



Princeton Farmers Market Guidelines
Last updated April 2, 2018

Our Story

Princeton Farmers Market began in 2009 with the idea of bringing local farms and produce to the center of Princeton. Taking place on Hinds Plaza, adjacent to the Princeton Public Library, our goal is to build a community that supports both local agriculture, and artisan vendors who utilize local produce. Join us in for our ninth year as we continue to build our community and educate our customers about the importance of locality.

2018 Summer Market Series

Please take the time to thoroughly read all of the guidelines prior to submitting your application.

Princeton Farmers Market will be held on Thursdays from 10 AM - 3 PM starting on May 17th and run through November 15th. The 2018 Summer Market Series will consist of 27 weeks and operates rain or shine. Vendors will be allowed to register for a weekly or bi-weekly slot. **Vendor spaces are 10' x 10'** and vendors may purchase multiple slots if more space is required. If you have questions about getting a space at the market without committing to the whole season or our bi-weekly offerings, please contact the market manager at princetonfarmersmarketnj@gmail.com . Keep in mind the market fills quickly and one-off market dates are extremely limited.

2018 Summer Market Series - 10 AM - 3 PM

5/17, 5/24, 5/31, 6/7, 6/14, 6/21, 6/28, 7/5, 7/12, 7/19, 7/26, 8/2, 8/9, 8/16, 8/23, 8/30, 9/6, 9/13, 9/20, 9/27, 10/4, 10/11, 10/18, 10/25, 11/1, 11/8, 11/15

A-week: 14 weeks

5/17, 5/31, 6/14, 6/28, 7/12, 7/26, 8/9, 8/23, 9/6, 9/20, 10/4, 10/18, 11/1, 11/15

B-week: 13 weeks

5/24, 6/7, 6/21, 7/5, 7/19, 8/2, 8/16, 8/30, 9/13, 9/27, 10/11, 10/25, 11/8

Pricing

The cost for a space at our market is the following:

(please keep in mind this is for a 10' x 10' space)

Entire 2018 Summer Market Series

One (1) space: \$540

Two (2) spaces: \$700

Three (3) spaces: \$860

A-week: 14 weeks

One (1) space: \$300

B-week: 13 weeks

One (1) space: \$270

Initial: _____

Additional Forms

Outside of this completed application, you will need to submit these two additional items in order to be considered for market participation:

1. A certificate of liability insurance with a minimum coverage of \$1,000,000, that includes product liability coverage, workers' compensation coverage, and \$1,000,000 limit umbrella/excess coverage with the following entities included on the certificate:

- Princeton Farmers' Market- 256 Nassau Street, Princeton, NJ 08542
- JMM Industries Inc- 256 Nassau Street, Princeton, NJ 08542
- WURAssoc. LLC- 256 Nassau Street, Princeton, NJ 08542
- Princeton- 400 Witherspoon St, Princeton, NJ 08540

2. A certificate of Auto Liability Hired Non-Owned Coverage with a \$1,000,000 limit.

3. A completed Princeton Regional Health Department application. These need to be filled out, approved, and its **fees be paid prior to participating in the market**. The Health Department Application can be found at the links below.

<http://www.princetonnj.gov/forms/health/farm-market-application.pdf>

Or

<https://princeton.seamlessdocs.com/f/FarmMarketAppFees>

Guidelines, Details & Expectations

Setup & Parking

- Setup begins at 8:30 AM and the market begins at 10 AM.
- Unloading can take place on Witherspoon St. While unloading please use your hazards and unload to your assigned spot. Before setting up your table please promptly move your car into the Spring Street Garage and bring your parking ticket to the market, as I will supply a sticker to waive the fee when you exit the garage.
- Vehicles that do not meet clearance for the garage can park in designated spots on Witherspoon St. marked by yellow meter bags, any vehicles parking in these spots that fit in the garage will be asked to move. If there are any issues please see the market manager.
- Please be mindful of crosswalks when parking and unloading and watch for pedestrians, failure to do so may resolve in a ticket.
- Failure to follow directions may lead to ticketing, we are **not** responsible for any tickets vendors may receive.
- When breaking down and leaving you may bring your vehicle back along Witherspoon St, similar to unloading. Turn your hazards on and pack all of your supplies into your vehicle. This should be done in a timely manner, as space is limited and other vehicles will be waiting to pack up.

