



## Application SELLING

Please mail or email a signed application, insurance certificates  
and support documentation to:  
Ledyard Farmers' Market, Attn: Market Manager  
P.O. Box 334, Ledyard, CT 06339 or  
market\_mgr@ledyardct.org

**Incomplete applications/documents will not be considered until all required information  
has been submitted.**

Applicant Name(s): \_\_\_\_\_

Business/Farm: \_\_\_\_\_

Business Address: \_\_\_\_\_

CT Sales Tax #: \_\_\_\_\_

Business Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Web Site: \_\_\_\_\_

Email: \_\_\_\_\_

Facebook: \_\_\_\_\_

**Name/Phone of people who will be on site** (Please inform us of this as soon possible)

\_\_\_\_\_

\_\_\_\_\_

This year there are 16 markets: **June 2<sup>nd</sup>, 9<sup>th</sup>, 16<sup>th</sup>, 23<sup>rd</sup>, 30<sup>th</sup>, July 7<sup>th</sup>, 14<sup>th</sup>, 21<sup>st</sup>, 28<sup>th</sup>,  
August 4<sup>th</sup>, 11<sup>th</sup>, 18<sup>th</sup>, 25<sup>th</sup>, September 1<sup>st</sup>, 8<sup>th</sup> & 15<sup>th</sup>.**

**Full Season (\$145) \_\_\_\_\_ Half Season (\$85) \_\_\_\_\_ Guest Vendor (\$25 per) \_\_\_\_\_**

**Half Season/Guest: Dates Requested:**

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

**Checks made payable to: Town of Ledyard, with LFM in the memo line**

**Submission of this application is an agreement to abide by all market guidelines and  
regulations attached.**

I am aware that priority consideration is given to returning market vendors. If this application is for a full season vendor space, and they are no longer available, please consider this application for a half-season or one or more guest spots. \_\_\_\_\_ (initial here)

I understand that selling to the public is NOT allowed before 4 pm or after 7 pm. I will make sure that all people working in the booth understand and abide by this policy. \_\_\_\_\_ (initial here)

**Please include the following documents with your application, as applicable:**  
***Incomplete applications/documents will not be considered until all required information has been submitted. Application packages should be mailed to*** P.O. Box 334, Ledyard, CT 06339 ***or be hand-delivered to Ledyard Town Hall during business hours, Monday through Thursday. Applications documents may also be emailed to*** [market\\_mgr@ledyardct.org](mailto:market_mgr@ledyardct.org) ***and payments submitted via mail or to Town Hall.***

\_\_\_\_\_ Crop Plan (foods) or Specialty Crop Plan (non-edible items)

\_\_\_\_\_ Health Dept. Permit and/or applicable licenses

\_\_\_\_\_ List of products to be sold (must be produced by vendor; please be as detailed as possible)

\_\_\_\_\_ Copy of any special certifications (i.e., certified organic, humane, etc.)

\_\_\_\_\_ Proof of liability insurance with "Town of Ledyard" listed as the certificate holder

\_\_\_\_\_ Proof of product liability insurance

\_\_\_\_\_ Photos of your products (may be mailed or emailed or viewable on website) – artisans and crafters only.

\*\*\*\*\* Please initial below \*\*\*\*\*

\_\_\_\_\_ **If COVID-19 precautions are necessary, we will adhere to all market safety policies.**

By signing below, you acknowledge that you have read the 2021 Vendor Package and will abide by the policies set forth.

PRINTED NAME

SIGNATURE

DATE

## 2021 VENDOR PACKAGE

### Market Info:

- The summer market is held each **Wednesday** from 4 pm to 7 pm, beginning the first week of June through mid-September. The market is held at the Ledyard Center Town Green located at 741 Colonel Ledyard Highway, Ledyard, CT 06339.
- This year there are 16 markets: **June 2<sup>nd</sup>, 9<sup>th</sup>, 16<sup>th</sup>, 23<sup>rd</sup>, 30<sup>th</sup>, July 7<sup>th</sup>, 14<sup>th</sup>, 21<sup>st</sup>, 28<sup>th</sup>, August 4<sup>th</sup>, 11<sup>th</sup>, 18<sup>th</sup>, 25<sup>th</sup>, September 1<sup>st</sup>, 8<sup>th</sup> & 15<sup>th</sup>.**
- Note: Weekly themes are attached.

