

Dear Seacoast Farmers and Food producers,

Thank you for your interest in the 2008/9 Winter Farmers' Markets. This year Seacoast Eat Local has scheduled a total of 6 winter markets – including the 2 major Holiday Farmers' Markets in Dover, and 4 additional (smaller) markets to be held in Exeter and Newington.

This packet will provide you with the details - market dates & times, locations, market guidelines and registration information. It has been our goal to get this information to you as soon as possible, but we have met with a major challenge that is both wonderful and difficult. That challenge is the increase in the number of farmers and food producers who are interested in these Winter and Holiday farmers' markets.

We have been able to increase the number of vendor spaces at the culinary school in from 35 to 50 for this season. With this increase, we anticipate that every eligible vendor who is interested and applies in a timely fashion will be able to participate in the two Holiday Farmers' Markets in Dover.

The monthly Winter Markets (Exeter and Newington), however, will be held in much smaller spaces. Each space will hold between 12 and 15 vendors only. It is likely that there will not be enough room at all markets for all vendors who wish to participate. For this reason, we are asking you to rank your choice of markets on your application form. We will do our best to create successful markets with a diversity of products that is appealing to customers and brings a successful day to all participating vendors. We will work to give each vendor their preferences, and are not promising a non-competitive market.

Please note that the application deadline for all markets is October 31, 2008.

Thank you for your efforts in bringing local food to seacoast area residents.

Please call or email with any questions, 498-6934 or sarazoe@seacoasteatlocal.org

Seacoast Eat Local 2008-2009 Winter Farmers' Markets

Farm/business name: _____ Phone: _____
Contact: _____ Cell phone: _____
Address: _____ Email: _____
Is email a reliable way to reach you? _____

Your website (if you have one): _____

All products sold must be grown or manufactured by the vendor. Consult the attached market guidelines for products disallowed by the City of Dover for the Holiday Markets. Call or email if you have any questions about products that may or may not qualify as being "grown or manufactured by the vendor".

Please list by product type (ie, beef, root vegetables, eggs, etc.) the products you intend to sell, use the back of this sheet if necessary:

Holiday Farmers' Markets at McIntosh Atlantic Culinary Academy in Dover

November 22, the Saturday before Thanksgiving, 9am-2pm \$20
December 20, the Saturday before Christmas, 9am-2pm \$20

Prepared food vendors must include a photocopy of their Class IV Dover health permit.
Alcohol vendors must include a photocopy of the state's permission to vend. See the enclosed Dover Health Department guidelines. All vendors should include market fees and copy of liability insurance with application. (Over)

Winter Farmers' Markets

Please rank your preference from 1 - 4.

DO NOT send any payment for these markets at this time,
only send payment for the Holiday Markets.

- ___ December 6, Exeter Congregational Church, 10am-2pm (\$20)
- ___ January 10, Newington Town Hall, 10am-2pm (\$20)
- ___ February 7, Exeter Congregational Church, 10am-2pm (\$20)
- ___ March 7, Newington Town Hall, 10am-2pm (\$20)

Would you be willing to share space with another vendor (shared fee)? _____

Feel free to describe any important factors influencing your choices:

I wish to be a vendor at the Winter/Holiday Farmers' Market and will participate as noted above and according to the attached market guidelines. I understand that I am responsible for individual product liability and by my signature release the host site, Seacoast Eat Local, and the Town from liability due to my product(s).

Signature: _____

Make checks payable to Seacoast Eat Local, 3 Port Way, Rye, NH 03870

- all funds go directly to advertising and supporting these markets -

**Each vendor must include a copy of your certificate
of liability with the application.**

Applications and fee due October 31, 2008

Questions?

Sara Zoe Patterson, Seacoast Eat Local coordinator, sarazoe@seacoateatlocal.org or 603.498.6934

Have any advertising ideas? We'd love to hear them:

Market Guidelines

It is the mission of Seacoast Eat Local to connect consumers with locally grown foods for the health of our environment, community, culture, and economy. The Holiday and Winter Markets are natural extensions of this work, and are organized to align with our mission. Guidelines ensure that the markets maintain organization and a standard of quality, providing the best experience for both vendors and consumers and helping the markets be successful for all.

1. Vendor eligibility: All vendors must sell edible products to be considered for inclusion in Seacoast Eat Local's Holiday and Winter Farmers' Markets. Additional agriculturally based products grown and manufactured by the vendor are welcome alongside food.
2. Products must be grown or manufactured by the farmer/vendor. Questions about products are encouraged; decisions about additional products will be made on an individual basis by the market committee with the mission of the markets as guidelines. Market applications may be amended by calling or emailing not less than 72 hours prior to the market; subject to approval of the product.
3. Co-op tables are encouraged, in which more than one farmer/vendor share a single space, but the application for such a space must reflect the names and products intended for sale of both vendors.
4. With limited indoor space, booth spaces vary but are a minimum of 8' wide. Tables and chairs are provided (or you may use your own, we will contact you nearer the date of the market to confirm your preference).
5. Vendors selling by weight must provide their own certified scales. Hanging scales are a challenge in indoor spaces. Many vendors have successfully made inexpensive tripods for their scales or borrowed certified digital scales.
6. Vendors need to remain at the market through the entirety of the market. Vendors may not leave early. Please consider carefully whether you have enough product for the market. If you are concerned that you will sell out early and then will be "stuck" with an empty table, consider a co-op table. We'd be happy to help match you with another vendor seeking a partner for a co-op table.
7. The expectation is that your space will be left as clean as it was found. We will have volunteers on hand for common traffic areas – please help us make sure we are welcome back another year to these indoor spaces. Brooms, vacuums, etc. will be on hand for your use.
8. Vendors must abide by state and local food safety regulations. Each vendor is responsible for any licensing or certification required for products sold in New Hampshire. Please email or call if you have any questions about your particular products.
9. Each vendor must provide a copy of their liability insurance with their application. In our experience it is very inexpensive to add full coverage for any vending site to your already existing insurance.

Additional considerations from the Health Department of the City of Dover, a self-inspecting town

Dover Health Department rules and guidelines:

1. No raw milk or raw milk products may be sold.
2. No unpasteurized juices may be sold.
3. Prepared food vendors must obtain a Class IV license from the City of Dover. This license covers 6 months at the cost of \$45.
 - a. What counts as a prepared food: baked goods, foods that are not directly agricultural and directly from a farm.
 - b. What does not count: a farmer may sell jams, jellies, and other value added products if made in a certified kitchen (provide proof of license) and made directly from the agricultural products of their farm. If the product has to leave the farm to be prepared, a Class IV license must be obtained.

Ex: a farmer making their own hot pepper jelly from their hot peppers may do so as long as it is done in a certified kitchen without the Class IV license. A business buying apples from a farm or farms to make applesauce in their facility must obtain a class IV license.
4. Alcohol vendors may not provide samples and must obtain permission from the State Liquor Commission for sales.
5. Samples of food are allowed, as are cut pieces of produce as long as the preparation occurs in a certified kitchen (such as MACA). The outside of foods should be cleaned before cutting, such as watermelon, winter squash, etc.
6. Meat must adhere to NH and USDA regulations.
7. Cheese, honey, maple syrup, eggs, and fish all fall under agricultural products (and do not need a class IV license). Proper handling and maintenance of cold temperatures as called for are expected.

Questions? Email Sara Zoe Patterson at sarazoe@seacoastlocal.org or call 498-6934