



# SAUGERTIES FARMERS MARKET

43 Partition Street, Saugerties, NY 12477

SaugertiesFarmersMarket.com

To Farmers and Producers:

The Saugerties Farmers Market is pleased to announce our eleventh season to be held Saturdays from May 26 (Memorial Day) to October 20 from 10 am to 2 pm followed by a winter season indoors.

This year we plan a calendar of chefs' demonstrations and tastings, weekly children's activities by Art Lab, Master Gardeners from Cornell Cooperative, music hosted by the John Street Jam, a community table for local organizations, and special events.

We will promote the market with FRESH!, our e-newsletter; social media; our website; press releases; postcards; advertising; signs; special events; and fundraising Harvest Home Dinners. In addition we are undertaking a strategic planning process to identify our strengths and weaknesses and to move forward to address them in order to achieve our mission to bring local seasonal food to market, promote healthy eating, preserve small family farms, build community, and attract visitors to historic Saugerties.

Please submit your payment with the attached application. Your fees will be used to support the management of the market, publicity, and events. Our primary objective is to grow the market by bringing a wider range of local foods and more customers. Filling out a complete application will help us to prepare promotion for the market. If you have any questions about the application or are having difficulty personally attending a Saturday market, contact us for ways we can help.

Please read the Application and Guidelines carefully (**note new sections**) and fill in the blanks. Please fill out and sign the enclosed application and insurance waiver, return it with your check to the above address, and have your insurance agent send us your insurance certificate to the same address. **DEADLINE: February 15, 2012.**

We plan to visit your farm or business prior to or during the season. We look forward to having you join us this summer for a successful market. For further information, please see our website: [www.SaugertiesFarmersMarket.com](http://www.SaugertiesFarmersMarket.com) or contact the Market Manager, Edith Bolt (917-453-2082), [ebolting@aol.com](mailto:ebolting@aol.com); Prepared Foods Coordinator, Sara Stern, (201-310-6167), [SaraInFood@aol.com](mailto:SaraInFood@aol.com); Crafts & Music Coordinator, Ann Krupp (845-246-6466), [ann@allenbryan.com](mailto:ann@allenbryan.com).

## Farmers Market Committee:

Barry Benepe, Edith Bolt, Debbie Burklund, Joe Hernandez, Tony Hitchcock,  
Ann Krupp, Judith Spektor, Sara Stern, James Tamayo, Rickie Tamayo, Masha Zager  
Edith Bolt, Market Manager

# SAUGERTIES FARMERS MARKET APPLICATION 2012

www.SaugertiesFarmersMarket.com

MARKET MANAGER: Edith Bolt, 917-453-2082, ebolting@aol.com

Name \_\_\_\_\_ Business Name \_\_\_\_\_

Mailing Address \_\_\_\_\_ County \_\_\_\_\_

Telephone \_\_\_\_\_ Cell \_\_\_\_\_ Email \_\_\_\_\_

# Acres in Cultivation \_\_\_\_\_ Organic Certification (by whom & date) \_\_\_\_\_

Required Licenses (prepared products): Attach copy & fill out page 5 \_\_\_\_\_

To increase your income will you participate in the Farmers Market Nutrition Program? \_\_\_ and/or Food Stamps/EBT? \_\_\_\_\_. For more information contact the Market Manager.

110 volt electrical service can be provided with advance payment of \$30 for the season. (list needs; only 110 volt equipment may be used) \_\_\_\_\_

## FEES:

**If you prepay for the Full Season (21 weeks), you will receive a 20% discount (or Part Season at 10% discount). The Market Committee strongly prefers a Full Season commitment in order to guarantee you a permanent location in the market throughout the season, to plan and promote the market, and to satisfy customers' demand. If you do not pay in advance for the season, you will not get a specific assigned space and will be fit in only when and where space is available. PLEASE NOTE THE DISCOUNT IS ALREADY INCLUDED IN THE SEASON FEE. DO NOT DEDUCT A FURTHER DISCOUNT. Payments must be received by February 29, 2012.**

## ON SITE PARKING:

Vehicle spaces are extremely limited, as we want to keep the parking for our customers. Space is only available on a case by case basis with approval of the Saugerties Farmers Market Committee. (A few on-site truck parking spaces are available remote from your assigned space. These are approved only under special need circumstances and when paid in advance for the full market season at \$105).

