



FARMERS MARKET  
AT WASHINGTON PARK  
CITY OF GROTON

## 2020/2021 Pop-up Farmers' Market Vendor Guidelines

### Mission Statement

The mission of the City of Groton Farmers Market is to provide a venue in our neighborhood park of The City of Groton for local farmers and artisans to sell their produce and products directly to the diverse and integrated community in southeastern Connecticut. Our aim is to make accessible, affordable, healthy, locally produced food available to our community in Groton.

### Market Guidelines

The City of Groton Farmers Market is primarily an agricultural market but also provides a variety of local baked goods, seafood/fish, meats, poultry/eggs. Grown products sold at the market must be grown in Connecticut Foods and food products must be identified as organic, or not, and include place of origin. All meats, poultry and seafood will come from local sources.

The following are vendor categories:

- 1). **Agricultural/ Farmer:** a vendor who sells food, fiber, plants, or flowers, and associated agricultural products that were grown in Connecticut by the vendor or the vendor's employees with farming as the dominant way of life. Products not of your own origin must be marked as such.
- 2). **Specialty Food:** a vendor who sells ready to eat Food or Drink prepared by the vendor in Connecticut in a licensed home or community kitchen. Food vendors are encouraged to source ingredients from fellow vendors and/or local Connecticut farms and businesses.
- 3). **Artisan:** A vendor who sells items that do not qualify as agricultural specialty food yet are hand-crafted in Connecticut by the vendor in their home or shop.

All new vendors will be subject to approval prior to selling at the market. The Market Manager reviews new member applications to avoid excessive representation of similar vendors and is based on space availability. The City of Groton Farmers Market strives to achieve a high percentage of agricultural vendors.

**Pop-up Farmers' Markets will be held at the City of Groton Municipal Building (295 Meridian Street, Groton) the second Saturday of the month from 10:00 a.m. to 1:00 p.m. from November to March.**

11/14/ 2020 (Thankful Market)  
12/12/2020 (Holiday Market)  
1/9/2021 (New Year Market)  
2/13/2021 (Valentine's Day Market)  
3/13/2021 (St. Patrick's Day Market)

### Vendor Fee

Vendor fees are \$15 per 10' X 10' space for the 2020/ 2021 Pop-Up Farmers' Market season; \$15 per additional tent per market.

**All payments are non-refundable, unless we are forced to cancel for unforeseen circumstances such as a change in COVID-19 guidelines or inclement weather.**

## **Vendor Expectations and Responsibilities**

Connecticut Grown: All produce sold at the market must be grown in Connecticut. Vendors shall comply with all rules and regulations of the State of Connecticut and the Connecticut Department of Agriculture.

The City of Groton Farmers Market at Washington Park is a "Producer Only" market at which farmers sell what they grow and other vendors sell what they themselves have produced. At least one person who is directly involved with production must attend every market. This could be either the owner, employee or a volunteer designated specific by vendor.

Produce vendors must use certified legal-for-trade scales if selling by the pound. The State of Connecticut Dept. of Weights and Measures will inspect scales at random.

Each vendor is required to carry their own liability Insurance with the City of Groton named as Certificate Holder.

Acceptance of SNAP/EBT benefits is required of all eligible vendors (if you are unsure of SNAP rules, please ask us).

Vendors are required to be set up and ready for business 15 minutes prior to the start of market and to stay until market scheduled closing.

City of Groton will provide one table and two chairs per booth. (Unless additional space is reserved).

After each market day, vendor spaces must be cleared of debris. All vendors are expected to maintain a clean, presentable space for the duration of the event. Vendors are responsible for leaving their space in the same condition as when they first arrived. Vendor-generated trash must be disposed of appropriately.

Vendors are expected to comply with all pertinent Ledge Light Health District, City of Groton, State of CT and Federal regulations. Vendors must maintain required health documents at their market site. Vendors who are selling food must register with Ledge Light Health District.

**Vendor members with reserved spaces MUST notify the Market Manager by Noon 24 hours in advance of the market if they are not attending the market.**

### **Vendors are responsible for providing:**

- o Professional-looking signs clearly and legibly lists the name of their business.
- o Labels that clearly state prices
- o Legal trade scales and bags
- o Administrative supplies, and adequate change
- o Properly storing and maintaining freshness of products sold
- o Appropriate masks and gloves for booth representatives.

The City of Groton Farmers' Market maintains a family atmosphere. This is the expected decorum at the Market. Disruptive or abusive behavior will not be tolerated. Vendors violating any of these regulations may be dismissed from the market without refund of fee.

DUE TO THE ONGOING COVID-19 OUTBREAK, VENDORS MUST ADHERE TO THE FOLLOWING GUIDELINES PER THE STATE OF CT DEPARTMENT OF AGRICULTURE. *Please note these guidelines were released 9/17/2020. City of Groton Farmers Market Manager will continue to monitor for changes to these guidelines and will keep you informed.*

Put a sample of the product(s) available for purchase, covered with cellophane, out on display. Pack for individual customers from the truck as they make a purchase.

- Pre-package loose fruits, greens, and vegetables, among other items (precut cheeses, etc.) to prevent shoppers' from directly touching food.
- Per Executive Order 7S, all market managers, staff/volunteers, and vendors must wear face masks at all times if they're interacting with customers and/or handling products.
- If customers want to see/inspect an item, hold it for them (e.g.: open the egg carton for them), don't allow the customer to handle any product they may not purchase.
- Remember to keep a six (6) foot distance between you and the customer(s) whenever reasonably possible - there's only three feet between you and a customer on the other side of a typical market table. Put a cone or spray paint a chalk line behind your market tables to visually remind yourselves and your employees where the six (6) foot mark is. Bring extra tables and place the extra, empty table in front of the table with product. This provides an additional barrier between the vendor and customer and a place for customers to prop their bags and informative signage.
- If attending the market with multiple staff, have one person handle product and one person handle money/tokens/coupons. If that's not possible, wash hands or sanitize after handling any form of payment.
- Tablecloths, unless they can be cleaned and sanitized (such as oilcloth), should not be used.
- Avoid sharing equipment and supplies.
- Pens: consider getting inexpensive pens and letting the customer keep them or sanitize between uses.
- Wipe down the credit card terminal with an approved disinfectant from the EPA Approved List of Disinfectants after each use and/or provide single-use Q Tips for button pushing and easy disposal.
- Samples are not allowed for any reason during this time.
- Plastic Bags: Remind customers the \$.10 plastic bag fee waiver is no longer in effect and any plastic bags used, other than plastic bags used to contain loose produce, must be charged the fee.
- If you do not take credit card, consider using Venmo or PayPal as a form of payment to limit the amount of exchange.