

Vendor Rules and Standards 2011



Wednesdays
June 29th – September 14th
3-6 PM

Ausbon Sargent Town Common, New London, NH

Center for the Arts P.O. Box 872 New London, NH 03257
www.centerfortheartsnh.org www.marketonthegreen.com 526-4444

Vision Statement

Provide availability and variety of locally grown produce, agricultural products, and hand-made/crafted products; and promote consumer confidence in the quality, importance, freshness and nutritional value of these products.

Encourage sustainable farming in the Lake Sunapee Region area by providing an alternative marketplace for local growers and producers of agricultural commodities and other farm-related products.

Create a venue for locally hand-made products and art and crafts to be promoted, providing the consumer an opportunity to dialogue with the maker and enhance knowledge of the craft and its value.

Create opportunities for farmers, craftsman and consumers to deal with each other directly, advancing the consumer's knowledge of local agriculture and handmade products, and providing farmers and artist with a better understanding of consumer needs.

Enhance the economic vibrancy of New London and the Lake Sunapee Region with a community marketplace that fosters social gathering and interaction while encouraging participation and patronage at the full time businesses and restaurants in this area.

Rules & Standards

Hours/Days of Operation

1. The 2010 market operates on Wednesdays, June 30th through September 15th. Market is open from 3 -6PM.
2. Vendors are required to be at the market on time, set up and ready to sell by the 3PM opening bell. There are to be no sales prior to 3PM.
3. Displays and canopies must remain set up until 6PM, even if you sell everything you bring.
4. Early breakdown of vendor displays is prohibited except in case of emergency as authorized by Market Committee.
5. Vendors may begin packing up to leave the market site after 6PM, but may continue to sell as they load.
6. Breakdown shall be done in a timely manner and the green shall be vacated by 7PM

Regulation of structures

1. Stand space is rented on the basis of square plots ten feet on each side. In the case of Demo Vendor space may be a rectangle plot of 10 feet by 15 feet.
2. Vendors must provide their own tents, canopies, tables, etc. No permanent structures allowed.
3. Tents should be set back one foot from the front line; no part of any display can extend beyond the vendor's allotted area into the customer walking areas.
4. All booths, stands, and displays are subject to market approval.

Vendor signage

Each vendor is allowed an individual sign measuring a max. of 6 sq ft.

Market Analysis Forms and Reporting

All vendors are required to report weekly sales amounts by product category. Forms are distributed at the beginning of each weekly market and must be returned at the close of the market day. Any vendor who fails to return a slip for any week they attended will be asked to supply the Market Committee with a completed slip, email, or verbal information as soon as possible. Only Market Management will view the slips – details of sales for individual vendors are confidential. Raw data is put into a spreadsheet by category groupings, not Vendor name, and then slips are destroyed.

Eligibility of Vendors

Products should be locally grown or made, or produced by the vendors or their representatives. To determine whether applications meet these criteria. The following questions will be addressed:

- (a) Are the products grown or made locally (i.e. grown or produced within the state of New Hampshire and Vermont by the vendors or their immediate representatives)?
- (b) Are the products home or shop-made?
- (c) What is the volume of production?
- (d) How many employees are involved?
- (e) What pre-prepared ingredients or materials are used?
- (f) Will the products benefit the market as a whole?
- (g) What is the quality of products?
- (h) What percentage of product is handcrafted?
- (i) All vendors are required to have their own insurance.

No one question will serve to determine eligibility. Rather, the Committee will consider the overall tendency of the answers

Conditions of sale

1. Products must be sold by the grower or producer themselves, or by an employee thereof.
2. Vendors selling by weight must provide their own certified scales.
3. Vendors are responsible for any licensing or certification required for products sold in NH.
4. Collection of applicable NH sales tax, if any, is the responsibility of the vendor (usually built into the selling price).

Saleable Product Information

1. Absolutely no re-selling of any item purchased from another source will be permitted. Craft/artisan vendors may not sell commercially finished items.
2. Saleable items may include, but are not limited to: agricultural goods such as meats, wool, produce, fruits, berries, plants, cut flowers, syrup, honey, herbs; prepared and specialty foods such as jams, jellies, sauces, salsas, baked goods, "to-go" food such as hot dogs, etc.; hand-crafted items such as pottery, wood products, jewelry, paintings, sculpture, glass crafts, etc., and any other items deemed appropriate by the Market committee. No live animals may be sold or given away at the market.
3. Vendors are required to submit a complete list of all products they wish to sell along with their application each season and must have approval from the Board on all products offered for sale at the Market on the Green. Vendors wishing to add to list of products for sale at any time shall submit a request to the Market Committee.
4. Vendor shall not sell any item prior to approval.

Eligibility of Products

1. Only local products grown or produced within the state of New Hampshire and Vermont by the vendors or their immediate representatives may be sold. Special exceptions may be allowed for Out of State vendors by Committee approval.
2. Products must meet the NH State regulations for farmers' market vendors.
3. The vendor must have grown all plants for at least six weeks prior to being brought to market.
4. Each vendor must sign a Product Liability Waiver.

