



NEW CASTLE COUNTY FARMERS MARKET PROGRAM

Thank you for your interest in the New Castle County Farmers Market Program (NCCFMP). The 2020 Farmers Market Application and the NCCFMP Rules and Procedures and Products Guidelines are attached.

Please review the Market Rules and Procedures and Product Guidelines before you complete your application and retain them for your records.

Farmers Market Sites:

1. Bellevue Farmers Market: 510 Duncan Road, Wilmington, DE 19809
2. Carousel Park Farmers' Market: 3700 Limestone Road, Wilmington, DE 19808
3. Glasgow Regional Park Farmers' Market: 2275 Pulaski Highway, Newark, DE 19702 (near the intersection of Pulaski Hwy & Rt. 896)

Market Hours & Days of Operation: NCCFMP market sites will run during the following days & hours of operation:

<u>Farmers Market Site</u>	<u>Day & Hours of Operation</u>	<u>Opening Date:</u>	<u>Closing Date:</u>
Bellevue	Fridays, 4-7 p.m.	June 5	October 2
Carousel Park	Fridays, 2-6 p.m.	May 1	October 30
Glasgow Park	Fridays, 3-7 p.m.	June 5	October 30

Application to NCCFMP: All farmers/producers must submit the following application information and documentation to be reviewed and approved by the New Castle County Department of Community Services:

- New Castle County Farmers Market Program Vendors Permit Application (required)
- Signed Market Agreement (required)
- Proof of liability insurance which specifies New Castle County as additionally insured (required)
- Valid State/County/Municipal Business License (where applicable)
- State/County/Municipal Public Health Certification (where applicable)
- W-9 (where applicable)
- ACH Direct Deposit Form (where applicable)



NEW CASTLE COUNTY FARMERS MARKET PROGRAM
2020 Farmers Market Vending Application

Name of Applicant: _____

Business Name: _____

Mailing Address: _____ **Suite/Floor:** _____

City: _____ **State:** _____ **Zip:** _____

Primary Phone: _____ **Business Phone:** _____

Email: _____

Website, Facebook, and/or another social media address: _____

Vending Description: (Please check all that apply.)

Vegetables	Fruits	Plants	Baked Goods	Dairy	Herbs
Eggs/Poultry	Honey	Mushrooms	Prepared Food	Flowers	
Value-Added (specify) _____			Meat (specify) _____		
Art or hand-crafted items _____			Other (specify) _____		

Operational Set-up:

I will be setting up a canopy and table.

I have a mobile unit (truck or trailer); approximate dimensions for the mobile unit are _____

Agricultural practices:

Certified organic? Yes No Certified by _____ # of Years _____

IPM Practices: _____ Other (specify) _____

Financial:

Do you have your own device for credit/debit transactions?	Yes	No
Do you have your own device for SNAP transactions?	Yes	No
Are you willing to accept SNAP transactions (eligible products only)?	Yes	No
Are you willing to accept WIC and Senior vouchers (produce only)?	Yes	No



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2020 Farmers Market Vending Application

Please list names of staff that will represent your business / farm at market: *(Additional names may be registered during the season with the Market Manager.)*

1. _____ Contact Phone: _____
2. _____ Contact Phone: _____
3. _____ Contact Phone: _____

At which NCC Farmers Market sites are you requesting to participate? All markets will run weekly. Bellevue will have a monthly expanded market in addition to the weekly market on the second Friday of each month.

Bellevue Farmers Market, 510 Duncan Road, Wilmington, DE 19809

Weekly

Monthly (Second Friday of each month)

Carousel Park Farmers Market, 3700 Limestone Road, Wilmington, DE 19808

Glasgow Park Farmers Market, 2275 Pulaski Highway, Newark, DE 19702

All participating vendors must complete and provide the following documents:

- New Castle County Farmers Market Program Vendors Permit Application (required)
- Signed Market Agreement (required)
- Proof of liability insurance which specifies New Castle County as additionally insured (required)
- Valid State/County/Municipal Business License (where applicable)
- State/County/Municipal Public Health Certification (where applicable)
- W-9 (where applicable)
- ACH Direct Deposit Form (where applicable)

Applications and all appropriate documents must be submitted to:

Michael Begatto, NCCFMP Manager, New Castle County Department of Community Services
77 Reads Way, New Castle, DE 19720.