### Summer 2021 Market Committee:

- **Market Manager** – Lauri Hary – [market\\_mgr@LedyardCT.org](mailto:market_mgr@LedyardCT.org)
- **Asst. Market Manager** – Jami Allyn – [Jallyn@brand-svc.com](mailto:Jallyn@brand-svc.com)
- **LFM Committee Team:** Pam Ball, April Brunelle, Linda Davis, Ellin Grenger, Pete Hary & Bill Thorne

### Vendor Fees & Documentation:

- ✓ Applying does not guarantee a spot at the market. **Only applications completed in full and including payment for your requested dates will be reviewed.** Once approved, you will be contacted by a committee member and your check will be cashed. If you are not approved, your check will be destroyed or returned as you choose.
- ✓ Applications, supporting documents, and payments should be mailed to The Ledyard Farmers Market, PO Box 334, Ledyard, CT 06339. Alternatively, applications and supporting documents may be emailed to [market\\_mgr@ledyardct.org](mailto:market_mgr@ledyardct.org) and payment mailed separately.
- ✓ All vendors must provide a certificate of insurance naming Ledyard Farmers Market, Town of Ledyard, 741 Colonel Ledyard Hwy, Ledyard, CT 06339 as additional insured.
- ✓ Product liability insurance is also required and must have a minimum of \$300,000 coverage.
- ✓ All vendors must submit a crop plan or specialty crop plan, as appropriate, with the application.
- ✓ All vendors must provide a copy of your State of CT sales permit and all other applicable permits.
- ✓ Application, crop plan, permits, insurance, and full payment must be submitted and approved before a vendor will be added to the market map.
- ✓ Crop plans must be approved by the Market Manager and should be as complete as possible, listing ALL items to be sold. Crop plans may be updated to add or delete items but all items to be sold must be included on the plan. Updated crop plans should be given to the market manager for approval. Vendors will be asked to remove items for sale that are not included in the crop plan.
- ✓ No vendor will be allowed at the market without pre-paying for space. Vendor fees **WILL NOT** be collected at the market. All vendors must pay in advance, preferably by check.
- ✓ Checks are made payable to the Town of Ledyard, with LFM in the memo line.
- ✓ Vendors requiring electricity will pay an additional \$5 per market. Spaces with electricity are limited and are provided on a first come first serve basis.
- ✓ For vendors needing more than one space, each space must be purchased at full price.
- ✓ Food truck vendors with trailers are limited to space that will contain their trailer only unless discussed with and approved by the Market Manager.

### FEES:

**Full Time Fee:** \$145 for one 10' x 10' space - 16 markets (or any number of 9-16 markets)

**Part-Time Fee:** \$85 for one 10' x 10' space - 8 markets (or any number of 4-8 markets)

**One Time Fee:** \$25 for one 10' x 10' space - 1, 2 or 3 market dates @ \$25 each

**The return check fee is \$35.**

**Refunds are not available after approval of your application.**

- ✓ The market has a limited number of spaces; priority will be given to farm-based products and those that grow, produce, glean or locally source raw materials used in products for sale.
- ✓ The market limits the number of vendors selling similar items.
- ✓ Vendors in good standing that have seniority, defined as being a vendor for the last 3 seasons or longer, will be given priority with regards to location and electricity.
- ✓ Only locally grown or produced items (as defined by CT Grown standards) that meet all applicable federal, state, and local rules and regulations, and have received the approval of the Market Manager, may be offered for sale.
- ✓ All items offered for sale at the market must be first quality, clean, and freshly picked, and vendors must comply with the food safety regulations governing storage, display, and transportation of their foodstuffs or products.
- ✓ The Market Manager has the right to require any vendor to remove a product from the selling display. Cause for removal includes failure to include the product in the vendor's market application, failure to obtain appropriate permitting or licensing, improper labeling, inadequate signage, or inferior quality.
- ✓ Pricing for items shall be established only by individual vendors. Collusion among vendors to raise or lower prices or exert pressure or persuasion to cause any vendor to increase or decrease selling prices is prohibited.
- ✓ Each vendor must post the name and location of their farm or business at their booth.
- ✓ The LFM tries to accommodate all vendors; however, the LFM has the final say on vendor placement on the market grounds.

