

2018 Vendor Registration Packet

Welcome! It is our pleasure to invite you to become a vendor for the Long Valley Market's 2018 season. In this packet, you will find the pertinent information and necessary forms for participation.

Opening day is Thursday, June 28th. The 16-week market will run each Thursday through October 11th, with sales from 3 PM to 7 PM at the field located between the Long Valley Pharmacy and the LV First Aid Squad on East Mill Road.

Please review this application package in its entirety, specifically the Market Guidelines (enclosed). Incomplete applications will not be processed. The checklist, application, and all required documents must be submitted (insurance documentation will not be due until after the vendor has been notified of approval) via regular mail or online:

Address: Washington Township Market Committee

43 Schooley's Mountain Road

Long Valley, NJ 07853

Email: market@wtmorris.net

Telephone: 908-876-3315

Website: www.wtmorris.org

Upon receipt of all applications, the Washington Township Market Committee will perform a detailed review and select a pool of diverse vendors. You will be contacted with additional details if your application has been approved by the Committee.

The Market at Long Valley is a wonderful opportunity to provide fresh, local foods and products, while marketing your business on a weekly basis and providing a much needed benefit for our residents and all our neighbors, and supporting our local farmers. We look forward to working with you and wish you a successful season!

Sincerely,

The Washington Township Market Committee

Washington Township Market

Directions and Checklist for Completing Registration Packet

1. Complete and Submit 2018 Vendor Registration Form
2. Attach a detailed crop plan and value added product list, if applicable.
3. Sign and Submit the Washington Township Market Rules Acknowledgement and signature page-Attachment 1.
4. Sign and Submit Hold Harmless Agreement-Attachment 2

 CHECKLIST

- _____ Market Registration Form
- _____ Crop plan and value added product list, if applicable
- _____ Reviewed Market Rules and Guidelines (please retain for the season)
- _____ Submit Washington Township Market Rules Acknowledgement and
Signature page - Attachment 1
- _____ Submit Insurance Certificate as required by Attachment 2
- _____ Submit Hold Harmless Agreement– Attachment 3

HELPFUL RESOURCES

<http://www.nj.gov/agriculture/divisions/md/prog/communityfarmers.html>

<http://www.jerseyfresh.nj.gov/>

www.njcfc.org

www.foodinnovation.rutgers.edu/educationalresources/market

<https://extension.unh.edu/resources/files/Resource004139Rep5905.pdf>

Washington Township Market

2018 Farm/Vendor Registration Form

FARMER/VENDOR NAME: _____

BUSINESS PHONE NUMBER:

EMAIL ADDRESS:

WEBSITE:

FARM ADDRESS:

CITY: STATE: ZIP:

MAILING ADDRESS (if different):

CITY: STATE: ZIP:

OWNER/MANAGER:

CELL NUMBER:

EMPLOYEE NAMES & CELL NUMBERS (if known at time of application):

WILL YOU BE SELLING VALUE-ADDED PRODUCTS? Yes / No Please provide a list of items you plan to sell.

ARE YOU A CERTIFIED ORGANIC GROWER? Yes / No

Which level of participation are you applying for? If partial participation, please provide details on the level of participation.

FULL / PARTIAL

Washington Township Market

2018 Rules and General Guidelines

(please retain for your records)

MISSION STATEMENT:

The Market at Long Valley is dedicated to promoting and encouraging the successful development of local agriculture by providing a producer marketplace where consumers from Washington Township and the surrounding area can have access to quality, locally grown or prepared foods and agricultural products. Such a marketplace offers a forum for citizens to better understand the uses and benefits of those foods and products, and the value of our agricultural community and the importance of maintaining land for agricultural uses. The Market will educate consumers and schoolchildren about the benefits of small independently owned/operated farms and help build a greater sense of community for the whole population, while promoting locally sourced, sustainable products.