For additional information, contact Michael Begatto at 302-395-5624 or michael.begatto@newcastlede.gov



NEW CASTLE COUNTY FARMERS MARKET PROGRAM 2020 MARKET AGREEMENT

1. Agreement to abide by New Castle County Farmers Market Program rules and procedures:

This Agreement made on the _____ day of _____, 2020 between the undersigned Farmer/Grower and/or Producer (hereinafter referred to as "Vendor") and the New Castle County Farmers Market Program (NCCFMP). By signing this agreement, the Vendor also agrees to have read and abide by the NCCFMP's Rules and Procedures. This Agreement is for the 2020 season only.

2. Insurance/State & County Permits and Licenses

Each Vendor is responsible for their own acts and omissions. It is the responsibility of each Vendor to obtain all necessary liability insurance. **Each Vendor shall add New Castle County as additional insured under the Vendor's insurance policy.** Each vendor is also responsible to obtain all required state, county, or governmental permits and licenses.

3. Admission, Suspension and Termination

I acknowledge that admission to the NCCFMP and market space assignments are made at the discretion of the market management. Admission to the NCCFMP does not constitute a guarantee to sell in the market during the market season. This agreement is a revocable license and any misconduct or violation of this agreement may result in suspension or termination from the New Castle County Farmers Market Program at the discretion of the market management.

4. Indemnification

Vendor shall indemnify, defend, and hold harmless New Castle County from and against any and all claims, demands, suits, judgments, costs, and expenses asserted by a person or persons, including, but not limited to, agents, employees, or volunteers of vendor, by reason of death or injury to persons, or loss or damage to property, resulting from operations or use of services, products and/or equipment purchased hereunder, or sustained in or upon the premises of the County.

Farm/Business Name: _____

Authorized Signature: _____ **Date:** _____



NEW CASTLE COUNTY FARMERS MARKET PROGRAM RULES & PROCEDURES AND PRODUCT GUIDELINES

MARKET SEASON 2020

(Retain this section for your information)

I. Mission Statement

The New Castle County Farmers Market Program (NCCFMP) provides a family-friendly, community gathering place for consumers to purchase the freshest local foods available. It also provides alternative educational and marketing opportunities for farmers and other vendors to help create local and sustainable food systems that are environmentally sound, economically viable, and socially responsible, which improve the variety, freshness, nutritional value, and distribution of fresh farmland foods to the community. The NCCFMP hopes to aid local farmers, producers and small businesses in developing and maintaining sustainable agriculture and provide locally-produced foods and products to local people.

II. Rules and Procedures

1. Farmers Market Vendor Eligibility

The NCCFMP is a public service whose goal is to support local agriculture and small businesses, as well as improve the quality of life in New Castle County. While NCCFMP markets are not strictly “producer only” markets, the program does encourage participation from vendors selling agricultural products, goods, crafts, and food products that are grown, produced, hand-made, or hand-crafted locally. NCCFMP and the Department of Community Services reserve the right to use its discretion as it pertains to the participation and eligibility of its vendors and the products sold at NCCFMP market sites.

2. Application Procedures

All vendors must complete a New Castle County Farmers Market Program Vendors Permit Application and Market Agreement for review and approval by the New Castle County Department of Community Services. Additional licenses, certifications, and documents required prior for approval of Vendors Permit include:

- Valid State/County/Municipal Business License, where applicable
- State/County/Municipal Public Health Certification & Licensing, where applicable
- Proof of liability insurance specifying New Castle County as additionally insured

All vendors must carry insurance of general liability. A copy of the Certificate(s) of Insurance must be provided with the application to the NCCFMP with the New Castle County as an additional insured. Vendors offering value-added products including baked goods, vinegars, and other prepared foods must provide a current copy of their kitchen or food establishment certification from the Division of Public Health.

3. Product Guidelines

Vendors must abide by all applicable federal, state and local health regulations in the harvest, preparation, labeling, and safety of the product(s) brought to the market. Products will be reviewed on a case-by-case basis and admitted (or not) at the discretion of the market manager.



4. Market Operations and Procedures

New Castle County Farmers Market Program managers are responsible for administering and enforcing all the New Castle County Farmers Market Program Rules and Procedures as well as public safety, space assignments, market fee collection, market data collection, and market public education programs. The NCCFMP manager has final authority in resolving issues in a civil and efficient manner. New Castle County will provide an on-site manager, trash receptacles, signage identifying and advertising the markets, and portable lavatories for customer and vendors use at each market site.