<u>PREPAID FULL SEASON (20% discount included)</u>	<u># of Spaces</u>	<u>Fee</u>
Non Vehicle Space (10' x 10') = \$250	_____	_____
Large Vehicle Space (10' x 30') = \$420	_____	_____
Electrical Service = \$30/season		_____
TOTAL PAYMENT ENCLOSED		_____

(N.B. The market is CLOSED for the Garlic Festival on September 29. We encourage you to apply to participate in the Hudson Valley Garlic Festival which attracts 50-60,000 visitors to Saugerties: hvgf.org)

**SAUGERTIES FARMERS MARKET APPLICATION 2012**

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**PREPAID PART SEASON (10% discount included for at least 6 dates)**

	<u># of Spaces</u>	<u># of Dates</u>	<u>Fee</u>
Non Vehicle Space (10' x 10') = \$15	_____	_____	_____
Vehicle Space (10' x 30') = \$25	_____	_____	_____
TOTAL PAYMENT ENCLOSED			_____

**MARKET SEASON (21 weeks) -- PLEASE CIRCLE DATES YOU WANT TO ATTEND:**

May 26	June 2	June 9	June 16	June 23	June 30	July 7
July 14	July 21	July 28	Aug 4	Aug 11	Aug 18	Aug 25
Sept 1	Sept 8	Sept 15	Sept 22	Oct 6	Oct 13	Oct 20

ALL DATES

**FEES:** *Attach fee payable by check made out to the Saugerties Farmers Market with this application.*

**DEADLINE:** Application with fee due by February 15, 2012.

There are no refunds for dates you do not attend. The market is open **RAIN OR SHINE**.

**Drop-In Spaces:** Spaces may be available by the day upon advance approval by the Market Manager. The Daily Fee will be collected by the Market Manager at the start of the market. Daily fees are accepted only after all Full Season participants have been accommodated and as space becomes available.

**Tent & Table Loans:** You must provide your own tent, table, and farm sign. If in an emergency you need to borrow a tent or a table, the market may have them available for prepayment ~~at a charge~~ of \$20 for a tent and \$5 for a table per market day. You must make advance arrangements with the Market Manager and come by 9am to set up and stay until 2pm to break down. You must take responsibility for setting up, ~~and~~ breaking down, and returning borrowed tents/tables to the storage trailer. If it rains, you must dry the tent out and return it dry and in working order for the next market. You are responsible for any tent/table damage to repair or replace in working order. We encourage you to provide your own tent and table.

**Licenses:** Attach any applicable state and/or local licenses required for your business: \_\_\_\_\_

**Products:** Only those items that are grown, raised and/or produced by you and approved by the Saugerties Farmers Market Committee may be sold at the market. Please fill out page 3.

**Further Information:** See our website: [www.SaugertiesFarmersMarket.com](http://www.SaugertiesFarmersMarket.com) or contact: Edith Bolt, Market Manager (917-453-2082), [ebolting@aol.com](mailto:ebolting@aol.com)

Who will sell at market?: Name \_\_\_\_\_ Relationship \_\_\_\_\_

Applicant's Signature \_\_\_\_\_

Printed Name \_\_\_\_\_ Date \_\_\_\_\_

**RETURN YOUR APPLICATION (pages 1-4 + Waiver of Liability) TO:  
Saugerties Farmers Market, 43 Partition Street, Saugerties, NY 12477**



## **SAUGERTIES FARMERS MARKET APPLICATION 2012**

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### Cross Promotion

Do you have an email list\_\_\_\_, website \_\_\_\_\_, blog \_\_\_\_\_, or e-newsletter \_\_\_\_\_?

Do you use Facebook\_\_\_\_, Linked In \_\_\_\_\_, YouTube\_\_\_\_, or other social media\_\_\_\_\_?

