

Mt. Washington Valley Farmers' Market

Vendor Information and Application - Summer 2021

Thank you so much for your interest in vending at the Mount Washington Valley Farmers' Market! We are looking forward to creating a successful and fun community event!

Mission

To support the farmers and food producers of the Mount Washington Valley by creating a dynamic space for community gathering that celebrates the exchange of local products and encourages equitable access to healthy food.

Schedule

The market will be held from 4-7pm on Tuesdays from June 29th-October 5th (15 weeks). After Labor Day, the hours will shift to 3-6pm for the remainder of the season. This is a rain or shine event. If you choose not to attend due to weather, please notify the manager as soon as possible. It is critical to the success of the market that all vendors are present every week of the season unless arrangements are made ahead of time. Please consider finding someone else to run your stand in your absence. Please notify the manager if you are unable to attend with at least 48 hours notice so that we can try to fill your spot with a guest vendor. Failure to communicate absences may result in a vendor forfeiting their space for the season and/or not being invited to participate in future seasons. Vendors will be able to drive to and park at their site for the duration of the market. Set up can begin 1 hour prior to the market and clean up should be complete by 1 hour after the end of the market. You are not allowed to begin vending until the market opens at 4 pm (3 pm after Labor Day). Tents must be staked or weighted down.

Location

The market will be held outdoors at the North Conway Community Center, 78 Norcross Circle, North Conway, NH 03860.

Vendor Criteria & Rules

In order to sell at the MWV Farmers' Market, vendors will need to read the Vendor Information and submit an application along with the \$20 application fee. All products being sold must be locally produced by the vendor and their employees. Local means produced within 50 miles of North Conway, NH. No more than 25% of total products offered may be grown or produced by others. Any item not grown or produced by the vendor must be prominently labeled with the name and location of the producer.

Vendors are required to follow all State of New Hampshire Department of Agriculture rules. We may be visited by the New Hampshire Dept. of Agriculture, Dept. of Health and Human Services and/or the Division of Weights and Measures at any time. You must post prices for everything you offer for sale.

All food vendors must have the proper licenses and a certified scale if used for sales. All food vendors are REQUIRED to have a Commercial General Liability Insurance Policy of at least \$1,000,000 prior to being allowed to vend. A Certificate of Insurance must be submitted upon acceptance. The Certificate Holder information should read "North Conway Community Center, 78 Norcross Circle, North Conway, NH 03860" as an additional insured. Craft vendors will be able to sign a liability waiver if they do not have insurance. Vendors will be selected by their ability to meet the above requirements, as well as:

- The degree to which the product fulfills a distinctive niche at the market

- The degree to which ingredients are locally grown or sourced
- The degree to which non-local ingredients are locally processed and acquired from Fair Trade and sustainable sources
- The degree to which packaging is compostable and environmentally friendly
- The quality of vendor's presentation and display
- The volume of product the vendor is able to provide
- Vendor's experience selling at other farmers markets
- The degree to which the primary farmer/chef/crafter is present at market
- Ability to commit for the entire 15 week season

The Market seeks to provide diversity in products while prioritizing farm vendors, with the optimal vendor breakdown being:

- 60% agricultural
- 20% prepared foods
- 20% crafts

Single day vendors are welcome to apply and will be given space as it is available.

2021 Vendor Fees:

Application Fee: \$20 - we will not review your application until your fee has been received

Full Season: \$225 which must be paid in full by June 1 or can be paid in two payments (\$115 due on June 1 and \$110 due on August 1)

Single Day: \$20/day

COVID-19

Community safety is a top priority. As a result, the MWV Market Planning committee will continue to monitor the COVID-19 situation regionally and statewide. The Market will follow and enforce all state and local guidelines, as well as current CDC recommendations.

Food Equity

In order to ensure that the Market is accessible to all community members, SNAP tokens will be available to families and individuals receiving these benefits, and we will be participating in the Granite State Market Match. More information will be forthcoming. We encourage all applicable vendors to opt in.

Contact

Questions or concerns can be sent to mwvfarmersmarket@gmail.com

If you are unable to submit the form online, please print this document and mail it to Liz Freierman, PO Box 183 Bartlett, NH 03812

I have read, understand, and agree to comply with all of the above market rules and policies.

Name

Date

Application

Business Name:

Owners/Operators:

Address:

Email:

Phone Number:

Preferred contact method: Phone call Text Email

Website:

Social Media:

Vendor Season Option:

- Full Season (\$225 in one payment due June 1)
- Full Season (\$225 in two payments; \$115 due June 1 and \$110 due August 1)
- Single Day(s) (\$20/week)- please circle dates you plan on attending
 - June 29
 - July 6 13 20 27
 - August 3 10 17 24 31
 - September 7 14 21 28
 - October 5

What products do you sell? Please be very specific. If accepted to the market, what is listed here is what you will be permitted to sell.

What makes your products unique? How do your products support local agriculture in New Hampshire?
How do your products align with the list of desired qualities listed in the Vendor Criteria section?

Application Fee - Please mail \$20 cash or check (payable to Mt. Washington Valley Farmers' Market) to Liz Freierman, PO Box 183, Bartlett NH 03812. Applications will not be reviewed until payment is received. You will receive a response within 30 days of payment receipt.