you yourself grow by checking the first box (P for Producer). Please indicate all products for which you are seeking an exception by checking the second box (E for Exception). CitySeed will indicate which items you are approved to bring to the market(s) by checking the third box (C for CitySeed). We will return this form to you with the Vendor Agreement when you are asked to participate in the market(s).

	Р	Ε	C		Р	Е	С		Р	Ε	С
Vegetables	-	_	<u> </u>	Frying Peppers				Savoy Cabbage			
Amaranth				Garlic				Scallions			
Artichoke				Garlic Scapes				Shallots			
Arugula				Ginger				Shelling Peas			
Asian Cucumbers				Gourds				Snap Peas			
Asian Eggplant				Green Beans				Snow Peas			
Asian Greens				Green Onions				Sorrel			
Asparagus				Greens				Spaghetti Squash			
Bok Choi				Habanero Peppers				Spinach			
Beans				Herbs				Sprouts			
Beets				Heirloom Tomatoes				Squash Blossoms			
Bell Peppers				Horseradish				String Beans			
Broccoli				Hot House Tomatoes				Sweet Corn			
Broccoli Rabe				Hot Peppers				Sweet Potatoes			
Broom Corn				Indian Corn				Tomatillos			
Brussels Sprouts				Italian Eggplant				Tomatoes			
Bulbing Fennel				Jerusalem Artichokes				Wax Beans			
Bunching Onions				Kale				Wheat Grass			
Burdock				Kohlrabi				Winter Squash			
Cabbage				Leaf Lettuce				Yellow Squash			
Callaloo				Leeks				Zucchini			
Carrots				Lettuce							
Cauliflower				Lima Beans							
Celeriac				Mache							
Celery				Mesclun							
Chard				Micro Greens							
Cherry Tomatoes				Mixed Baby Greens							
Chicory				Mixed Greens							
Chiles				Mushrooms							
Chinese Cabbage				Mustard Greens							
Collards				Napa Cabbage							
Corn				Okra							
Cucumbers				Onions							
Cumin				Ornamental Corn							
Daikon Radishes				Parsnip							
Delicata Squash				Pea Shoots							
Dry Shell Beans				Peas							
Edamame				Peppers							
Eggplant				Pickling Cucumbers							
English Cucumber				Pole Beans							
Escarole				Potatoes							
Fava Beans				Pumpkins							
Fiddleheads				Radishes							
Fingerling Potatoes				Rhubarb							
French Beans				Rutabaga							
Fresh Shell Beans				Salad Greens							

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	<u>P</u>	<u>E</u>	<u>C</u>	<u>P E C</u>	<u>P</u>	<u>E</u>	<u> </u>
Fruit				Specialty Food Nursery/Plants			
Apples	П	П		Pickles		П	
Apricots	\Box						
Asian Pears				-			
Black Currants				Apple Cider			
					ш	ш	Ш
Black Raspberries	_			11			
Blackberries							
Blueberries				Beef Jerky Potted Fruit	_	_	_
Cantaloupe							
Charentais Melon							
Cherries				Creamed \square \square Potted Flower			
Concord Grapes				1-1- 0			
Crabapples				Dressings \square \square Hanging Flowers			
Currants				Granola 🗆 🗆 Flower Bouquets			
Table Grapes				Honey \square \square Compost			
Peaches				Other Honey Products 🗆 🗆 Christmas Trees			
Figs				Jam 🗆 🗆			
Gooseberries				Jelly 🗆 🗆 Meat			
Grapefruit				Maple Syrup	П		
Ground Cherries							
Honeydew Melon							
Jostaberries							
				- 1			
Kiwis		_		/ -			
Pears							
Nectarines							
Plums							
Quinces							
Summer Raspberries							
Fall Raspberries							
Strawberries				— — — · · · · · · ·			
Watermelon				Spreads \square \square			
White Flesh Peaches				Tea 🗆 🗆 Other			
Yellow Flesh Peaches				Tomato Sauce □ □ □ □			
Wine Grapes				Vinegar □ □ □			
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Dairy Products				Handicrafts/Fiber			
Cow's Milk				Candles			
Goat's Milk	\Box			Wool for Roving		_	
Sheep's Milk				.,			
Cow's Yogurt				Knitted crafts			
Goat Yogurt							
Cream				Wreathes/garlands \square \square	ш	Ш	ш
Half and Half				_			
	_	_					Ш
Eggnog				Herbal Salve			
Chocolate Milk				Natural Bug Spray			
Other Flavored Milk				Natural Face Products□ □ □			
Duck Eggs				Potpourris \square \square			
Chicken Eggs				Soap \square \square			
Butter				Soy Candles \square \square			
Buttermilk				Wool Blankets □ □ □			
Cow Cheese							
Chevre							
Emu Eggs							
Heavy Cream							
Light Cream							

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