



CITY of GROTON  
FARMERS' MARKET

**2021 Summer Season Vendor Guidelines**

**Mission Statement**

The mission of the City of Groton Farmers Market at Washington Park is to provide a venue in our neighborhood park of The City of Groton for local farmers and artisans to sell their produce and products directly to the diverse and integrated community in southeastern Connecticut. Our aim is to make accessible, affordable, healthy, locally produced food available to our community in Groton.

The City of Groton Farmers Market is primarily an agricultural market but also provides a variety of local baked goods, seafood/fish, meats, poultry/eggs. Grown products sold at the market must be grown in Connecticut. Foods and food products must be identified as organic, or not, and include place of origin. All meats, poultry and seafood will come from local sources.

The following are vendor categories:

- 1). **Agricultural/ Farmer:** a vendor who sells food, fiber, plants, or flowers, and associated agricultural products that were grown in Connecticut by the vendor or the vendor's employees with farming as the dominant way of life. Products not of your own origin must be marked as such.
- 2). **Specialty Food:** a vendor who sells ready to eat Food or Drink prepared by the vendor in Connecticut in a licensed home or community kitchen. Food vendors are encouraged to source ingredients from fellow vendors and/or local Connecticut farms and businesses.
- 3). **Artisan:** A vendor who sells items that do not qualify as agricultural specialty food yet are handcrafted in Connecticut by the vendor in their home or shop.

All new vendors will be subject to approval prior to selling at the market. The Market Manager reviews new member applications to avoid excessive representation of similar vendors and is based on space availability.

**The market will be held at Washington Park every Tuesday from 3:00 p.m. to 6:00 p.m. from July 6, 2021 to October 26, 2021.**

**Vendor Fees**

The 2021 Market Season consists of 17 markets. Each vendor space is 10'x10'.

Single Market Day Booth Cost: \$15

Full Season Discount: \$150 (Savings of \$105)

Please note these are per booth space costs. \$15 per additional space per market. **All payments are non-refundable.**

We appreciate your referrals! Current vendors will be granted a \$10 credit (up to \$30) towards next year's booth fees per referral who ends up joining the Market as a full-time vendor.

**Booth Sharing:** We love to see businesses helping businesses! Vendors that wish to sell other local vendor items in their booth, please fill out and email in an exception form (found at the end of these guidelines). Vendors that would like to host a guest in person needs to make the Market Manager aware ahead of the Market day.

## Vendor Expectations and Responsibilities

1. Connecticut Grown: All produce sold at the market must be grown in Connecticut. Vendors shall comply with all rules and regulations of the State of Connecticut and the Connecticut Department of Agriculture.
2. The City of Groton Farmers Market at Washington Park is a "Producer Only" market at which
3. farmers sell what they grow and other vendors sell what they themselves have produced. At least one person who is directly involved with production must attend every market. This could be either the owner, employee or a volunteer designated specific by vendor.
4. Produce vendors must use certified legal-for-trade scales if selling by the pound. The State of Connecticut Dept. of Weights and Measures will inspect scales at random.
5. Liability Insurance: Each vendor is required to carry their own liability Insurance with the City of Groton named as Certificate Holder.
6. Acceptance of SNAP/EBT benefits is required of all eligible vendors (if you are unsure of SNAP rules, please ask us).
7. Vendors are required to be set up and ready for business 15 minutes prior to the start of market and to stay until market scheduled closing.
8. After each market day, vendor spaces must be cleared of debris. All vendors are expected to maintain a clean, presentable space for the duration of the event. Vendors are responsible for leaving their space in the same condition as when they first arrived. Vendor-generated trash must be disposed of appropriately.
9. Vendors are expected to comply with all pertinent Ledge Light Health District, City of Groton, State of CT and Federal regulations. Vendors must maintain required health documents at their market site. Vendors who are selling food must register with Ledge Light Health District.
10. Cancellation: Vendors with reserved spaces MUST notify the Market Manager by Noon 24 hours in advance of the market if they are not attending the market.
11. Vendors are responsible for providing:
  - o Tents, tables, chairs, trash receptacles for your space
    - Professional-looking signs clearly and legibly lists the name of their business.
    - Labels that clearly state prices and legal trade scales and bags
    - Administrative supplies, and adequate change
    - Properly storing and maintaining freshness of products sold
    - Appropriate masks and gloves for booth representatives. (If required by DoAg).
12. All tents, including umbrellas and canopies, on-site during normal market hours, including during setup and breakdown, are required to be sufficiently and safely weighted to the ground. Each leg must be anchored with no less than 10 pounds. Any vendor who fails to properly weight his or her canopy may not be allowed to sell at KFM that market day, unless that vendor chooses to take down and stow their canopy and sell without it. This is for the safety of other vendors, Market shoppers, and your product.
13. The City of Groton Farmers' Market maintains a family atmosphere. Disruptive or abusive behavior will not be tolerated. Vendors violating any of these regulations may be dismissed from the market without refund of fee. Smoking and Alcohol Consumption by vendors is prohibited on market grounds.
14. To maintain the integrity of the markets, please note that violation of these guidelines may result in suspension or expulsion from the market.