ORGANIZATION: The Market at Long Valley is supported and managed by Washington Township and is administered through the Washington Township Market Committee, comprised of the following individuals:

Tyler Oborn, Chairman Township Economic Development Committee

Daniel Ross, Chairman Washington Township Green Team

Walter Cullen, Vice- Chairman Township Economic Development Committee

Jennifer Moran, Economic Development Committee

Robert Mazzei, Economic Development Committee

Jay Frank, Economic Development Committee

Paula Ross, Washington Township Green Team

Patricia Homer, Washington Township Green Team

Valerie Walsh, Washington Township Green Team

with assistance from:

Mayor, William Roehrich

Committeeman, Kenneth Short, Committee Liaison

Committeeman Gregg Forsbrey

Andrew Coppola, Township Administrator

Roger Read, Superintendent of Public Works

Christianna Cooke-Gibbs- Township Health Officer

VENDOR PARTICIPATION:

1. Although the farmers and vendors sell as individuals, the Market is a cohesive unit. Its success depends on the cooperation and joint efforts of all the farmers and vendors as a whole.
2. The Market will prioritize farmers and vendors from Washington Township and Morris County, followed by Warren and Hunterdon Counties, and then the rest of New Jersey. The goal is to ensure that all products sold at the market be grown/raised/produced in New Jersey and the surrounding region (roughly a 25-mile radius) by the farmers or vendors with the following exceptions:
 - a. Farmers agree to sell no more than 1/3 of total products that are related to the farm-produced items, but not grown directly on it. All items at market must be seasonally appropriate to what is grown in the region (Zone 7). The Market Committee has the authority to remove any items not in compliance with the above-referenced rule.
 - b. Agricultural products being sold from other farms should be labeled with the name of the farm from which it was grown.
 - c. Any additional products not originally included in crop/product list at time of application must be approved by the Washington Township Market Committee in advance of sale at the market.
3. The Washington Township Market Committee has the authority to have product removed that is not fresh, of good quality or that which interferes with (2), i, ii, and iii above.
4. Location of vendor space within the marketplace is not guaranteed year-to-year; the Washington Township Market Committee will notify vendors prior to season opening should space location change.

GENERAL RULES OF THE MARKETPLACE:

1. **The Washington Township Market Committee will designate an individual or individuals to serve as Market Manager(s). The Market Manager(s) will provide supervision and assistance with coordination in advance of market days and on logistics on market days.**
2. **Items permitted for sale: Items permitted for sale shall include locally grown or produced items including but not limited to seasonal fruits, vegetables, animal products, baked goods, cider, cut flowers, dairy, eggs, herbs, honey, jam, juice, meat, plants, poultry, prepared food, sauce, soap, woolen yarn, wine, and other pre-approved items.** Each farmer and vendor is responsible to provide the Township with copies of any applicable Township, County, State, Health Department licenses and/or required documentation (such as a Temporary Food Establishment or Food Handlers Permits, Sanitary Inspection reports). Fees

for any Township Health Permit license, if applicable, will be waived. All prepared foods must be from a licensed and inspected facility.

Please note: Farmers/Vendor selling a product that is value-added, prepared, poultry/meat, eggs and/or dairy must follow the New Jersey Department of Agriculture Food Safety Guidelines for Farmers Markets, located online at: <http://www.nj.gov/agriculture/pdf/chapter24guide.pdf>

Any questions regarding applications, Market rules and guidelines, or logistics should be directed to: market@wtmorris.net or to 908-876-3315. Washington Township Market • 43 Schooley's Mountain Road, Long Valley, NJ 07853 • 908-876-3315 • www.wtmorris.org

3. MARKET FEES

The 2018 fee schedule is as follows: For the 2018 Market season – \$15 per week for partial season vendors, or the discounted rate of \$150 for the entire 16 week season.

4. REGULATORY COMPLIANCE

Farms/Vendors are responsible to be in compliance with all applicable local, state and federal regulations, taxes, licenses and permits. These include, but are not limited to:

- ☞ Pesticide licensing and safe use (when applicable)
- ☞ Organic certification for products claimed to be grown organically
- ☞ State sales tax collected (if required)
- ☞ Farms/vendors must maintain scales acceptable to the local department of weights and measures

5. MARKET OPERATION

i. Farms/vendors must arrive early enough to have their display ready for sale at start of market day (3 p.m.). Sellers who are completely set up before 3 p.m. are permitted to sell to customers prior to official opening of the Market, if they so choose, but are not obligated to sell before 3 p.m.. The Washington Township Market Committee encourages all farms/vendors to arrive by 2 p.m. and be set up by 2:45pm.