**Market Grounds**



**Allowable Items To Sell:**

1. **Items to be sold:** All food items offered for sale are expected to be fresh and of the highest quality. All items must be CT grown or CT produced by the vendor.
  - a. **Baked goods and prepared foods:** Should be produced from scratch by the vendor. Food vendors should try to use CT grown ingredients when possible. Purchasing processed foods and reselling them is prohibited.
  - b. **Meats and dairy:** Vendors may only sell products that come from the vendor's herd. Grazing animals must have regular access to pasture and freedom to move around. Fish and shellfish must be caught or raised locally.
  - c. **Jams, jellies, preserves, maple syrup, and honey:** These items are exempt from processing in a commercial inspected kitchen. It is the responsibility of the vendor to follow state guidelines for appropriate labeling of these products.

- ✓ Vegetables, fruits, or nuts grown by the vendor from seed, sets, or seedlings.
- ✓ Chicken, beef, pork, lamb, goat, fish, or other types of meats. All meats must be processed and handled in accordance with local, state, and federal USDA regulations.
- ✓ Fresh baked goods made from scratch by the vendor. Vendors who sell home-baked goods must have a Cottage license or prepare food in an outside commercial kitchen.
- ✓ Plant and animal products are grown and crafted by the vendor.
- ✓ Wool, yarn, or textile goods crafted from wool from the vendor's own animals.
- ✓ Cut flowers or flowering plants are grown by the vendor.
- ✓ Fresh eggs produced by the vendor's poultry.
- ✓ Raw, unprocessed honey.
- ✓ Other prepared products, such as items cooked on the premises, jams, jellies, or relishes containing items grown or produced locally will be permitted at the discretion of the market manager.
- ✓ Products must be CT grown or made.
- ✓ Products must be visibly marked with the name and location where produced.
- ✓ Artisan food processors may sell their CT made products.

Vendors share responsibility for keeping LFM viable and ensuring public safety. By following the rules and policies as outlined below, vendors will remain a "vendor in good standing" and help create a safe, fun, and profitable market environment. Violation of the rules will put the vendor "out of compliance" which can affect their ability to participate in the market.

#### Vendor Set-Up:

- ✓ Set up starts at 2:30 pm.
- ✓ All vendors must be set up and ready to sell by 4 pm sharp.
- ✓ Vendors must supply their own tables, tents, etc.
- ✓ The entrance into the market field is specific. You must enter the fairgrounds via the Ledyard Bill Library entrance (off Colonel Ledyard Hwy). Drive-up the library driveway and proceed through the gate and down the dirt road. An LFM member will be at the entrance to give you your location.
- ✓ Vehicles will not be allowed onto the field after 3:50 pm. If you get to the market after this time you can park in the church parking lot and walk your belongings to your location.
- ✓ **Selling is not allowed before 4 pm or after 7 pm. Please be sure all people working in the booth are aware of this requirement.** First offense: a verbal warning to the vendor's staff. Second offense: a written warning to the owner. Third offense: fine of \$20. Fourth offense or failure to pay fine: removal from the market. Any exceptions must be approved by the Market Manager.

#### Canopies/Space:

- ✓ Most accidents at Farmers Markets involve windblown tents, canopies, and umbrellas. LFM requires that ALL vendors always secure their tents, canopies, and/or umbrellas to the ground using stakes and/or weights.
- ✓ If applicable vehicles must be parked directly behind the tent. Doors and trunks should be closed during the market.
- ✓ Displays: Tables must be covered with tablecloths, linen, burlap, etc. Floor-length tablecloths are preferred to hide any under-table storage. Please make sure you have adequate signage to help identify your business to patrons.
- ✓ Make sure there are no tripping hazards in or around your booth.
- ✓ **Animals, including companion animals, are not allowed in any food tent.** Only trained service animals are allowed in food tents.

### Vendor Clean Up:

- ✓ **Break down starts at 7:01 pm. Do not start breaking down before this time. It is disruptive to the market patrons and fellow vendors.**
- ✓ Clean up must be completed by 8 pm.
- ✓ Do not leave garbage behind; receptacles are provided.

