



BRUNSWICK-TOPSHAM
LANDTRUST

Farmers' Market
At Crystal Spring Farm

BTLT 2024 FARMERS' MARKET APPLICATION

Applications Due:	Friday, January 26th
Notice of acceptance or non-acceptance:	Friday, February 16th
Vendor confirmation of participation:	Friday, March 1st
Insurance, licenses, and payment due:	Friday, April 5th
Required vendor meeting:	April TBD
First day of Market:	Saturday, May 4th
Last day of Market:	October 26th or November 2nd TBD

1. The **Application can be found at the end of this document**. Please carefully read ALL updated policies and guidelines contained in this document before completing the application. If you have questions, please call the BTLT office at (207)729-7694 or email: market@btl.org
2. If you agree to the policies and guidelines and fulfill all requirements, mail or email the application to: Brunswick-Topsham Land Trust, 179 Neptune Drive Suite 200, Brunswick, ME 04011. *Do not send payment with your application. Applications must be in our inbox or office by January 26, 2024.* To be sure your application has reached us, please check your email for confirmation that we have received it.
3. Vendor selection is made by BTLT's Agriculture Work Group, a group comprised of food producers/farmers, community volunteers with market experience, and BTLT staff and board members. *Priority is given to returning vendors.*
4. You will be notified by the Market Manager via email or phone of acceptance into the Market by February 16, 2024.
5. If your application is accepted, a **signed Vendor Agreement** will be due by March 1, 2024.
6. For accepted vendors, payment in full, copies of all relevant licenses, and insurance certificates, are all due by April 6, 2024. *If we do not have payment by this date, your spot at the Market may be offered to a vendor on the waiting list.*
7. A meeting for all accepted vendors will be held in April at the Topsham Public Library or via Zoom. The exact date is TBD. **Accepted vendors are required to attend this meeting** for important Market updates and to share any questions or concerns.
8. All applications accepted are valid for the 2024 Market season only. All vendors are considered tenants at will. *Re-application and acceptance are required for each season.*



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BTLT 2024 FARMERS' MARKET POLICIES & GUIDELINES

The Brunswick-Topsham Land Trust Saturday Farmers' Market at Crystal Spring Farm brings together a diverse range of local farmers, producers, and craftspeople in order to offer locally produced food and goods to the southern midcoast community. Our goal is 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 strengthen the economy in 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.

Vendor Fees

2024 Season Single Booth: \$750

2024 Season Double Booth: \$1,500

2024 Season Alternating Vendor: \$30 per Market

Vendor fees help to cover the annual cost of operating the Market, *but only cover a portion of these operating expenses*. Major costs include: the Market Manager and parking attendants' salaries; SNAP, Maine Harvest Bucks, Bumper Crop, and POP Club administration; market licenses and liability insurance; grounds maintenance (mowing, road grading, etc); administrative costs (bookkeeping, scheduling musicians, etc.); safety needs (Brunswick PD, etc); site materials and improvements (ropes, posts, signage, porta-potties).

The Land Trust contributes a portion of staff administrative costs for the Market's operation in keeping with our support of local agriculture and the development of the local food economy. The Land Trust does not profit financially from the Farmers' Market, and we continually explore ways to keep costs as low as possible while continuing to run a robust Market.

If you would like to support BTLT, please consider becoming a [Business Supporter](#) of the Land Trust (you can learn more on BTLT's website!). The support of businesses in our community keeps the Market running and supports our other programs, keeps our trails maintained, and helps us accomplish our conservation goals. The Land Trust recognizes the support of businesses through various promotional materials and publications throughout the year. Upon acceptance to the market, you will receive more information about becoming a Business Supporter.



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Participation

It is a goal of the Market to focus on offering farm and food products grown and made by local small-scale 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 fresh produce, meats, seafood, dairy products, value-added items (baked goods, preserved foods, fiber, etc.), and related services.