ii. The 2018 season runs each Thursday, beginning June 28th and ending on October 11th. All farmers and vendors are encouraged to attend weekly, unless there is an emergency (vendor needs to notify the Market Committee as soon as possible). Partial market season vendors are expected to coordinate their dates of participation by July 11, 2018 with the Market Committee. Partial vendors need to notify the Market Committee the preceding Monday if they are unable to attend on their scheduled date.

iii. The Market at Long Valley will run, rain or shine, unless under extreme weather conditions that Market Committee decides to cancel the Market for the day. Farmers/Vendors will be notified via email or text as well as a phone call as soon as a decision is made to cancel; please be sure all contact information, especially cell phone numbers, is current.

iv. Farms/vendors are expected to remain on site for duration of market day until close of business at 7:00 PM.

v. Vendors are expected to provide their own tent/canopy and tables that are in good operating condition. For the safety of all vendors and customers, the Washington Township Market Committee recommends the use of tent weights regardless of the weather forecast.

- vi. Each vendor must have a sign plainly visible identifying their name and business location.
- vii. Each farm/vendor will submit a photo and written description of the farm/vendor that will be used in advertising, including print, the Township website and Market subpage, as well as all available social media platforms.
- viii. Each farm/vendor must have prices of each product listed, either on a master sign or on each commodity unit (bag, bunch, box, crate, etc.). These prices must be exhibited before start of sales day and on each market day.
- ix. Tables displaying products will be set up in a uniform line so that no seller blocks or limits the view or access of consumers to a neighboring vendor and in compliance with the Market Committee's decision.
- x. Each farmer/vendor must keep all items, equipment, signage, etc. related to their operation within their designated booth space.
- xi. Produce must be sold by the count, weight, or bunch in legally accepted containers.
- xii. Each vendor is responsible for maintaining an aesthetically pleasing, clean and neat sales/work area, and thoroughly clean up the vendor area when finished selling for the day (7:00 PM). The field is a municipally owned property and all vendors are expected to leave no trace at the end of the Market Day.
- xiii. Paper bags, biodegradable plastic bags, and/or newsprint or butcher paper use is encouraged and preferred as customer packaging rather than single use plastic bags.
- xiv. Farms/Vendors who arrive late may disrupt the operations of the Market. To ensure the safety of shoppers, any farmer/vendor who arrives after the official opening of the Market at 3:00 PM may be placed in a location selected by the Market Committee, possibly outside the normal market boundaries. In the case that vendor will be late or absent, due to weather or illness, please notify Market Committee, by the Monday of that Market week.
- xv. Vendor spaces will be allocated by the Washington Township Market Committee and /or the Market Manager. Spaces will be assigned to distribute vendors based to avoid, where practicable, adjacent overlapping produce and goods.
- xvi. Violations of the Rules and Guidelines may result in the suspension or termination of the vendor's right to participate in the Market at Long Valley.

6. FARMER BOARD REPRESENTATIVES

Conflicts and the enforcement of the Market at Long Valley should be enforced through the Market Manager or the Washington Township Market Committee with the farmer or vendor representatives. *The Market at Long Valley features a number of farms and food producers whose products will often overlap, but which encourages healthy competition. Each year the Washington Township Market Committee will strive to find a balance of diverse products.*

7. LIABILITY AND INSURANCE:

An Insurance Liability Certificate must be submitted after approval of the application but prior to season opening. The Washington Township Market Committee requires insurance as set forth on Attachment 2.

8. WASHINGTON TOWNSHIP HOLD HARMLESS AGREEMENT: INDEMNIFICATION AND HOLD HARMLESS AGREEMENT

To participate in the Washington Township Market each farmer and vendor must complete and sign the Hold Harmless Agreement found at Attachment 3.

ATTACHMENT 1
Acknowledgement of Washington Township Market
Rules and Guidelines

By signing below, I acknowledge that I have read and understand the rules and guidelines for the Washington Township Market. I agree to uphold the rules and guidelines as stated for the duration of my participation.

Name (please print)

Signature

Date