### Cancellations / Failure to Show:

- ✓ Please notify the Market Manager at least one week in advance of a planned absence.
- ✓ “Last minute” cancellations should be made no less than 48 hours before the market.
- ✓ After 2 “last minute” cancellations, or failure to show at a market, your good standing status with the market will be affected.
- ✓ After 4 “last minute” cancellations, or failure to show at a market, you will forfeit the remainder of the season. Refunds for forfeiture will not be given.

**Weather:** LFM is an outdoor rain or shine market. The market expects to operate in mild wind or rain conditions. Please use your judgment as is fitting for you and your product to attend a market in mild wind or rain conditions, or during high heat and/or humidity. In the case of excessive rain, wind, severe or dangerous weather, or poor field conditions, the market would be canceled. Should the market need to be canceled, the Market Manager will send out a notice, via text message and/or email no later than noon the day of the market. Every effort will be made to make any cancellation notice as early as possible. It shall be at the Market Manager’s sole discretion to cancel or close an active market early due to inclement weather conditions. There are no refunds due to weather cancellations or early closures.

### Vendor Requirements/Information:

- ✓ Each vendor must identify themselves or their business by use of an attractively lettered sign stating their name and location. The sign must be clearly visible from the center aisle. Vendors are encouraged to have business cards. All literature displayed on a vendor’s table must relate to his/her product or market affairs.
- ✓ Pricing for all items must be visibly posted and fair. Undercutting or price-fixing is prohibited.
- ✓ All scales must be certified with the CT Department of Weights and Measures seal.
- ✓ Any conflicts, or potential conflicts, which may arise between a vendor and a customer, or between vendors at the market must be brought to the attention of the LFM Market Manager.
- ✓ Vendors are not allowed to break down their booth or leave the market, for any reason until closing time. Breaking down or leaving the market early will affect a vendor’s good standing.
- ✓ Under no circumstances can a vendor drive on the field during market hours. The safety of the customers and other vendors is compromised.
- ✓ At the LFM, we strive to create a welcoming, family atmosphere for our patrons, as well as a sense of community among our vendors. All vendors are expected to be courteous and honest with customers, as well as one another.
- ✓ Vendors who choose to bring children to the market as asked to ensure that the conduct of the minors is appropriate and not disruptive to customers or other vendors.
- ✓ For political or religious groups, all literature and campaigning must be contained within the 10' x 10' vendor space.
- ✓ The Market Team is there to help you. Should you need a bathroom break or a few minutes away from your booth, let a team member know and we will have an LFM team member watch your booth.

### Sanitation:

- ✓ Vendors should present themselves and their employees in a clean and professional manner.
- ✓ Booths, tables, and accessories should be clean and presentable.
- ✓ Smoking is not allowed on the property.
- ✓ Vendors must operate their stand in a safe and sanitary manner. You should arrange your table to create an attractive display. Tables should be clean of debris and personal items. Keep produce off the ground.
- ✓ All vendors will be inspected by Ledge Light Health District and are expected to pass inspection. If a vendor should fail inspection, the vendor is required to fix any issues and be re-inspected before being allowed back to the market. Refunds will not be given to any vendor that is withdrawn from the market due to a failed inspection.
- ✓ Dogs and other animals are not allowed in food booths.

**Market Bucks:** The Ledyard Food Pantry provides “Market Bucks” to food pantry patrons to use at the market. Market Bucks are redeemable for food only including produce, sweets, and food trucks. Each Market Buck voucher is worth \$5 and must be redeemed for the entire amount; do not give back change. Please treat any Market Buck vouchers that you receive as cash. At the end of each market, vendors should present the Market Bucks received to the LFM tent. Vendors will be reimbursed \$5 for each Market Buck turned in. **Note: Market Bucks cannot be held; they must be turned in at the end of each market.** Only original coupons will be valid for redemption. Market Buck vouchers turned in to the Market Manager after the market season closes are not eligible for reimbursement.

**Volunteers:** Our volunteers are a wonderful and important part of the market. Volunteers will wear either a green apron or a green shirt. Volunteers donate their time to support our vendors and help the market succeed.

