



SPARTA FARMERS MARKET

SPARTA, NEW JERSEY

SATURDAYS 9:30 AM - 1:00 PM

JUNE - OCTOBER

2012 Season Vendor Registration

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SPARTA FARMERS' MARKET INTRODUCTION

The purpose of the Sparta Farmers' Market is to promote the Highlands Region of NJ farmers & producers by providing a viable and productive market place where local producers can have mutually beneficial interactions with area citizens.

Community:

Community supported agriculture and commerce plays a vital role in community building. Sparta is a dynamic township covering over 39 square miles with an approximate population of 19,500 residents. The Market has already experienced strong support, demonstrating that there is demand for it. The customer base and product selection continues to grow.

Healthy Food:

The Market promotes natural & organic food. When possible, it features products, crops and other locally crafted items through discussions with customers and weekly cooking demonstrations. The Market seeks out farms and vendors that practice sustainable and natural means of production.

Local Commerce:

The Market fosters a sense of community supported economy: BUY LOCAL!
It allows small businesses and family farm operations a much needed marketing venue.
It provides an additional consumer activity site within the town center area of Sparta Township.

Education:

The Market works in cooperation with local school gardens and the Sparta Community Garden. Cooking demonstrations utilize products found in the market to teach participants how to use, prepare and cook the products in healthy ways.

To find out more about the Market, visit the following website or contact us via the following e-mail address:

website- www.spartafarmersmarket.org

email - spartafarmersmarket@gmail.com



<https://www.facebook.com/pages/Sparta-Farmers-Market/201306619803817#!/pages/Sparta-Farmers-Market/101278636618743>



SPARTA FARMERS' MARKET

2012 MARKETING PLAN

ie. what your vendor fees do for you

1. Advertising:

- **Print Media:**
 - New Jersey Herald, Daily Record, Seasonal Inserts, Edible Jersey, and Lake Mohawk Papoose
 - CBS Outdoor: billboard advertising on Rt. 181 Woodport Road in Sparta
 - Flyers, Postcards, Banners
- **Radio Advertising:**
 - WNTI, WSUS
- **Online & Social Networking:**
 - Website www.spartafarmersmarket.org (continual development and upgrades)
 - Facebook / Twitter (continual development and upgrades)
 - Targeted Facebook ads

2. Local Marketing:

- **Sparta Day:** Sparta Farmers' Market will have a booth at Sparta Day to do early advertising in the community
- **Sparta Summer Concert Series:** Sparta Farmers' Market will be a sponsor for 2012 season.
- **Signs:** There will be at least 1 permanent sign on Rt. 15 N near the "Welcome to Sparta"

3. On Site Marketing:

- **Second Saturday Events:** 2012 season will include "second Saturday events featuring many area crafters, artisans and artists.
- **Cooking Demonstrations:** The Market will continue weekly cooking demonstrations. It will seek to include many area chefs to provide more diversity and attraction.
- **Sparta Mountain Day Festival:** The Market will be a combined activity with Sparta Mountain Day events.
- **Signs & Banners:** The Market will purchase new banners and build sandwich board signs for use up and down Main Street.
- **Sparta Farmers' Market Branded Goods:** The Market will purchase and sell T shirts, reusable shopping bags, hats and mugs to promote the Market. This revenue will go directly into the operating / marketing budget.
- **Green Bucks Program:** In an effort to create more parking and promote healthy lifestyles, the Market will offer a "green bucks" program. For every customer that gets to and from the farmers' market by non motorized means (walking, running, biking), the Market will award him or her with 1 green buck with a value of \$1 to be used at the market. This is literally your money coming right back to you.

**SPARTA FARMERS' MARKET
2012 SEASON VENDOR APPLICATION**

Name: _____

Farm Name: _____

Farm Address: _____

Phone: _____ **Cell:** _____

Email: _____ **@** _____

Products Grown, Raised or Produced: _____

Growing Methods: (certified organic, biodynamic, all natural, conventional, grass fed, pastured, etc.) _____

Please Sign and submit with proof of liability insurance listing Sparta Farmers Market as additional insured.

