

**COLLINGSWOOD FARMERS' MARKET**  
**PRELIMINARY APPLICATION FOR NEW VENDORS**

NEW APPLICANTS: This page is the only form you need to submit at this time. If your farm/business is selected for participation, you will be contacted to complete the application process.

Vendors who attended the previous year are given first priority to apply for each new season. We will not know if there is space to add additional vendors until the April before each season begins. There is no guarantee your preliminary application will result in participation at the Market. **Agricultural participants are always encouraged to apply. We can also refer you to other Markets.**

This form is for participants wishing to sell items for profit during the May-October regular season. The Market does not rent out vendor spaces for single day attendance. We must reject any food product that is prepared in a home kitchen.

**INSTRUCTIONS:** Please fill out the following information. Mail to: Collingswood Farmers' Market, Attn: Applications, 730 Haddon Ave., Collingswood, NJ 08108. **Do not hand in forms to the Information Tent at the Market.**

Contact Name: \_\_\_\_\_

Farm/Business Name: \_\_\_\_\_ EIN# \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Check those that apply:

\_\_\_\_\_ I am a farmer, grower, or producer of an agricultural product

\_\_\_\_\_ I am seeking to attend ALL May-October Market Saturdays (If seeking limited dates, explain below)

\_\_\_\_\_ Prepared foods only: I have already inquired with the Dept. of Health (856-374-6052) about any prepared foods I would sell at Market.

Detailed description of what you would sell at the Market (include ALL products):

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Explain why your product is appropriate for a Farmers' Market that features locally grown produce, plants and foods:

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You may attach additional pages, photos of displays, news articles, or other items that communicate what you sell.

# VENDOR INFORMATION & APPLICATION — COLLINGSWOOD FARMERS' MARKET

## I. DESCRIPTION OF SERVICES.

### 1.01 BACKGROUND

The Collingswood Farmers' Market opened in May of 2000. The purpose of the Collingswood Farmers' Market is to bring fresh and locally grown fruits and vegetables and products made from them to local residents who can walk to the market, and to the residents of surrounding communities who travel to Collingswood. This mission helps to sustain and preserve farms in our Garden State, contributes to the public health benefits of consuming freshly picked local fruits and vegetables grown by local farmers, enhances the town and its adjacent business district, and serves a civic amenity to those who live near it and attend it.

The market is operated as a community service by the Borough of Collingswood, from May through November. Managers receive stipends to plan, manage, and promote the market. The Market yearly operating budget is comprised of participants' Market fees and sponsor contributions. In-kind support is provided by the Borough of Collingswood.

The market rules are the standards by which the Collingswood Farmers' Market operates. Participants must abide by these standards; failure to adhere to the standards may result in loss of permission to sell.

The market will be open to customers the first Saturday in May and will run every Saturday (rain or shine) until the Saturday before Thanksgiving. Market hours will be between 8 am – 12:00 pm.

### 1.02 REPRESENTATIVES

The persons responsible for administration of the Collingswood Farmers' Market:

Name: Betsy Cook

Name: Brad Stokes

Title: Director

Title: Borough representative

856-559-0234

856-854-0720, ext. 125

730 Haddon Avenue

678 Haddon Avenue

Collingswood, New Jersey 08108

Collingswood, New Jersey 08108

### 1.03 VENDOR SERVICES

Growers sell their farm-grown or farm-produced products directly to local customers at the market. Growers may obtain permission to purchase agricultural products for resale at the Market, if there is a gap for such an item in the Market. Such purchases are the exception rather than the rule.

In addition to agricultural products, vendors who operate businesses for profit may be granted permission to sell if space allows. There are additional opportunities for fund-raising, Market entertainment, Collingswood business promotion, and a November craft season. The number of participants is determined by Market management.

The number of vendors shall be determined at the sole discretion of the Market. Vendors selling one or more of the following products are eligible: Fruit, vegetables, herbs, baked goods, dairy products, cut flowers, meat, eggs, plants (such as annual bedding plants, perennial potted plants, herbs, greenhouse plants), prepared foods, and value added items. This list is not intended to be exhaustive and vendors are not limited to selling only the items listed.

Because of the goal of the Market to promote local agriculture, market models suggest 70% of the vendors at the farmers market sell local agricultural products. Only vendors applying as a farm, nursery, or other member of the local agricultural community are considered agricultural vendors. Agriculturally-derived products are defined as agricultural, horticultural, viticultural, and dairy products, livestock and the products thereof, the products of poultry and bee raising, and any and all products raised or produced on farms and minimally processed or value-added products thereof.

Vendors selling prepared foods shall prepare and serve foods in accordance with all applicable Federal, State and local health regulations. ALL FOODS AND BEVERAGES SOLD OR USED IN FOOD PREPARATION SHALL BE FIRST QUALITY AND CONFORM IN ALL RESPECTS TO FEDERAL, STATE AND LOCAL FOOD AND OTHER LAWS, ORDINANCES AND REGULATIONS.

