

Princeton Farmers Market Rules 2012

Location: Hinds Plaza, 55 Witherspoon Street, Princeton, NJ 08540

Day & Hours: Thursdays 11am to 4pm

Criteria:

- Vendors shall sell only products which they themselves have grown, made or processed
- Any exceptions will be decided on a case by case basis
- The market management needs to be notified and approval given if farmers are working cooperatively
- All farmers/producers agree to an onsite visit if requested by a market representative
- All vendors shall display a sign with their name and location on it
- Goods shall be visibly priced for customers' convenience and better marketing
- Baked goods and other prepared foods must include regionally grown produce and made with healthy ingredients and must comply with Health Department regulations
- No commercial mixes, fillings, or artificial flavorings may be included in products
- The Princeton Regional Health Department Applications need to be filled out and approved and applicable fees paid each year
- We encourage all vendors to honor USDA, WIC, EBT, and Senior Vouchers and to indicate visibly their acceptance for goods

Registration:

- An application must be submitted to the market management for consideration to participate.
- The market management reserves the right to determine the product mix and type of vendors for the market and to cancel any vendor's participation who does not adhere to the market rules and registration.

Spaces:

- Spaces will be assigned by the market manager and will stay the same throughout the season. Any changes need to be approved by the market manager.

Insurance:

- A certificate of liability insurance is required with a minimum coverage of \$1 million dollars and will include the following entities on the certificate:
 - Princeton Farmers Market 256 Nassau St, Princeton 08542
 - JMM Industries Inc. 256 Nassau St, Princeton 08542
 - WURAssoc. LLC 256 Nassau St, Princeton 08542
 - The Boro of Princeton 1 Monument Drive, Princeton 08542

Vendor Fees:

- The 2012 season will begin on May 17th and continue through November 15th. This includes 27 market weeks at approximately \$14.00 per day.

- The fees for one space will be \$375.00; for two spaces \$425.00. The indoor holiday market will be on December 13th and the fee will be \$15.00.
- There will be four additional indoor winter markets with the fee of \$10.00 each.
- No fees will be refunded.
- The deadline for the summer season payment is April 17th, 2012.

Attendance:

- For the good of the market's success and responsibility to our customers, it is important to adhere to the following guidelines:
 - All vendors are expected to attend all market days.
 - The market operates in shine and rain and will only be called off by the market manager who will notify every vendor on the morning of the market.
 - If an unavoidable circumstance prevents you from attending, give the manager 24 hours notice . If you are going to be late or have an emergency notify the manger on her cell phone---551-655-8095— and NOT by email.
 - If a vendor is being harassed by a customer please report it to the manager.
 - If you have sold out of your goods—first let the manager know—DO NOT JUST LEAVE. We have a sign to put in your space which will let your customers know that you have sold out and will be returning the following week. This is essential to maintain the reputation for reliability—as a market falters if the public sees vendors just disappear.
 - If you feel you are not selling enough on some market day that is not a reason to fold up and leave. That is a time to examine the reason why and to confer with the manager on ideas to improve the marketing and presentation. Be prepared for the inevitable down times and to use that time constructively.

I agree to honor the above guidelines:

name_____

date_____

send to: Princeton Farmers Market

256 Nassau St, Princeton, NJ 08542