Name: _____ **(please print)**

Signature: _____ **Date:** _____

If you have any questions or need more information please contact
Ben Del Coro - 973 670 1509 or spartafarmersmarket@gmail.com

SPARTA FARMERS' MARKET

MARKET SHARE

Sparta Farmers' Market is a volunteer market. In efforts to keep vendor fees low and effective for marketing and advertising, the Market is offering "Market Share".

This program asks our vendor community to each take a week of responsibility in pre market and post market duties, including setting up, braking down and clean up details. In exchange for the vendors extra contribution of their time to the market, weeks' vendor fee will be waived.

Example: We have a 20 week season with an anticipated vendor attendance of 20 vendors. Each vendor could potentially take 1 week of duties and responsibilities to assist the manager and organizers.

List of duties:

Pre Market: 8:00 AM - 9:30 AM

1. Chalk mark all vendor booths
2. Bring tents, tables, chairs, generators and traffic cones up to market area.
3. Put up banners, signs, etc.
4. Set up hand wash station.

Post Market: 1:30 PM - 2:30 PM

1. Break down market tents, tables, chairs. Move items to storage area.
2. Move generator to storage area
3. Pull down banners, signs, etc.
4. Perform garbage sweep. Ensure area is left cleaner than how we found it.

All participating vendors will receive a waive of 1 weeks market dues.

*Not available for week to week vendors unless a commitment of 8 weeks is obtained and agreed upon.

SPARTA FARMERS' MARKET VENDOR FEE SCHEDULE

Business Name: _____

Contact Name: _____ Cell Phone: _____.

Email: _____

Mailing Address: _____

June 2 - October 27, 2012
22 Week Season
All Rates are for 15' X 15" booth space
(please mark your selection clearly)

I want to take part in
market share

Please make all payments to: Sparta Farmers Market Checks and/or Cash Accepted

<input type="checkbox"/> Full Season Market Vendor \$18 / week	(June 2 - October 27) \$400 for the season	22 weeks - \$200 deposit paid by 5/1/2012 - \$200 balance paid by 6/9/2012
<input type="checkbox"/> Half Season (Early Season) Vendor \$20 / week	(June 2 - Aug 11) \$220 for half season	11 weeks - paid by 5/1/2012
<input type="checkbox"/> Half Season (Late Season) Vendor \$20 / week	(Aug 11- Oct 27) \$220 for half season	11 weeks - paid by 6/9/2012
<input type="checkbox"/> Half Season - Every Other Week Vendor \$22 / week	(June 2 - October 27) \$240 for half season	11 weeks - paid by 5/1/2012
<input type="checkbox"/> Second Saturday of Each Month - Arts & Craft Vendors \$25 / week	\$125 for Second Saturday Full Season	5 weeks -payable weekly
<input type="checkbox"/> Week to Week Vendors - payable weekly \$25 / week	Name: _____	
<input type="checkbox"/> Additional Booth Space - 15'x15' \$20 / week	Signature: _____	
	Date: _____	

SPARTA FARMERS' MARKET VENDOR LIST OF GOODS

All vendors must fill out this list and sign it before selling at the market.

