



• Rutgers University • 178 Jones Avenue • New Brunswick, NJ 08901 • 732-932-5000 ext.586 •

New Brunswick Community Farmers Market: 2010 Vendor Rules and Application

BACKGROUND: The New Brunswick Community Farmers Market was established in 2009 to provide fresh produce to the residents of New Brunswick at reasonable prices. The market emphasizes the importance of “good health” and “good nutrition” through health education, health screening, and nutrition education. Rutgers University will serve as the lead agency for the Market.

MISSION: The New Brunswick Community Farmers Market strives to support the development of a sustainable community by bringing healthy food from local farms to families and households across the city. Our mission is to instill healthy eating habits by focusing on nutritional issues that plague our community, and creating habits that can last a lifetime. Furthermore, our focus is to improve access to fresh and healthy foods in the community, where access is most limited, and to empower and strengthen the capacity of small regional farmers and local entrepreneurial businesses.

APPLICATION PROCESS: We appreciate your interest in participating in the Market. We ask that you read the Market Rules and sign and return the application form, indicating that you understand and agree to abide by the rules. Please mail the signed Application Form to the address provided below.

**NOTE: Emailed or Faxed versions cannot be accepted, only originals must be mailed for the forms to be considered complete.*

The New Brunswick Community Farmers Market VENDOR AGREEMENT – 2010

Martin Hall, Room 315
Rutgers, The State University of New Jersey
88 Lipman Drive
New Brunswick, NJ 08901-8525

Attn: Jaymie Santiago, Project Coordinator/Market Manager

In partnership with
Johnson & Johnson, Rutgers Cooperative Extension
and Rutgers, The State University of New Jersey



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Rutgers, The State University of New Jersey
88 Lipman Drive
New Brunswick, NJ 08901-8525

jsantiago@aesop.rutgers.edu
732-932-5000, Ext. 586
Fax: 732-932-6633

New Brunswick Community Farmers Market: 2010 Vendor Agreement

Please, carefully read these rule and regulations before signing below. Keep a copy for your records – these rules are a part of your agreement with Rutgers Cooperative Extension, Johnson & Johnson, and the City of New Brunswick. Please return a signed copy with your application. Failure to observe these rules and regulations may affect your Market participation and/or, ultimately, result in suspension or termination. If you have questions regarding these rules, contact: Jaymie Santiago at 732-932-5000 ext. 586.

RULES & REGULATIONS:

1. The New Brunswick Community Farmers Market shall be open to vendors from Middlesex County and surrounding counties. **(New Jersey residents only)**
2. The Market will be open on Thursday afternoons from 1pm-6:30pm and Saturday from 10am -3pm, June – October at 178 Jones Avenue, New Brunswick, NJ. Each vendor must attend at least one assigned Thursday market day. All vendors must set up in the designated area assigned to the market at least ½ hour prior to market opening time and be ready to sell when the market opens. Vendors are not allowed to sell prior to market opening time posted.
3. To maintain consistency, vendors will be assigned spaces at the market. Selling spaces will be assigned based on seniority and by the Market Manager's discretion to establish variety among vendor booths. Those vendors with consistent schedules and participation the entire season will be given priority for spaces along the main street (Jones Ave) sidewalk.
4. If you are assigned a space but cannot attend the market, please notify the Market Manager by noon of the business day prior.
5. Each vendor is responsible for setting up, displaying, and packaging their product to protect them. Moreover, operate your stand in a safe and sanitary manner.
6. Vendor is responsible for having an attractive and safety oriented display and operation. Vendor banner sign with name is encouraged.
7. Each vendor must leave his or her selling area in a clean and orderly condition.
8. All refused and unsold goods must be removed from the market area by the vendor.
9. Vendors must exercise caution in parking vehicles and when unloading, reloading, and leaving. Vendors must check perimeter of their vehicles and selling areas to be sure the tables, boxes, trash cans, power cords, shade structures, the vehicle or its contents, or any other item brought to the market presents no hazard to motorists, pedestrians, or other vehicles. Shade structures must be secured in windy weather to prevent accidents.
10. Only locally grown (Jersey Fresh) or produced food products, flowers, herbs and baked goods may be offered at the market. **Vendors are individually responsible for conforming to all city, state, and federal laws. Purchased Products may not be sold without prior approval by the Executive Committee.**