There are 1-2 "alternating" booths at the Market to accommodate seasonal and part-time vendors. The alternating booth(s) provide a way for seasonal producers and new food producers to access the Market. The schedule for the booth(s) is determined based on who applies for these spots and the products they offer, and how frequently they would ideally like to attend. Acceptance as an alternating vendor does not qualify you for a regular booth as soon as one becomes available. *If you are interested in being an alternating vendor if a single booth is not available, please check both boxes on your application.*

Acceptance or renewal in the Market is based on the relative abundance of a particular product or product type and the judgment of BTLT's Agricultural Work Group as to what is most supportive of our local food economy and the space we have available for the season. Preference will be given to returning vendor applicants and please note that space is limited.

The Brunswick-Topsham Land Trust (Land Trust) requires at least \$500,000 in liability insurance that covers all employees and merchandise sold. Vendors must provide the Land Trust with a Certificate of Insurance listing Brunswick-Topsham Land Trust as the Certificate Holder for the Market season from May through November 2024.

Products

Requirements for all products for sale at the Market are as follows:

1. 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). Value added producers should prioritize using Maine-grown, fresh ingredients.
2. 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.



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3. Up to 25% of the products offered may be purchased from or sold on behalf of other Maine or regional producers. These products need to bring new diversity of goods to the Market and not create undue competition with another vendor's primary offerings.
4. Products that are not grown or produced in Maine, made by the vendor, or utilizing Maine-grown ingredients must be clearly portrayed as such.
5. Production, labeling, display and sale of all products is the individual vendor's responsibility and must comply with all local, state, and federal regulations.
6. Only certified organic producers may use signage and language indicating their products are 'Certified Organic'.
7. The vendor must hold the proper required licenses for any and all products sold. Valid licenses must be held for the duration of the Market season.
8. Please list all items you are considering selling at the Market on your application. Items not listed on a vendor's application are not allowed to be sold at the Market without prior approval.

Questions or conflicts that arise around product sourcing (whether for value-added or as part of the 25% sold on behalf of another producer) will be resolved by BTLT's Agricultural Work Group.

Booth Size, Allocation, and Parking

Standard booth size is approximately 11' x 30'.

Double booths are approximately 22' x 30' (double the frontage on the market green).

Applying for a double booth does not guarantee that you will be allocated one. Double booth allocations are kept to a minimum in order to prioritize a diversity of food offerings and food businesses. Vegetable producers are prioritized due to the large variety of products they offer.

Your booth setup and vehicle must fit within your space. You **MUST** make a note in your application if you anticipate this being a problem. The Market Manager will work with you to figure out how to best utilize your booth space. Any other special accommodations that are needed for your booth space should be noted in your application.

Any additional vehicles must be parked in designated vendor parking areas. Please check in with the Market Manager at the start of the Market season for additional parking spots. Vendors and vendor staff are not allowed to park in the parking lot or along the roadside. Vendors or vendor staff who park in these areas will be asked to move their vehicles.



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Vendor Attendance

Regular attendance at the Market is critical to the overall success of the Market. Repeated absences disrupt the Market and are not acceptable. As a vendor at the BTLT Farmers' Market, *you have a responsibility to attend the Market each week*, not just a right to appear. The Market happens rain or shine and will only be canceled if weather creates unsafe conditions. Vendors are expected to attend rain or shine.

Vendors and their employees are to arrive no later than 8:15am. Access through the center of the Market green is limited and will be closed at 8:00am. 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. **Vendors are expected to stay for the entirety of the Market and cannot begin packing up until the Market ends at 12:30pm.** Early departure from the Market is not allowed, except in emergency cases which must be communicated to the Market Manager. Continual violation of these policies may result in forfeiture of your vendor space.

