



MARKET POLICIES & GUIDELINES 2021

The Brunswick-Topsham Land Trust Farmers' Market brings together a diverse range of local farmers, producers and craftspeople in order to offer locally produced food and goods to the Brunswick and mid-coast community. It is our goal to support and develop the local natural resource-based economy as a way to keep farmland, forests, and fisheries open, working, and productive. We established the market to boost the economy of our community; support a more locally focused food system in Maine; provide a valuable opportunity for vendors to sell their products with low overhead costs; and as a gathering place to enrich the lives of people in our region through community building, education, and fun.

Participation

It is a goal of the Market to focus on farm products grown and made by small-scale local producers. Preference will be given to local producers for whom farmers' markets are their primary retail venue.

The Land Trust strives to create a market that offers a diversity of products, including, but not limited to, fresh produce; meats; seafood; dairy products; value-added items (baked goods, preserved foods, fiber, etc.); and related services.

Acceptance or renewal in the market is based on the relative abundance of a particular product or product type and the judgment of the Land Trust as to what is most supportive of our local food economy. Preference will be given to returning vendor applicants.

Products

Requirements for all products for sale at the Market include:

Products must be local. Items for sale at the Market must be grown, harvested or produced within Maine; or purchased from a producer/distributor that is local or regional (northern New England or maritime Canada).

Goods must be produced by the vendor. At least **75%** of a vendor's products must be grown, caught, wild harvested, or made by the vendor, their family members, or employees. Up to **25%** of the products offered may be purchased from or sold on behalf of other Maine or regional producers. **Products that are not grown or produced in Maine or by the vendor must be clearly portrayed as such.**

Production, labeling, display and sale of all products is the responsibility of the individual vendor and must be in compliance with all local/state/federal regulations.

Vendor Fees

Vendor fees help to cover the annual cost of operating the market. Major costs include: the market manager and parking attendants' salaries; EBT administration; market licenses and liability insurance, grounds maintenance

(mowing, road grading); administrative costs (bookkeeping, processing applications, scheduling musicians, etc.); safety needs; site materials (ropes, posts, signage, porta-potties); and site improvements.

The Land Trust contributes a portion of staff administrative costs in keeping with our support of local agriculture and the development of the local economy and community. The Land Trust does not profit financially from the Farmers' Market and we continually explore ways to keep costs as low as possible.

Stall Size, Allocation and Parking

Standard stall size is 11'x 30' vendor booth *and* vehicle *must* fit within this space. Please make a note in your application if you anticipate this being a problem.

Vendor Responsibilities, Market Hours and General Market Policies

1. Market hours are **8:30 – 12:30**. The parking lot will be closed to customers until 8:30 to facilitate setup and ensure the safety of vendors, staff and customers. **No selling is permitted before or after these hours.**
2. Vendors and their employees are to **arrive no later than 8:15 am. Access through the center of the market green is limited and will be closed at 8:00.** Late arrival and setup cause unnecessary disruption and jeopardize the safety of customers and vendors in the parking lot and market area. Late arrival may result in being denied entry. **If you must be late for a market, please make advance arrangements with the Market Manager.** Continual violation of this policy may result in forfeiture of your vendor space.
3. Vendors are expected to be **present every week and absences must be communicated to the Market Manager** in order to facilitate the efficient functioning of the market and to meet customer expectations. Exceptions may be made in the following cases: products are primarily seasonal (prior arrangements must be made with the Market Manager); an emergency prevents the vendor from attending (notification appreciated); and planned absences are coordinated in advance with the Market Manager. **Three absences that fall outside of the excused or agreed to absences will likely result in non-renewal.**
4. Vendors are expected to bring their own tables, chairs, pop up canopy tents, weights, stakes, and other materials necessary for their stall.
5. All qualifying vendors must participate in the SNAP program offered at the market. Vendors and booth staff must be familiar with the SNAP and Harvest Bucks policies and procedures.
6. Vendor booths must have **signage** indicating the farm/business name and location.
7. Every vendor is responsible for maintaining their vendor area. Please provide trash receptacles if you offer samples and **carry out all trash that your booth and customers generate.**
8. **Dogs** are *not* permitted on the market green. Vendors may bring their dogs though it is not encouraged. Vendor's dogs must be kept behind the booth at all times.
9. All vendors and **booth staff** participating in the Market are expected to adhere to the policies and guidelines outlined in this application. Although vendors sell as individuals, the market is a cohesive unit and its success depends on the cooperation and joint effort of the vendors, market manager and Land Trust. The Land Trust strives to make the market a positive, beneficial experience for all participants and we expect vendors to support this goal.