We request that you add your participation in the Saugerties Farmers Market weekly to your promotion and add a link to the Saugerties Farmers Market. The Saugerties Farmers Market will post a link to your site.

### Promotion

If you have particular seasonal varieties, new products, specials/sales that you want the market to promote, please inform Sara Stern, SaraInFood@aol.com with 2 week advance, if possible, to make press release deadlines. For FRESH!, the market's e-newsletter, contact Masha Zager, MashaZager@yahoo.com by the Tuesday before the market.

### Strategic Planning

We would like to work with you to determine how successful the market is for your business in order to improve the market and your sales. To get better data we request that you give the Market Manager information on the number of sales made and/or of gross receipts per market day.

### Products Needed

In order to attract and keep customers we encourage you to add wider varieties to what you grow, raise, produce. The following is a list (in formation) of products that are needed in the market: Artichokes, Celery, Horseradish, Morels, Nuts, Peas (in the Fall), Popcorn, Rhubarb, Winter Squash (more varieties); Herbs (more varieties: e.g., Marjoram, Lemongrass, Oregano, Stevia); Cranberries, Red Currants, Grapes, Melons (more varieties), Quince, Watermelon (yellow); Milk, Yogurt, Sour Cream, Crème Fraîche; Duck, Venison; Fish, Seafood; Flour, Grains. In addition Prepared Foods are needed for breakfast/lunch to eat at the market and to take home.



**WAIVER OF LIABILITY**  
**VILLAGE OF SAUGERTIES FARMERS MARKET**

I, \_\_\_\_\_(Name) representing  
\_\_\_\_\_ (Name of Business) do hereby agree to indemnify and hold harmless the Village of Saugerties, the Town of Saugerties, and the Village of Saugerties Farmers Market and their representatives, employees, and officers from and against any and all losses arising from or growing out of participation in the Village of Saugerties Farmers Market at the parking lot next to the Historical Society's Kiersted House and across from the Cahill School in Saugerties, N.Y., whether it be caused by the negligence of myself, my agents, servants, employees or otherwise.

I understand that it is a contractual obligation for me to carry insurance as outlined below as a condition of having a booth at the Village of Saugerties Farmers Market. I agree to provide the Village of Saugerties Farmers Market with a Certificate of Liability Insurance **evidencing a policy of no less than One Million Dollars (\$1,000,000.00) per occurrence in Combined Single Limit Bodily Injury, Property Damage insurance and Completed Products liability, naming the Village of Saugerties, New York; the Town of Saugerties, New York; and the Village of Saugerties Farmers Market as specifically designated additional insured.**

Signature \_\_\_\_\_

Name (please print) \_\_\_\_\_

Business Name (please print) \_\_\_\_\_

Date \_\_\_\_\_

**PLEASE HAVE YOUR INSURANCE AGENT SEND YOUR INSURANCE CERTIFICATE TO:**  
Saugerties Farmers Market, 43 Partition Street, Saugerties, NY 12477 or fax to: 845-350-4040

**PLEASE RETURN THIS PAGE**

# SAUGERTIES FARMERS MARKET APPLICATION

[www.saugertiesfarmersmarket.com](http://www.saugertiesfarmersmarket.com)

Edith Bolt, Market Manager, [ebolting@aol.com](mailto:ebolting@aol.com), 917-453-2082

## GUIDELINES 2012

The Saugerties Farmers Market Committee, under the sponsorship of the Village of Saugerties, has developed the following Guidelines after consultation with participating farmers. The Committee through its staff person, the Market Manager, will be happy to hear from farmers during the year in order to keep farmers and customers happy, and to promote the long-term goals of supporting local agriculture and improving the quality of food available in our area.

The Saugerties Farmers Market Committee makes an effort to balance the needs of the market (supplying customers with a complete selection of produce and other items available in season) with the needs of farmers without overloading the market with particular products.

Preference will be based on the following criteria: farmer grown, raised, produced products; available space; need for a specific product; amount of spaces needed; market fees paid in full and on time; variety and attractive display; presence of the farmer/owner; priority for organic farming practices, supporting local farms, and those farms under farmland protection easements. All serious growers are welcome.