5. Market Site Locations

- Bellevue Farmers Market: 510 Duncan Road, Wilmington, DE 19809
- Carousel Park Farmers Market: 3700 Limestone Road, Wilmington, DE 19808
- Glasgow Regional Park Farmers Market: 2275 Pulaski Highway, Newark, DE 19702 (near the intersection of Pulaski Hwy & Rt. 896)

6. Market Season, Days, and Hours of Operation

<u>Farmers Market Site</u>	<u>Day & Hours of Operation</u>	<u>Opening Date:</u>	<u>Closing Date:</u>
Bellevue	Fridays, 4-7 p.m.	June 5	October 2
Carousel Park	Fridays, 2-6 p.m.	May 1	October 30
Glasgow Park	Fridays, 3-7 p.m.	June 5	October 30

7. Market Opening & Closing

Farmers/growers and producers must arrive at least **one hour** before the New Castle County Farmers Market Program opens. Market opening will be identified by the sounding of a bell or other noticeable sound-making device to notify vendors and customers that sales can begin. No vendor may sell prior to the market site start time or drive into the market site after the market has opened without permission of the New Castle County Farmers Market Program manager. Latecomers may be denied admission or admitted and located at the market manager’s discretion. At the close of market, all vendors must begin packing up to leave the market site but may continue to sell as they load. Vendors may not leave the market site prior to reporting gross sales data, SNAP/EBT, and WIC redemptions.



8. Market Closings and Weather-Related Cancellations

All New Castle County Farmers Market locations are “rain or shine” and will run despite inclement weather. Decision to participate at the farmers market will be left to the discretion of each respective vendor. Any vendor deciding not to participate due to weather should contact the market on-site manager or **Michael Begatto (302-395-5624)** as far in advance as possible.

In the case of unusually severe or dangerous weather conditions or emergency situations that may impact the markets opening, vendors and customers may call the **Special Events Hotline (302-395-5659)** to obtain the updated status of each market.

9. New Castle County Government Office Holidays, Observances, and Emergency Closings

NCCFMP sites are unable to operate on days which New Castle County Government offices are closed due to weather, emergencies, holidays, or other observances. In the case that a normal market session day falls on a day that NCC offices are closed, vendors **will not** be permitted to open or sell for farmers market operations.

10. Vendor Fees

Vendors commit to report an as accurate as possible estimate of their gross sales for which their vendor fee will be based for that respective market session. Vendor fees (rounded up to the nearest dollar) are to be paid at the end of each market session. Gross sales will be reported to the market manager on “good-faith” basis at the end of each market session. Any vendor suspected of reporting inaccurate gross sales is subject to suspension or termination from the NCCFMP and its farmers markets.

Vendor fees will be structured as follows:

- Bellevue, Carousel, and Glasgow Markets.....5% of total sales (capped at \$85)

11. Market Sales Reporting

Vendors must report an accurate as possible estimate of gross sales to the Market Manager at the close of each market session. Vendor information is aggregated and is not disclosed as coming from specific vendors. Only aggregated market numbers are reported to the Delaware Department of Agriculture.

12. SNAP and WIC Benefit/Redemption Capability and Reporting

New Castle County Farmers Market Program sites will be capable of receiving SNAP and WIC participant benefits through the use of EBT and WIC vouchers, respectively. Vendors agreeing to accept EBT redemptions and WIC checks must report an accurate account of sales numbers as it relates to SNAP/EBT and WIC redemptions. SNAP/EBT and WIC redemption reimbursements will be paid out to vendors monthly. Vendors should refer to NCCFMP’s explanation of the SNAP/EBT and WIC Programs for additional information.



13. Market Attendance

Unless otherwise specified or arranged, it is expected that all vendors be in attendance at all market sessions for which they are scheduled. Advanced notice of absence is required, if possible. Vendors that are unable to attend a market session must give at least 24 hours' notice by contacting **Michael Begatto at 302-395-5624** or michael.begatto@newcastlede.gov. Instances where vendors cannot attend due to an emergency the day of the market, the market on-site manager should be contacted as soon as possible. Contact information for market on-site managers is provided to each vendor. Vendors displaying inconsistent market attendance or no-shows without appropriate notice may be subject to suspension or termination from the NCCFMP.

14. Market Space Assignments

The NCCFMP management retains control of all unassigned space openings. Space assignments for each session will be made at the market management's discretion to insure the viability of the NCCFMP and the diversity of the marketplace. No vendor may claim ownership of market space for any session. Vendors commit to working with the market manager and fellow vendors in a courteous and professional manner as it pertains to space assignments.

15. Market Site/Farm Stand, Canopies, Signage, & Maintenance

To ensure a more uniform and visually attractive venue, NCCFMP requires all vendors to utilize a canopy, pop-up tent, or awning to identify their market site. Fully-erected canopies should range between 10'x10' and 12'x12' in area. There are canopy color requirements; however, canopies, tents, and awnings should be in good repair and free of visible discoloration, stains, tears, rips, and holes. Canopies should be erected and firmly secured with stakes or weights to prevent them from blowing away. Inadequately secured awnings, canopies, or tents may be removed by the market manager. A vendor's canopy type and size remain the discretion of the market manager to ensure the viability of the NCCFMP and diversity of the marketplace. Tables and other fixtures also must be in good repair.