Vendor Space & Selling

- Please bring all necessary supplies in order to set up. This includes a tent, tables, business signage and anything else you might need in order to sell your product.
- **The allocated space for each vendor is as follows**, one (1) space is a 10' x 10' space. This permits a 10' x 10' tent. Vendors may purchase additional spaces for the season, each additional space allows for one more adjacent 10' x 10' tent. Vendors who do not comply with these

Initial: _____

guidelines will be asked to break down tents and supplies in order to fit in their allocated space. Any questions regarding vendor space can be directed to the market manager.

- **Vendors shall only sell products for which they, themselves have grown, made, and/or processed.** Any exceptions would be on a case-by-case basis.
- Food vendors are required to apply for a temporary food license with Princeton Health Department.
- Vendors are expected to maintain a clean setup. You are responsible for your own setup and failure to comply with New Jersey State law or Princeton Health Department will result in being asked to leave the market until the issue is resolved.

Cancellation Policy

- In event that you are unable to attend the market for a specified date please notify the market manager at least 24 hours in advance. There will be no reimbursement.
- **All vendors are expected to attend all market dates they agreed to.** Irregular attendance impacts the market as a whole. In the case a vendor frequently fails to attend, further action may be taken by the market manager.
- **If a vendor needs to cancel and forfeit their space for the season up to two weeks before the start of the market series, May 3, 2018, a 20% cancellation fee will be charged.** Any cancellations after this date will not receive a refund.

SNAP

SNAP - Supplemental Nutrition Assistance Program

SNAP offers nutrition assistance to millions of eligible, low-income individuals and families and provides economic benefits to communities. SNAP is the largest program in the domestic hunger safety net.

How it Works

- Customers eligible can buy “wooden nickels” to be spent at eligible vendors.
- At the end of each weekly market the market manager will tally and log “wooden nickels” received by vendors.
- Vendors will be paid/reimbursed for all “wooden nickels” received on a monthly basis.

Eligible Sales

Foods for the household to eat, such as:

bread and cereals;
fruits and vegetables;
meats, fish and poultry; and
dairy products.

Seeds and plants which produce food for the household to eat.

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SNAP is **NOT** eligible to be used on the following products:

Beer, wine, liquor, cigarettes or tobacco

Any nonfood items, such as:

pet foods

soaps, paper products

household supplies

Vitamins and medicines

Food that will be eaten in the store

Hot foods

SNAP will be enforced heavily, as a violation can jeopardize the markets ability to be a part of the program.

To learn more about SNAP & Farmers Markets, including all legal regulations and penalties, click the link below:

<https://www.fns.usda.gov/ebt/snap-and-farmers-markets>

F.A.Q.

- How is the market promoted? Who handles the marketing?
 - The market manager handles all marketing including but not limited to, press releases, print ads, social media, newsletters, and promotional posters, accessories, and clothing.
- If it's raining are we required to show up?
 - The market runs rain or shine. If there is severe weather and the market must be cancelled the market manager will notify you via email / phone number on file.
- I am unable to attend the market due to reason "x", what should I do?
 - Please notify the market manager as soon as possible, this way accommodations can be made for the upcoming market. Unfortunately, there will be no reimbursement if a vendor is unable to make it.
- I received a parking ticket while unloading, what can I do?
 - The market is not responsible for any parking tickets. Please follow our parking guidelines to prevent the possibility of receiving a ticket.
- A customer or another vendor is harassing me, what should I do?
 - Please notify the market manager immediately.
- Is my product "x" eligible to be sold via the SNAP program?
 - Any questions regarding vendor eligibility for SNAP can be discussed with the market manager.

Initial: _____

Application

Farm/Business Name: _____

Address: _____

Contact Person: _____

Phone Number: _____

Email Address: _____

Website: _____

Please describe what you will be selling at the farmers' market in the below space.

*Farmers- feel free to provide growing method/details, i.e. certified organic, non-GMO, etc.

*Vendors- please describe sourcing of ingredients/products.

To show you've read and acknowledge all policies and guidelines please initial the bottom of each page and sign below. By signing this document you agree to abide by all policies and guidelines.

Name: _____

Date: _____

You may email this completed application to princetonfarmersmarketnj@gmail.com, or mail it to the below address:

Princeton Farmers' Market

256 Nassau Street

Princeton, NJ 08542

Any additional questions may be emailed to princetonfarmersmarketnj@gmail.com

We look forward to having you at our 2018 Summer Market Series!

Princeton Farmers Market

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