BRUNSWICK-TOPSHAM
LANDTRUST

Farmers' Market

at Crystal Spring Farm

APPLICATION PROCESS AND TIMELINE

IMPORTANT DATES 2021 SEASON

Applications due	Jan 15
Notice of acceptance or non-acceptance	Feb 1
Vendor confirmation of market participation	Feb 15
Insurance, License & Payment due	Apr 8
Vendor Meeting	Apr TBD
First day of Market	May 1
Last day of Market	Oct 30

1. Please read carefully ALL policies and terms contained in all sections of the application and guidelines. If you have questions please call the office at 207-729-7694 or email market@btl.org
2. If you **agree to the guidelines** and policies and fulfill all requirements, **mail or email the application and signed vendor agreement** to: Brunswick-Topsham Land Trust, 179 Neptune Drive, Brunswick, ME 04011. Do not send payment with your application. **Applications must be in our office by January 15, 2021.**
3. You will be notified by email or phone of acceptance into the market by **February 1, 2021.**
4. If accepted, you must notify the Land Trust to **confirm your participation in the market by February 15, 2021.**
5. If accepted into the market, copies of all licenses, insurance certificate and **payment in full (\$675) are due on or before April 8, 2021.** If we do not have payment by April 9, 2021 your spot at the market may be offered to a vendor on the waiting list.
6. A meeting for all vendors will be in April, the exact date is TBD, at the Topsham Public Library or on Zoom as appropriate. It is essential that you attend this meeting for important Market updates and to share any questions or concerns.
7. All applications accepted are valid for the 2021 market season only. All vendors are considered tenants at will. Re-application and acceptance is required for each season.

APPLICATION

Name of primary contact person(s) _____

Vendor/Business Name (legal name, LLC, Inc., etc.)

Address (mailing) _____

City _____ State _____ Zip _____

Email _____

Primary Phone # _____ Cell Phone # _____

Website or Facebook link: _____

Name(s) of staff at market booth: _____

Primary Products
(please be specific) _____

Secondary Products
(please be specific) _____

Products produced, grown or purchased from other producers (this may be no more than 25% of total offering): _____

Where else are your products are sold: _____

Do you sell unpasteurized products ? _____ If so, The Brunswick Topsham Land Trust must be shown as Additional Insured on your insurance certificate.

Please list any dates you will *not* be present at the market: _____

Do you accept credit cards ? _____ WIC ? _____

This application is due January 15, 2021. The vendor fee is \$675. Upon acceptance, payment in full is due on April 8, 2021. Please make check payable to Brunswick-Topsham Land Trust and send to 179 Neptune Ave Brunswick, Maine 04011.

Printed Name _____

Signature _____ **Date** _____

For Office Use Only

Application Rec'd _____ Acceptance _____ Vendor Confirmation _____
Payment Rec'd _____ Ck # _____ Ck Amount _____

VENDOR AGREEMENT

I understand that the Brunswick-Topsham Land Trust (Land Trust) requires at least \$500,000 in liability insurance that covers all employees and merchandise sold. I guarantee that such insurance is appropriate for my business/commercial/retail sale(s) at the Brunswick-Topsham Land Trust Farmers' Market. I agree to provide the Land Trust with a **Certificate of Insurance listing Brunswick-Topsham Land Trust as the Certificate Holder for the market season from May 1 through October 31, 2021**. Failure to have a valid current certificate on file with the Land Trust will result in being denied access to the market.

I recognize that it is my responsibility to be informed about all appropriate permits and licenses governing the regulation and/or sale of my products. **I agree to provide copies of valid permits and licenses**, demonstrating compliance with all local; state; and federal laws, to the Land Trust by **April 8, 2021 and updated permits and licenses as they are renewed**.

I understand that all vendors are considered tenants at will. Non-compliance with these policies and those outlined in The Guidelines is grounds for suspension and possible removal from the market with no refund. All decisions by the Brunswick-Topsham Land Trust and/or its board/manager are final. This application is valid for the 2021 market season. Re- application is required for the following year.

Upon acceptance of my application, **I agree to pay the full vendor fee of \$675. on or before April 8, 2021**. Failure to pay my fees may result in loss of my space at the market.

The Brunswick-Topsham Land Trust will periodically release information about the Market and vendors including but not limited to printed media such as newspapers or fliers, or electronic media such as email or television. Disclosed information will be limited to business contact and merchant products only. This information will not be sold or distributed for any other purpose. Participation in the market means that you permit Brunswick-Topsham Land Trust to mention your representatives, farm or business name in print and electronic advertisements.

I certify that **I have read all the Farmers' Market Guidelines**. I understand that not following these policies may result in suspension or removal from the market. By signing below I agree to abide by these provisions.

Signature _____

Date _____

Printed Name: _____

Vendor/Business Name: _____