Before the market opens, vendors should post prices for all items and an attractive sign with the name of the farm or business in a clearly visible location. The farm/business sign should be mounted on the vendor's vehicle or on/next to the market table. The farm/business sign and lettering should be large enough to be easily read from a reasonable distance.

16. Sanitation

Vendors must keep their market stands and spaces in a clean and sanitary condition. All produce must be kept off the ground. Market products should be of high quality. Products that do not meet this quality criterion may be removed at the market manager's discretion. Vendors who fail to comply with this requirement are subject to suspension or termination from the NCCFMP.

Vendors must remove containers, waste, and trimmings before leaving the market site and take any trash or garbage they have generated with them. The market manager will remove and properly dispose of trash from public traffic at the site at the close of each market day.



17. Market Food Samples

Food samples must be prepared behind the farmer/grower or producer's market stand and presented in a safe and sanitary manner, according to State of Delaware Division of Public Health licensing and certification for safe food practices and the direction of the NCCFMP manager. The vendor must provide trash receptacles for the disposal of any sampling materials such as cups, spoons, and toothpicks.

18. Scales

Scales must be registered as legal for trade and meet local and/or state regulations for commercial scales. Scales must be placed so that they are clearly visible and readable to customers at all times. Scales may be checked for accuracy at the market site by the Delaware Department of Agriculture.

III. Administration of Rules and Procedures

1. Rule Violations

The NCCFMP manager has the responsibility and authority to direct all vendors to comply with the New Castle County Farmers Market Program Rules and Procedures. Complaints regarding violation of other rules may be referred verbally or in writing to the market manager for resolution. Penalties for violations may include a warning, temporary suspension, or permanent exclusion from the New Castle County Farmers Market Program depending on the severity of the offense. If violations of the Market Rules and Procedures or other rules result in suspension or exclusion from the New Castle County Farmers Market Program, no refund of fees will be made.



NEW CASTLE COUNTY FARMERS MARKET PROGRAM Explanation of the SNAP/EBT and WIC Programs

SNAP, the Supplemental Nutrition Assistance Program, is the program formerly known as food stamps. It is a federal nutrition program that helps those in need to stretch their food budgets and buy healthy food. SNAP benefits can be used to purchase food at grocery stores, convenience stores, and some farmers markets and co-op food programs. SNAP benefits are given to participants each month on an EBT (electronic benefits transfer) card, which works like a debit card.

WIC, the Women Infants and Children program, was established by the federal government in 1974 to safeguard the health of low-income women, infants, and children up to age 5 who are at nutritional risk. This mission is carried out by providing nutritious foods to supplement diets, nutrition education (including breastfeeding promotion and support), and referrals to health and other social services. The foods provided through the WIC Program are designed to supplement participants' diets with specific nutrients. WIC authorized foods include infant cereal, baby foods, iron-fortified adult cereal, fruits and vegetables, vitamin C-rich fruit or vegetable juice, eggs, milk, cheese, yogurt, soy-based beverages, tofu, peanut butter, dried and canned beans/peas, canned fish, whole wheat bread and other whole-grain options. WIC participants receive vouchers that may only be redeemed for produce at specific farmers markets, including all five New Castle County locations.

New Castle County Farmers Market Program accepts SNAP and WIC participant benefits through the use of EBT at all of its market locations. New Castle County is committed through its Live Healthy initiative, along with the NCCFMP and other programs, in serving all its residents by providing and making fresh local fruits and vegetables accessible for healthier eating options. While it is not a requirement, NCCFMP encourages all farmers and vendors selling SNAP and WIC-eligible foods to participate in accepting SNAP and WIC customers. New Castle County and NCCFMP believes participation will benefit customers receiving SNAP and WIC benefits by giving them access to fresh produce and benefit the vendors with increased sales due to a wider and more diverse customer base.

Households CAN use SNAP benefits to buy foods for the household to eat such as:

- Breads and cereals
- Fruits and vegetables
- Meats, fish, and poultry
- Dairy products
- Seeds and plants that produce food for the household to eat

Households CANNOT use SNAP benefits to buy:

- Beer, wine, liquor, cigarettes or tobacco
- Food that will be eaten in the store
- Hot foods
- Any nonfood items, such as:
 - pet foods
 - soaps, paper products
 - household supplies
 - vitamins and medicines

Households CAN use WIC vouchers at all the farmers markets to buy:

- Fresh produce – fruits and vegetables only