## Covid-19 and our 2021 Season

COVID-19 Guidelines from State of CT Department of Agriculture update frequently during this time of rapid change. As new guidelines become available, we will update our vendors. Current Guidelines are posted on our website at [www.cityofgroton.recdesk.com](http://www.cityofgroton.recdesk.com).

## **Weather Policies**

We take the safety of visitors, volunteers, and vendors at the City of Groton Farmers Market seriously, trying to control as much as we can to avoid harmful incidents. However, the weather is one thing out of our control and, as we all know... it's Connecticut and the forecast changes as it pleases!

The City of Groton Farmers' Market is a rain or shine market.

If lightning or heavy wind are reported in the vicinity of the market during normal business hours, customers, vendors and, volunteers will be asked to move to a safe place until the weather has passed. Once passed, a determination will be made about resuming normal market operations for the remainder of the market day. In severe situations, the Market will close early.

On days with high winds or gusts, all freestanding display racks, sandwich boards, and shelves must be secured with stakes or weights as possible or consider taking down until the wind passes. If the wind starts to destabilize canopies or other display items, all vendors will be required to take down canopies and remove free-standing display items for the remainder of the Market day.

If the severe weather threat occurs prior to the opening of the market and/ or there is reason to believe the threat will persist through much of the afternoon, the Market may be cancelled altogether. If that were to happen, notification would be posted on our website, and communications would go out by email, and Facebook. With weather forecasts often changing hourly, we will make the best call we can with the information we have at that time.

The City of Groton Farmers' Market is not responsible for lost or damaged merchandise. Refunds or payment transfers are not provided in the event of Market cancellation.

## **Marketing**

Help us market you as a vendor by doing the following:

1. Email a photo and description of your business to be featured in our Vendor Spotlight section of our email newsletter to [cogfarmersmarket@gmail.com](mailto:cogfarmersmarket@gmail.com).
2. Follow us at [www.facebook.com/cogfarmersmarket](http://www.facebook.com/cogfarmersmarket) and Instagram @cogfarmersmarket. Interact and share are posts often! Help us spread the word of our Farmers' Market.
3. Each week, the Market Manager will email asking for any new items, menus, offering at this week's Market. We aim to feature what shoppers can find each week at the Market. Please let us know so we can market you!

The City of Groton Farmers Market is built on a strong foundation of trust and collaboration. We hope you apply with these ideals in mind!

Farmer Market Vendor Ideals:

- Commitment to helping fulfill the mission of the City of Groton - 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.
- Commitment to the Groton Community-the stronger and closer the better.