In order to increase the variety of products sold in the market and when the grower/producer is unable to attend the market in person, you may hire an employee to do so or allow another farmer to sell your products.

**ATTENDANCE:** If you are not coming in on Opening Day, please state when you will start. If you are unable to attend a market date, you must advise the Market Manager by Thursday before the market. There are no refunds for dates you do not attend. The market is every Saturday (see dates on application) RAIN OR SHINE.

**SET-UP & BREAK-DOWN:** Please arrive at the market no later than 9:30am. Take into consideration how much time you will need to set up; most will need more than a half hour and should come earlier. It is important that you be ready to start to sell from the 10am market opening and stay to the 2pm market close. You must stay throughout the market hours.

**CLEANING:** If you are serving or sampling food for eating on site, bring your own waste basket and bags. Take responsibility to take away your own and your customers' trash. Please bring your own cleaning supplies to make sure that you leave your space completely clean. Do not count on the Market Manager to clean up after you.

## SAUGERTIES FARMERS MARKET GUIDELINES (page 2)

**GROW-YOUR-OWN:** The Saugerties Farmers Market will admit farmers who sell fruits, vegetable, plants, and other farm products grown and produced by them. Your application must include a Crop Plan subject to approval before your attendance is confirmed. There may be limits placed on certain products in order to avoid over saturation for the good of the entire market. You may sell only what is approved on the Crop Plan. If you wish to sell additional items during the season that are not on your Crop Plan, you must first submit a request in writing and obtain approval from the Market Manager prior to the item being brought to market. Personal attendance by farmers is preferred, but employees or other designated representatives are welcome.

**LOCALLY-GROWN-BUT-NOT-YOUR-OWN:** Permission may be granted for those products that are not available in the market and that are grown by others within 25 miles of your farm. Decisions will be made based upon the need for a product. To obtain approval, submit the request on the Crop Plan. If you wish to add these items during the season, apply in writing to the Market Manager.

**VALUE ADDED PRODUCTS:** We strongly prefer that products such as jams, jellies, preserves, relishes, sauces, pickles, fruit breads or pies, etc. be made from your farm-grown and/or other locally grown ingredients. However, we will review other locally made food and farm products on a case by case basis. Decisions will be made based on what the Saugerties Farmers Market Committee considers to be in the best interest of the overall market. Factors include the need for the product, the draw for customers, the nature of the ingredients, and method of production. All applicable Federal, State, and local laws apply. Proof of required licenses must be submitted with the application.

If you are representing another's products, please remember that you are in the market primarily to represent the farmer(s)/producer(s). Be prepared with information about those you represent – location, range of products, method of production (organic, naturally grown, pasture raised, conventional, hormone/antibiotic free, etc.).

**HEALTH DEPARTMENT:** Permits (copy to be attached to your application) are required for all prepared foods and foods served to eat in the market. It is your responsibility to be in compliance. We are visited by the Ulster County Health Department. If you want more information, please contact Sara Stern, SaraInFood@aol.com, 201-310-6167, the Prepared Foods Coordinator.

**CANOPIES, SIGNS, SCALES, ELECTRICITY & WATER:** Bring your own canopy to cover your assigned space size only. You will need sun protection, as there is little shade at our market site. **An attractive sign naming your farm and location is required. Price signs must be posted for each item.** You may sell by the pound or by the piece or standard container size (pint, quart, peck, bushel). It is our advice from observation that selling by scale, rather than by container, will bring greater customer satisfaction. Bring your own scale for weighing. It must be approved by your local County Department of Weights & Measures. **If you need access to electricity for which there will be a one time seasonal charge of \$30, please advise us so that we may take this into account in determining your space in the layout.**

## SAUGERTIES FARMERS MARKET GUIDELINES (page 3)

**SAFETY AND WEIGHTS:** Please be aware that the site has strong winds which may cause your tent to lift off the ground. Be prepared with weights for your tent and to keep all signs and products from flying off your table.