### How LFM enforces the rules:

- ✓ All rules of the market are enforced by the Market Manager, or his or her designee, who has ultimate on-site authority. Complaints or problems should be directed to the Market Manager promptly.
- ✓ The Market Manager or designee will regularly evaluate vendors using an on-site vendor compliance checklist.
- ✓ If necessary, the LFM will contact any business owner to address any non-compliant behavior and corresponding consequences, such as any effects on good standing.
- ✓ Customer complaints will be forwarded to vendors and kept on file. Complaints may result in disciplinary action including removal from the market.
- ✓ If a vendor does not abide by any of the rules of LFM or comply with federal, state, and local regulations applicable to market participation, the Market Manager or designee may take any action deemed appropriate, including barring the vendor from selling.
- ✓ LFM reserves the right to make an exception to these rules and enforcement policies at its discretion.



## MARKETING

**All vendors and community groups are highly encouraged to take advantage of the LFM's marketing efforts.** YOU can help drive traffic to the market! Please consider providing a weekly update to the market as to what you will have available for sale. With this information, the market can offer you **free, targeted social media posts**. LFM market patrons follow the market social media closely and are very tuned in to which vendors will be in attendance and what will be on offer. Please do not miss out on this opportunity for the market to get the word out about what you will have for sale each week.

All vendors are also encouraged to share LFM social media posts, create posts on their own websites directing followers to the market each week, sending email or newsletter blasts to your customer base letting them know when you will be at the market.

The Ledyard Farmers Market has a theme each week. The themes have proven to be very popular and drive customers to the market. You are encouraged to review the list below and participate in any or all themes as you can. There are many ways to participate each week ranging from decorating your booth, providing a featured product, or hosting a sale.

### **Themes (the names may change but general theme will not):**

Date	Theme	Date	Theme
June 2	See Ewe at the Market	Aug 4	Puppy Love
June 9	Breads & Spreads	Aug 11	That's Just Peachy
June 16	A Little Bit Country	Aug 18	You Say Tomato...
June 23	Sugar Rush	Aug 25	Easy as Pie
June 30	Magic & Wine	Sept 1	Crusin' to the '50s
July 7	Red, White & Berry	Sept 8	Bee Extraordinary
July 14	Don't Go Bacon My Heart	Sept 15	Hometown Heroes
July 21	Barnacles & Buccaneers		
July 28	A Day at the Farm		

### **Marketing and Social Media Tips:**

- ✓ Vendors who post on social media are more visible and attract more customers and business. Tagging the LFM is an easy way to get the word out to customers.
- ✓ An overwhelming number of shoppers look for information online or via social media before making a purchase. Consider starting a Facebook, Twitter, or Instagram account to share new products, events, and other information related to your business.
- ✓ Each week you will receive an email asking you what you want to be marketed for the upcoming market. Please reply with items, specials, recipes, photos, or any other information that can be used to market your items.
- ✓ Start an email list: Collect email addresses at your booth and encourage both new and loyal customers to sign up so you can inform them about special opportunities, other markets, sales, new products, or locations they can find you or your product.
- ✓ Wear a name tag to build a personal bond with shoppers.
- ✓ Wear branded t-shirts or aprons that display your business logo.
- ✓ Learn the names of frequent shoppers.
- ✓ Take advantage of the opportunity to educate shoppers about how things are grown and/or processed.



- ✓ Create an attractive display. Eye-catching, engaging displays always sell more!
- ✓ Achieve success by delivering excellent customer service. Engage and be engaging with patrons. If you are not a “people person”, consider bringing someone along who might enjoy chatting with your customers. Make sure on-site staff are knowledgeable about your products and your business. Keep in mind that the continuity of salespeople builds relationships with repeat customers.
- ✓ Be ready to sell at the opening bell. Many of your sales may occur within the market’s first hour.
- ✓ Let your customers taste the difference! Sampling can increase sales up to 30%. Keep a separate box with your sampling tools, *e.g.* toothpicks, serving platters, napkins, gloves, etc. Be sure to follow safe sampling guidelines.
- ✓ Offer recipes, serving, and storage suggestions. Find recipes that are simple and contain a few ingredients that can be found at your stand or other parts of the market.

### Ideas?

Have an idea to help the market succeed? Please let us know!

Help us make the Ledyard Farmers Market **THE** place to be on Wednesday afternoons in the summer!

We look forward to a successful season with you!

Thank you,

Ledyard Farmers Market

**\*\* Please make copies of your application materials.**

**and retain this package for your records.\*\***