



Application FOOD TRUCK SELLING 2023

Please mail signed application to:
Ledyard Farmers' Market, Attn: Market Manager
P.O. Box 334, Ledyard, CT 06339
Or Email To: market_mgr@ledyardct.org

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

Owner Name(s): _____

Business/Farm: _____

Business Address: _____ Town: _____ State/Zip: _____

CT Sales Tax #: _____ Business Phone: _____

Cell Phone: _____ Web Site: _____

Email: _____ Facebook: _____

Name/Phone of people who will be on site: _____

There will be 16 Markets in the 2023 Season.

Market Schedule: June 7, 14, 21, 28; July 5, 12, 19, 26; August 2, 9, 16, 23, 30; September 6, 13, 20

\$50 PER DATE – MAX 6 MARKETS

Dates Requested:

_____, _____, _____, _____, _____, _____

Fees due = number of dates x \$50 each.

Priority consideration is given to returning market vendors

_____ Yes, I would like to fill in when able to. _____ No, I would NOT like to be contacted to fill in.

FEES:

\$50 per market.

The maximum number of times allowed (unless asked to fill in) is 6.

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 and payment mailed separately.

DO NOT deliver or mail to Ledyard Town Hall

Summer 2023 Market Committee:

Market Manager – Lauri Hary – market_mgr@LedyardCT.org

Asst. Market Manager – April Brunelle – AprilLFM@gmail.com

LFM Committee Team: Pam Ball, Ellin Grenger, Pete Hary, Bill Thorne, Sarah Marctic, & Allison Troy-Bennett

Business Name: _____

Contact Person: _____

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.

The below items must be included with the application.

- _____ Health Dept. Permit and/or applicable licenses
- _____ Menu*
- _____ 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

***If your menu changes weekly, or you have a special you would like advertised, please let us know and we will market it on Facebook and in our weekly emails.**

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

- _____ **If COVID-19 precautions are necessary, we will adhere to all market safety policies.**
- _____ 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.
- _____ I understand that **selling to the public is NOT allowed before 4 pm or after 7 pm.** I **CAN** sell to **other vendors** before 4 PM. I will make sure that all people working in the booth understand and abide by this policy.
- _____ I also understand **I MUST** enter the market via the Ledyard Bill Library and check in before setting up.
- _____ Applying does not guarantee a spot in 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.

By signing below, you acknowledge that you have read the 2023 Vendor Package and will abide by the policies set forth.

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

2023 SUMMER MARKET FOOD PACKAGE INFORMATION

Market Info:

The market is held each Wednesday from the first week of June to mid-September. The market is held at the LOWER Ledyard Town Green located at 741 Colonel Ledyard Hwy., Ledyard. There are 16 markets

2023 SUMMER MARKET THEMES

JUNE - 7th - "MEAT" You at the Market **14th** - All-American Artisans **21st** - Summer Solstice
28th - CREAM of the Crop **JULY - 5th** - Red, White, and Berry **12th** - Backyard BBQ
19th - Christmas in July **26th** - "Bee" Your Best
AUGUST - 2nd - Bubbles and Blooms **9th** - Farm Fresh **16th** - Beach Blanket Bingo
23rd - Bark 'N Brew **30th** - Back to School Bash
SEPTEMBER - 6th - Simply Sweet **13th** - Hometown Heroes **20th** - "SEA" You Next Year

Vendor Fees & Documentation:

- ✓ 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 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.
- ✓ 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.
- ✓ 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.

Refunds are not available after the approval of your application.

- ✓ The market has a limited number of spaces.
- ✓ **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 regard to location and electricity.
- ✓ 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 the 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.

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- ✓ 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.
- ✓ Vendors share responsibility for keeping LFM viable and ensuring public safety. By following the rules and policies as outlined below, vendors will remain “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.

Market Grounds



MARKETING

All vendors and community groups are highly encouraged to take advantage of 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 their 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.

Marketing and Social Media Tips:

- ✓ Vendors who post on social media are more visible and attract more customers and business. Tagging the Ledyard Farmers Market 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.

Vendor Set-Up:

- ✓ Set up starts at 2:30 pm.
- ✓ All vendors must be set up and ready to sell by 3:45 pm sharp.
- ✓ Vendors must supply their own tables, tents, etc.
- ✓ **The entrance into the market field is specific.** You **MUST ENTER** the Town Green 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 to enter the area after 3:45 pm.** If you get to the market after this time you can enter via the main entrance and park in the parking lot. You will have to walk your belongings to your location.
- ✓ ***Selling is not allowed before 4 pm or after 7 pm EXCEPT to other vendors. Please be sure all people working in the booth are aware of this requirement.***

Canopies/Space:

- ✓ **ALL VENDORS OUTSIDE THE PAVILLION AREA MUST HAVE A TENT.** This is non-negotiable
- ✓ 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 WEIGHTS.**
- ✓ **Displays:** Tables **MUST BE** covered with tablecloths, linen, burlap, etc. Floor-length table clothes are preferred to hide any under-table storage.
- ✓ Make sure there are no tripping hazards in or around your booth.
- ✓ **Animals, including companion animals, are not allowed under the pavilion or in any food tent. Only trained service animals are allowed under the pavilion or 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 on 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.

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 stands 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.

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 hardworking volunteers are imperative to the success of our market. You can’t miss them—they will be wearing green market shirts. Volunteers donate their time to support our groups and 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.
- ✓ LFM will contact group owners to address the non-complying behavior and corresponding consequence.
- ✓ Customer complaints will be forwarded to groups and kept on file. Complaints may result in disciplinary action including removal from the market.
- ✓ If a group 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 group from attending.
- ✓ LFM reserves the right to make an exception to these rules and enforcement policies at its discretion.

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!

**** Please make copies of your application materials and retain this package for your records.****