**•• 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 clearly marked 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\_\_\_\_\_

\_\_\_\_\_

**Exception 2**

Name of Product:\_\_\_\_\_

Farm providing produce-Farm Name, Address, Contact Name, Phone Number\_\_\_\_\_

\_\_\_\_\_

**Exception 3**

Name of Product:\_\_\_\_\_

Farm providing produce-Farm Name, Address, Contact Name, Phone Number\_\_\_\_\_

\_\_\_\_\_

**Exception 4**

Name of Product:\_\_\_\_\_

Farm providing produce-Farm Name, Address, Contact Name, Phone Number\_\_\_\_\_

\_\_\_\_\_

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

Please indicate all products that you would like to bring to the market that you yourself grow by crossing it off the list. Please indicate all products for which you are seeking an exception by crossing it off and writing an E next to it. City of Groton Farmers Market will indicate which items you are approved to bring to the market(s) by circling the items that you are approved for. We will return this form to you with the Vendor Agreement when you are asked to participate this season.

## Vegetables

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

**Fruit**

Apples  
 Apricots  
 Black Currants  
 Black Raspberries  
 Blackberries  
 Blueberries  
 Cantaloupe  
 Charentais  
 Melon  
 Cherries  
 Concord Grapes  
 Crabapples  
 Currants  
 Table Grapes  
 Peaches  
 Figs  
 Gooseberries  
 Grapefruit  
 Ground Cherries  
 Honeydew Melon  
 Jostaberries  
 Kiwis  
 Pears  
 Nectarines  
 Plums  
 Quinces  
 Summer Raspberries  
 Fall Raspberries  
 Strawberries  
 Watermelon  
 White Flesh Peaches  
 Yellow Flesh Peaches  
 Wine Grapes

**Dairy Products**

Cow's Milk  
 Goat's Milk  
 Sheep's Milk  
 Cow's Yogurt  
 Goat Yogurt  
 Cream  
 Half and Half  
 Eggnog  
 Chocolate Milk  
 Other Flavored Milk Duck

Eggs  
 Chicken Eggs  
 Butter  
 Buttermilk  
 Cow Cheese  
 Chevre  
 Emu Eggs  
 Heavy Cream  
 Light Cream

**Specialty Food**

Pickles  
 Pickled Vegetables Apple  
 Butter  
 Apple Cider  
 Apple Cider Donuts Baked  
 Goods  
 Beef Jerky  
 Black Currant Juice Bread  
 Creamed  
 Dipping Sauce  
 Dressings  
 Granola  
 Honey  
 Other Honey Products Jam  
 Jelly  
 Maple Syrup  
 Other Maple Products Pies  
 Popcorn  
 Preserves  
 Relish  
 Salsa  
 Sauerkraut  
 Seeds  
 Sorbet  
 Soup  
 Spices  
 Spreads  
 Tea  
 Tomato Sauce  
 Vinegar

**Handicrafts/Fiber**

Candles  
 Wool for Roving  
 Yarn  
 Knitted crafts  
 Felted crafts  
 Wreathes/garlands  
 Herb Soaps  
 Herbal Salve  
 Natural Bug Spray  
 Natural Face Products  
 Potpourris  
 Soap  
 Soy Candles  
 Wool Blankets

**Nursery/Plants**

Vegetable Seedlings  
 Herb Seedlings  
 Flower Seedlings  
 Bedding Flower Plants  
 Potted Vegetable  
 Plants/Bushes  
 Potted Fruit  
 Plants/Bushes  
 Potted Herb  
 Plants Potted Flower  
 Plants/Bushes  
 Hanging Flowers  
 Flower Bouquets  
 Compost  
 Christmas Trees

**Meat/Fish**

Beef  
 Pork  
 Bison  
 Chevon  
 Turkeys  
 Chicken  
 Duck  
 Goose  
 Lamb  
 Rabbit  
 Shellfish  
 Veal  
 Other: \_\_\_\_\_