Vendors are expected to be present every week and absences **MUST** be communicated in **ADVANCE** to the Market Manager in order to facilitate the efficient functioning of the Market and to meet customer expectations. Any dates you already know you cannot attend the Market should be noted in your application as 'planned absences'. Substitution of vendor booths at the Market when you are not present is not allowed. Producers who are interested in part-time participation in the Market are invited to apply as an "alternating vendor." **Each full-time vendor is allowed three excused absences per Market season; alternating vendors are allowed one excused absence per Market season.**

In some cases more than three absences may be allowed for specific seasonal producers (at the approval of the Ag. Work Group) or emergency cases that would prevent a vendor from attending (notification is required). *Three absences that fall outside of the excused or agreed-to absences can result in removal of you as a market vendor or non-renewal of your vendor space.*

While we have been reluctant to impose fees for unexcused or excessive absences, we may choose to implement a fee structure in 2025 if attendance issues persist during the 2024 season.



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Vendor Expectations and Responsibilities

- 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. Vendors are expected to uphold this policy.
- Vendor booths must have signage indicating the farm/business name and location. Vendors are expected to bring their own tables, chairs, pop-up canopy tents, and other materials for their booth. **Tents must be staked, weighted, or otherwise tied down.** Vendors who do not have tent weights or the equivalent will not be allowed to set up their tent.
- Every vendor is responsible for maintaining their vendor area. **You are required to provide trash receptacles if you offer samples or ready-to-eat items**, and you must carry out all trash that your booth and customers generate. Even biodegradable materials should be removed from the Market green.
- All qualifying vendors are required to participate in the SNAP, Maine Harvest Bucks, Bumper Crop, and POP Club programs offered at the Market. Vendors and booth staff must be familiar with the policies and procedures of these programs. Information about these programs will be provided by the Market Manager and reviewed during the vendor meeting, but it is the responsibility of the vendor to ensure that booth staff are familiar with each program. Reimbursements for these vouchers will be made via direct deposit monthly. Upon acceptance, vendors will be required to complete a direct deposit form.
- 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*. BTLT reserves the right to ban any dog that is causing disruption at the Market.
- Market vendors, and all vendor staff, are required to conduct themselves in a courteous, honest, and appropriate way that cultivates a positive experience for the entire Market community. This includes other Market vendors, BTLT staff and volunteers, and Market visitors. Unsuitable language, crude jokes, and engaging in inappropriate behavior are prohibited. Any concerns during the duration of the Market season (including concerns about Market visitors) should be shared with the Market Manager, who will address issues as appropriate. Vendors involved in any conflicts at the Market will be expected to participate in the resolution of such conflicts.
- All vendors and booth staff participating in the Market are expected to adhere to ALL 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.



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Name of primary contact person(s):

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

Mailing Address _____

Town/City _____ State _____ Zip _____

Email(s) _____

(All Market communication happens via email. Please include booth staff emails if applicable.)

Primary Phone # _____ This is a cell phone _____ Texts are okay _____

Website link: _____

Facebook/ Instagram: _____

Preference: Single Booth _____ Double Booth _____ Alternating Vendor _____

Please specify here if you have specific booth or vehicle requirements:

If applying for alternating vendor booth, requested frequency _____

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

Name(s) of staff at Market booth: _____



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Primary Products: (Please be specific)

Secondary Products: (Please be specific)

Products produced/grown/purchased from other producers: (No more than 25% of total offering)

Please list where your products are currently sold (including other Farmers' Markets):

Do you sell unpasteurized products? _____ (BTLT must be listed on your insurance as 'Additional Insured')

Do you accept credit cards? _____ Do you accept WIC? (produce vendors only) _____

This application is due by Friday, January 26, 2024. Completing this application does not guarantee your acceptance into the BTLT Farmers' Market. Notice of acceptance or non-acceptance will be sent by Friday, February 16th. **If you are accepted to the Market, payment in full is due on Friday, April 5, 2024.** *Please do not send payment with this application.*

*By signing, I attest that I have reviewed all BTLT Farmers' Market policies, understand all expectations of vendors, and completed this application to the best of my knowledge.

Printed Name _____

Signature _____ Date _____