Allocation of space

The Market Committee using the following general guidelines shall allocate space:

In allocating space, the market will maintain a vendor ratio as close as possible to 70% agricultural products and 30% non-agricultural products. This ratio will be calculated using the actual number of vendors and not linear space occupied.

Dedicated space will be allocated to each vendor prior to the opening Market and continue throughout the season. Each Vendor will receive a Market layout map.

Market committee will make every attempt to create continuity for both vendors and customers and reserves the right to adjust space allocation market days.

All vendors must pay for their space regardless of attendance. The market must be paid directly (no subletting), and payments are due within 14 days of acceptance. Fees for applications received after June first are due upon acceptance.

Set-up/Tear-down & Parking

1. Vendors may drive onto the town green between the hours of 1:30PM and 2:30PM to unload. Vendor vehicles must be moved from market area prior to the opening bell and vendors shall park in designated vendor parking areas only.
2. Vendors may drive back onto the town green after the closing bell at 6PM breakdown and loading. The green must be completely clear of market tents, trash and vehicles by 7PM.

NOTE: Vehicles shall not be brought back onto the green Market area prior to the closing bell.

Attendance Policy

1. Full time vendor membership benefits allow for up to two (2) scheduled absences during the season.
2. If you are unable to attend a market you must notify the Market Committee as far ahead as possible, but no later than 11 p.m. Wednesday prior to your absence.
3. Failure to give timely notification is an unscheduled absence and a violation of Guidelines. Timely notice of absences helps the committee to attempt to fill the space from the waiting list to try to retain a "full" look. Every effort should be made to be at the market on all sale days to minimize vendor absences.

Inclement Weather Policy

Market on the green advertises "Rain or Shine" –

1. All vendors are required to participate regardless of weather conditions and agree to do so upon signing the Vendor Application. There is no practical way to notify customers a market is closed and each week, market customers expect to find a full market and their favorite vendor.
2. We recommend you purchase the best quality canopy you can afford. All canopies are required to be secured with "tie downs." Some canopies come with clear plastic sides. Clear shower curtains on hooks are a good option for protection as well.
3. You are encouraged to come up with an alternate display for inclement weather that still displays but protects your products.

General Guidelines/Vendor Responsibilities

1. Vendors are responsible for ensuring they and their representatives are familiar with all Market rules, regulations, and guidelines and are expected to fully comply with all of them.
2. Each vendor is responsible for complying with the New Hampshire Department of Agriculture regulations pertaining to items sold at the market; vendors selling by weight are expected to use certified scales; this is the responsibility of the vendor. (Bureau of Weights and Measures, 603-271-3700/
3. Processed food such as jam, jelly, preserves or baked goods must conform to the NH Labeling Laws and Sanitary Code. (Bureau of Consumer Protection, Division of Public Health, (603-271-4589)
4. The Market is not intended for unloading of produce at below market prices and produce must be priced in line with other vendors (refer to NH Weekly Market Bulletin as a guide). All prices should be clearly marked or posted. Deliberate and significant undercutting of a competitor's pricing to gain market advantage is prohibited.
5. All vendors are responsible for their own trash removal and the cleanliness of their vendor space.
6. Consumption of alcoholic beverages is not permitted at the market.
7. Vendors may not sublet their space.
8. Each Individual or business is counted as one vending space. Space sharing is not allowed.

Product & Vendor Selection Criteria

The management makes all reasonable efforts to maintain the following percentages of types of vendors:

1. 70% "Agricultural" - Vendors who sell only products they grow/raise themselves, or those that sell items made from products or ingredients they grow/ raise themselves (ex. Wool, herbal teas, etc). AND "Prepared food" who sell items they produce themselves such as baked goods, jams/jellies, and processed foods made from ingredients they do not grow/raise themselves.
2. 30% "Artist/Craftsman" - Vendors who must offer for sale a product that is substantially made or crafted by hand. The criteria used to determine if a product is handcrafted include: a) the starting materials must be significantly altered or enhanced by the craftsman, and b) the handcrafted components must functionally and/or aesthetically dominate any non-handcrafted (commercial) components.
3. Selling of commercially finished products is forbidden.
4. In order to maintain variety in the Market, the Board may limit the amount and types of products allowed for sale therefore duplicate products may be denied entry and/or not all products on your application will be accepted. Usually specialty items, unique goods/foods, and crafts are limited to one vendor a season to eliminate duplication and assure variety in the Market.
5. Applications from vendors willing to commit to being a full season vendor are given preference over those seeking to participate part-time.
6. Applications from previous season vendors in good standing are given preference over new vendor applications. Market on the Green will also give priority to vendors of products that are unique or unusual and products not already represented in the Market.
7. Part-time vendors are accepted on a first-come, first-served basis for any open spaces available each week.
8. Applications from vendors not admitted due to space or product limitations will be kept on an waiting list to fill in whenever possible. All persons interested in vending MUST have a completed application on file with us before being considered for participation.

NOTE - No vendor shall set up to sell before application approval and fees have been paid in full.

Contact information

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Center for the Arts!

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