**INSURANCE:** The Village of Saugerties is providing liability insurance for the Saugerties Farmers Market and the Market Manager. You will need to sign a Waiver of Liability and you should have your own insurance coverage by adding onto your homeowners insurance and/or obtaining product liability coverage. **Please have your insurance agent send the market a copy of your Certificate of Liability Insurance following the specific language on the attached Insurance Waiver & Certificate form.**

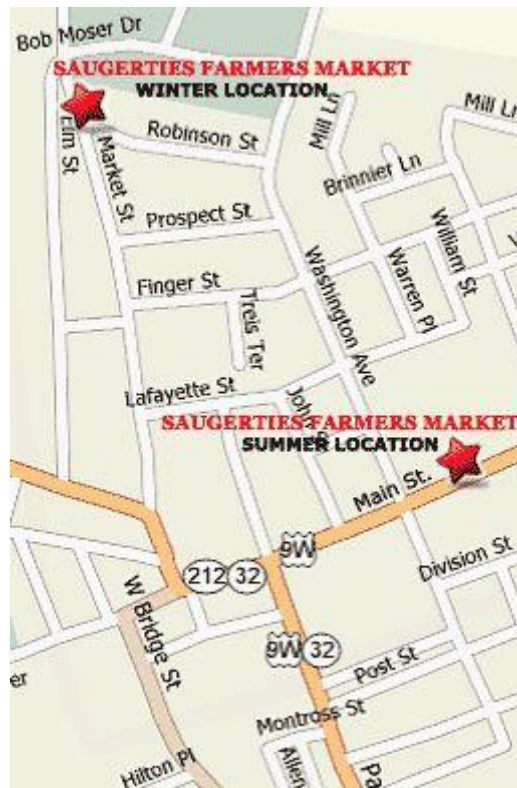
**PROMOTION:** The market encourages product sampling in order to promote your products and educate the customer. You must prepare and present samples in a safe, sanitary, and attractive manner. We encourage you to use email, Facebook, Twitter, market postcards/rack cards, and word of mouth to let your customers know of your participation in the Saugerties Farmers Market.

**PARKING:** Note that there is nearby street parking available to which you will be directed by the Market Manager. Bring your vehicle on site to offload. **Do NOT park on the market site or on Main Street during the market, as we need to save this for customers. Exceptions to this are limited to those who receive written approval from the Market Manager.**

**INFO:** See our website: [www.SaugertiesFarmersMarket.com](http://www.SaugertiesFarmersMarket.com) or contact:  
Market Manager, Edith Bolt (917-453-2082), [ebolting@aol.com](mailto:ebolting@aol.com)  
Prepared Foods Coordinator, Sara Stern (201-310-6167), [SaraInFood@aol.com](mailto:SaraInFood@aol.com)  
Crafts & Music Coordinator, Ann Krupp, (845-246-6466, [ann@allenbryan.com](mailto:ann@allenbryan.com))

**MAP & DIRECTIONS:** See page 4

**DIRECTIONS TO THE SAUGERTIES FARMERS MARKEET  
115 MAIN STREET, SAUGERTIES**



**From the North:** NYS Thruway south to Exit 20 - Saugerties. Turn left onto Route 32. At the light turn left at light onto Route 32/212. Go over the railroad tracks to the intersection of Ulster Ave. (Rt. 212/32) & Market Street. Turn right at this light. Turn left at the next light at the intersection of Market & Main Streets. Proceed straight through the next light at the intersection of Main and Partition Streets. The market is located on the left on the third block.

**From the South:** NYS Thruway to Exit 20 - Saugerties. Turn right onto Route 212/32 to the intersection with Market Street. Follow above directions.

**Route 9W N:** Follow south into the Village of Saugerties, past Seamon Park. Turn right onto Main Street. Market is on the right.

**Route 9WS/32:** Proceed north into the Village of Saugerties over the Esopus Creek Bridge. Turn right onto Partition Street and follow to the intersection of Main Street. Turn right at the traffic light on Main Street. Market is on the left on the third block.