## **II. RULES OF THE APPLICATION / APPLICATION INSTRUCTIONS**

### **2.01 INTENT & PURPOSE**

The conditions and requirements of these specifications are intended to be open and non-restrictive for the purpose of obtaining adequate participation of interested vendors and uniformity in the submission of applications. Market management shall be the sole judge concerning the merits of all applications submitted.

### **2.02 DEADLINE FOR SUBMISSION OF APPLICATIONS**

All vendors attending the previous year are given first priority to apply for each new season.

New potential applicants submit a preliminary application. The deadline for new applicants is March 31st before each season year. Almost all decisions to expand the Market roster are made before each season begins. At any time, vendors will be selected at the discretion of the Market. All applications will be kept for reference should it be determined that the Market would benefit by the addition of vendors.

### **2.03 VENDOR FEES AND EXPENSES**

There is no fee to submit a Preliminary Application. Vendors that have been selected for participation will be contacted to complete the application process and pay a non-refundable \$50 registration fee. The 2010 market attendance fee will be determined in February 2010. This fee shall be payable to the Collingswood Farmers' Market for each market day the vendor is present at the farmers' market and sells his or her goods in any capacity. Participants may choose to pay for a full season in advance, in one lump sum, to receive a discounted rate (discount to be determined in February 2010). Food vendors are expected to pay a \$75 mobile vendor fee to the Camden County Department of Health. All vendors will be required to provide insurance for their market participation. Fees are subject to change each season.

The Market operates in rain or shine. If fees are paid in advance and vendor chooses not to show in inclement weather, the fee will not be refunded. If fees are paid in advance and a market day is subsequently cancelled due to severe weather, the fee will not be refunded.

### **2.04 REQUIREMENTS FOR APPLICATION SUBMISSION**

- A. A completed preliminary application form must be submitted for new applicants. Upon acceptance of the preliminary application, vendors shall complete and sign all forms required for participation as a vendor.
- B. Failure to provide this information shall be cause for rejection of application as submitted.
- C. Applicants that are selected shall apply for, receive and show proof of the appropriate insurance and any other Health Department permits or required forms by the start of the market season.

### **2.05 REJECTION OF APPLICATION**

Market management reserves the right to accept or reject any and all applications and to waive any immaterial defects or informality in any application if it is in the best interest of the Market to do so. The determination of a material defect shall be a matter solely within the discretion of the Market management.

## 2.06 APPLICATION INSTRUCTIONS

ONE PRELIMINARY APPLICATION must be enclosed in one sealed envelope addressed to:

Collingswood Farmers' Market

Attn: Applications

730 Haddon Avenue

Collingswood, New Jersey 08108

## III. INDEMNIFICATION

### 3.01 INDEMNIFICATION OF BOROUGH OF COLLINGSWOOD

Applicants who are awarded opportunities as vendors at the Collingswood Farmers' Market under these specifications shall indemnify and hold harmless the Borough of Collingswood, its officers, employees, agents and servants from and against any and all claims, demands, suits, actions, recoveries, judgments, costs and expenses including attorneys fees, incurred or suffered on account of property damage or loss and/or personal injury, including loss of life, of any person, agency, corporation or governmental entity which shall arise out of the course of or in consequence to any acts or omissions of the applicant, its employees, agents, servants or subcontractors in the performance of the work described in these specifications. The applicant further agrees that this indemnification by the applicant shall continue after completion of the Collingswood Farmers' Market season for all claims, demands, suits, actions, recoveries, judgments, costs and expenses including attorneys fees resulting from acts or omissions the applicant, its employees, agents, servants or subcontractors which occur prior to the completion of the season.

## IV EXPLANATION OF REVIEW OF APPLICATIONS

### 4.01 EVALUATION AND RANKING METHODOLOGY

Applications are reviewed for the purpose of finding the specific applicants that are the most qualified to participate in the farmers market. The Market management reserves the right to reject all applications.

Considerations in the review of new applications will include: (these are not listed in any particular order)

- Appropriateness of the products to the Farmers' Market "local agriculture" focus
- Status as a farmer, grower, or producer of an agricultural product
- Whether similar produce/products are already offered by currently attending vendors
- Whether items are grown, baked, or produced by the seller
- The existing Market farmer-to-non-farmer vendor ratio
- Where existing farm/business is located
- Ability to comply with necessary Health/Safety requirements of Borough, County, and State
- Extent local agricultural products are utilized/showcased in prepared food
- Ability to commit to a full or consistent schedule appropriate to your product
- Quality and variety of the items offered
- Experience offering a particular product in other markets or business location