11. Our market does accept State Nutrition Assistance Programs (SNAP) WIC and Senior Vouchers. Vendors may accept these coupons only **AFTER** they have completed the appropriate training. Furthermore, vendors are required to clearly display *EBT/WIC/Senior Vouchers* signs if they accept *EBT/WIC/Senior Vouchers* coupons.
12. Vendor's signs and literature must be culturally sensitive and targeted to the market's customers. Bi-lingual literature and signage is encouraged.
13. Pricing will be determined by the seller, however, vendors will strive to keep their prices close to retail and attempts to intentionally undersell other vendors are discouraged. Vendors are encouraged to discuss and agree on pricing.
14. Any vendor selling items by the pound must use a certified scale (or have access to certified scales).
15. **Vendors are responsible for any permits and/or licenses for their products.**
16. **Certificate of Insurance:** Prepared food vendors must submit a copy of the vendor's certificate of insurance to Rutgers University with Rutgers University named as an additional insured. The vendor's insurer will add this to a copy of the policy. **Vendors are responsible for their own liability insurance.**
17. No drugs or alcoholic beverages are allowed at the market site.
18. Each member shall pay a vendor fee to the City of New Brunswick for a license to sell within the city. (Fee varies annually)
19. A \$4.00 set up fee will be collected each Thursday and \$6.00 each Saturday to be used for advertising expenses and/or incidentals.
20. Each vendor must meet the Market Manager or the County Extension Agent to fill out an application for participation. New vendors must complete an application to the market two weeks prior to selling and be approved by the executive committee. The Executive Committee reserves the right to expel any member who does not comply with the rules and regulations, or in any way proven to be detrimental to the market.
21. The Executive Committee, on a case-by-case basis, will consider exceptions to membership restrictions, which are consistent with the objectives of the Market.
22. Any vendor violating any rule of the Market shall be given written notice of his/her offense. A second offense shall be grounds for a two week suspension and a \$40 fine, and a third offense shall result in a loss of membership for the remainder of the year after notice and a \$90 fine. To reinstate participation, a member must meet with the Executive Committee and receive a unanimous approval.
23. This document must be signed and all fees paid before vendor will be permitted to participate in the Market.

The undersigned have read these regulations governing the New Brunswick Community Farmers Market and understand that violation of these rules can result in suspension or termination. No dues or fees are refundable by the City of New Brunswick or the New Brunswick Community Farmers Market.

The New Brunswick Community Farmers Market reserves the right to refuse membership in the Market to anyone. The New Brunswick Community Farmers Market does not discriminate on the basis of disability, national origin, gender, race, or religion.

I agree to follow the requirements listed above regarding participation in the New Brunswick Community Farmers Market.

Applicants Signature

Date

Prepared by: Jaymie Santiago



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New Brunswick Community Farmers Market 2010 Vendor Application

Contact Information. Please Print:

Business Name: _____

Address: _____

Contact Person: _____

Telephone Numbers: Day: _____

Evening: _____

Cell: _____

Fax: _____

Email Address: _____

Detailed List of Products and Services:

(if possible, attach lists, menus, photos, catalogue cuts, or other supporting documents)

Range of Area Desired (in square feet, excluding area needed for vehicle) _____

Please sign application in space provided below. Your signature certifies that the information provided above is accurate and that you have read, understood, and agree to abide by the 2010 Vendor Agreement for The New Brunswick Community Farmers Market.

Applicants Signature

Date

Prepared by: Jaymie Santiago

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