Business Name _____ Telephone _____

Contact: _____ Email: _____

Address _____

City _____ State _____

Zip _____

Check Items that will be brought to the Market

Vegetables

<input type="checkbox"/> Asparagus	<input type="checkbox"/> Beans-Green	<input type="checkbox"/> Beans-String
<input type="checkbox"/> Beans-Wax	<input type="checkbox"/> Beets	<input type="checkbox"/> Broccoli
<input type="checkbox"/> Cabbage	<input type="checkbox"/> Carrots	<input type="checkbox"/> Cauliflower
<input type="checkbox"/> Celery	<input type="checkbox"/> Corn	<input type="checkbox"/> Cucumbers
<input type="checkbox"/> Eggplant	<input type="checkbox"/> Greens-Collard	<input type="checkbox"/> Greens-Mustard
<input type="checkbox"/> Greens-Turnip	<input type="checkbox"/> Kale	<input type="checkbox"/> Kohlrabi
<input type="checkbox"/> Lettuce-Boston	<input type="checkbox"/> Lettuce-Romaine	<input type="checkbox"/> Lettuce-Red Leaf
<input type="checkbox"/> Onion-Yellow	<input type="checkbox"/> Peas	<input type="checkbox"/> Peppers-Green
<input type="checkbox"/> Peppers-Hot	<input type="checkbox"/> Potatoes-White	<input type="checkbox"/> Potatoes-Sweet
<input type="checkbox"/> Pumpkins	<input type="checkbox"/> Radishes	<input type="checkbox"/> Scallion
<input type="checkbox"/> Spinach	<input type="checkbox"/> Squash-Summer	<input type="checkbox"/> Squash-Winter
<input type="checkbox"/> Squash-Zucchini	<input type="checkbox"/> Tomatoes-Green	<input type="checkbox"/> Tomatoes Vineripe

Other Vegetables: _____

Fruits, Berries, Melons:

<input type="checkbox"/> Apples	<input type="checkbox"/> Blackberries	<input type="checkbox"/> Blueberries
<input type="checkbox"/> Cantaloupe	<input type="checkbox"/> Nectarines	<input type="checkbox"/> Peaches
<input type="checkbox"/> Pears	<input type="checkbox"/> Plums	<input type="checkbox"/> Raspberries
<input type="checkbox"/> Strawberries	<input type="checkbox"/> Watermelons	

Other Fruits, berries or melns: _____

**SPARTA FARMERS' MARKET
LIST OF GOODS
(Continued)**

Herbs:

___ Basil ___ Mint ___ Oregano
___ Parsley ___ Rosemary ___ Sage

Other Herbs: _____

Ornamental Crops:

___ Bedding Plants ___ Cut Flowers ___ Hanging Plants
___ Mums ___ Wild flowers

Other Ornamental Crops: _____

Other Products:

___ Apple Cider ___ Baked Goods ___ Cheese
___ Eggs ___ Honey ___ Jam/Jelly
___ Maple Syrup

Other Products: _____

Meat / Poultry:

___ Beef ___ Pork ___ Lamb
___ Chicken ___ Turkey

Other Products: _____

Other:

Notes:

SPARTA FARMERS MARKET MARKET RULES & LAWS

I. Terms and Conditions of Sales

1. All persons desiring to sell items at the Market will submit a completed Farmers' Market Application/Inventory List ("Application") on a form provided by the Market. Each person must sign a statement indicating that they have read, understand, and agree to abide by the rules of the Market.
2. All persons submitting an application must provide an Inventory List of items to be sold at the Market ("List"). The submitted List will be examined at the time of application review and an approved List will be issued by the Market Manager. Persons approved to sell at the Market (Vendors) may only sell items from their list.
3. In the event that a Vendor would like to modify his/her list, an amended inventory list must be submitted to the Market Manager for approval. New items identified on the amended inventory list may not be sold prior to the market manager's approval.
4. Only the following, Sussex County, NJ and surrounding areas within 10 miles of its borders-grown or produced items that meet all applicable federal, state and local rules and regulations and approved by the Market Manager may be offered for sale. If specific product type cannot be obtained within said boundaries special considerations may be allowed.
 - A. Fresh fruits
 - B. Fresh vegetables and herbs – picked with in 24 hours of market
 - C. Plants and flowers
 - D. Honey and maple syrup
 - E. Fresh cider
 - F. Dairy products
 - G. Poultry and meat products
 - I. Baked goods in which the majority of the ingredients are produced by the Vendor.
 - J. Sussex County, NJ-produced specialty food products
 - K. Other
5. Farmer grown and produced shall mean the following:
 - A. Pertaining to all the items mentioned in Paragraph 4, all pruning, spraying, fertilizing, and harvesting is undertaken by the farmer, members of the farmer's household or persons directly employed and paid by the farmer. This may include items grown on land under written lease or license, provided that the farmer who leased or licensed the land undertakes all of the above activities.
 - B. Any farmer intending to sell products grown on leased or licensed land must furnish a copy of the lease or license agreement to the Market Manager at request.

SPARTA FARMERS MARKET MARKET RULES & LAWS

I. Terms and Conditions of Sales (continued)

6. All items offered for sale at the Market must be first quality, unless they are expressly posted as “seconds”.
7. Only products certified by the Northeast Organic Farmers’ Association (NOFA) and/or USDA as organic may be labeled “organic”.
8. All processed foods should comply with the requirements set forth by federal, state and local laws, regulations and rules.
9. Items may be sold by the pound, bunch, piece, or measured container.
10. Vendors selling by weight, rather than by unit, **MUST** have proper certification from the NJ Office of Weights and Measures: www.state.nj.us/lps/ca/weights/wmreg.htm
11. Vendors are urged to carry insurance to cover the extent of their operations and liabilities.
12. Vendors are required to comply with all federal state and/or local laws and regulations. Vendors must abide by NJ state laws for the sale of product at community farmers’ markets. www.nj.gov/agriculture/divisions/md/pdf/farmmarketguidelines.pdf

II. Prices and Signs

1. Prices for all items for sale shall be posted clearly on a sign. No item shall be sold unless the price of the item is clearly displayed.
2. Prices for items shall be established only by individual Vendors.
3. Collusion among Vendors to raise or lower prices, or to exert pressure or persuasion to cause any vendor to increase or decrease selling prices is prohibited.
4. Each Vendor must post the name and location of his/her farm or business at his/her assigned selling area in the Market.

SPARTA FARMERS MARKET MARKET RULES & LAWS

III. Daily Operation

1. If a Vendor cannot attend the market, the Market Manager must be notified at least 48 hours in advance at telephone number: 973 670 1509 or via email at: spartafarmersmarket@gmail.com
2. Selling at the market shall begin promptly at 9:30 AM, and no selling may take place before this time.
3. Vendors shall arrive no earlier than 8 AM to set up.
4. Vendors must agree to sell for the entire market day.
5. Vendors must vacate the selling area no later than 2 PM and all clean-up must be completed.
6. No Vendor shall engage in solicitation, collection drives, political or religious activities in the market. No loud hawking of items is allowed.
7. Vendors must keep the vicinity in and around their selling area clean at all times and remove all refuse and unsold items at the end of each Market day.
8. Vendors must provide an approved trash receptacle when selling ready-to-eat items.
9. Vendors must be courteous to other Vendors and to the public at all times. Vendors and their agents, employees and representatives must maintain a neat and clean personal appearance at all times.
10. No Vendor shall smoke tobacco, drink alcohol and/or possess or use any controlled substance while at the Market.

IV. Grievances

1. In the event of a dispute regarding any aspect of the Market, the Market Manager shall make a decision. Any failure to abide by the Market Manager's decision may be sufficient grounds for excluding the Vendor from the Market.
2. A Vendor may file an appeal from the Market Manager's decision, in writing, to a committee made up of officials, Vendors, sponsors, community groups or like entities of the market and established by the Market ("Grievance Committee"). Any appeal must be filed within ten (10) days of a decision.
3. Upon receipt of an appeal, the matter will be reviewed expeditiously.
4. If the Market does not establish a Grievance Committee, it shall make arrangements with the New Jersey Office of Dispute Resolutions or a similar organization to process complaints.



SPARTA FARMERS MARKET

local and sustainable

www.spartafarmersmarket.org



SPARTA FARMERS' MARKET SITE PLAN
< 25 VENDORS



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SPARTA FARMERS' MARKET SITE PLAN
> 25 VENDORS
SECOND SATURDAYS & FESTIVALS

*PLEASE COMPLETE,
SIGN & RETURN*

**SPARTA FARMERS' MARKET
VENDOR ACKNOWLEDGEMENT STATEMENT**

I have read and understand the rules, laws and guidelines necessary to become a vendor at Sparta Farmers' Market and I agree that my employees and I will follow them.

Signature _____ Date _____