



WEST END FARMERS' MARKET

Every Tuesday | June - October

Time: June - September, 4pm - 7pm; October, 3pm - 6pm

June 4, 2024 - October 29, 2024

385 Farmington Avenue

Hartford, CT 06105

All vendors are required to read, understand and adhere to the market rules as presented.

Questions should be directed to the Market Master:

Anaise Prince

manager@wefm.org

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I. 2022 WEFM Required Documents

To apply, please submit the following:

- [2024 WEFM Vendor Application Form](#) (paper application available upon request)
- Copy of Liability Insurance
 - All vendors must have valid a CT tax ID #. For all food vendors/farmers: A minimum of \$1,000,000 of general liability and \$300,000 of automobile liability insurance is required. All vendors must agree to indemnify, defend, and hold harmless the West End Farmers' Market, Clemens Place and its employees from any and all claims arising from your use and occupancy of the market. Vendors must also list the West End Farmers' Market as additional insured on their policy. The market location address for the certificate is:
 - West End Farmers' Market, 385 Farmington Avenue, Hartford, CT 06105*
 - * This is not a mailing address.
- [City of Hartford Vendor License](#) (for all food vendors)
- Crop Plan (for farmers--mandatory)
- W-9 (if applicable)

You will be notified by email/phone if approved into the market. Upon acceptance into the market, email (scan) all appropriate materials directly to the Market Master, before the first market of attendance.

Jess Emonds - manager@wefm.org

II. General Criteria for Selecting Vendors

- Commitment to promoting Connecticut agriculture and farm viability; for food producers, this means sourcing ingredients locally whenever possible
- Track record and length of time at market
- Quality of product
- Diversity of product: for new applicants, the product must bring variety to the market
- Commitment to creating an appealing display
- Commitment to the markets' spirit of trust and collaboration

III. Market Rules and Procedures

1. Connecticut grown: **all** agricultural products sold must be grown in Connecticut.
2. Producers only: **all** products sold must be produced by the vendor.

3. Value-added agricultural products: the main ingredients should be produced by the vendor and the product should be processed by the vendor whenever possible.
4. Baked goods and preserves: ingredients should be Connecticut grown whenever possible. Producer must mix, bake, or prepare the goods.
5. Fish and seafood: should be caught in Connecticut waters or sourced from a fishery with sustainable practices.
6. Meats and dairy: all products must come from your own herd. Grazing animals must have regular access to pasture and freedom to move around. Hormones may not be fed to animals.
7. Liability insurance is required for food vendors and farmers. This document must be kept current and present.
8. All approved vendors agree to participate in and adhere to the WEFM currency system. Vendors must accept market currency for services when appropriate and know the rules for what they can and cannot accept. Training will be provided.
9. Acceptance of SNAP/EBT benefits is required of all eligible vendors selling meat, dairy, eggs, fruits, vegetables, baked goods, seeds, seedlings and edible plants. NO hot, prepared food can be purchased with SNAP. If you are unsure of how SNAP rules apply to you, please ask.
10. Smoking, illegal drug use, and alcohol consumption by vendors is prohibited on market grounds.
11. Your licensure with the City of Hartford Health Department must be current, and ready to present to any Health Department representatives that attend the market.
12. WEFM is a family friendly market. Treat customers, market staff, volunteers and other vendors with courtesy, patience and honesty. Do not act in a manner that is rough, menacing, vulgar, profane or abusive, including making anyone uncomfortable to be within the market space.
13. The market manager has the right to decline and reject ANY application regardless of tenure with the market.

To maintain the integrity of the market, please note that violation of any of these guidelines may result in suspension or expulsion from the market.

IV. Vendor Fee Structure

Vendor fees are designed to offset costs for liability insurance, themed-market events, market programming, market equipment, public area obstructions, parks and facility permits, and advertising. Market fees are non-refundable. Rain dates are TBD and are not guaranteed.

There are 22 Tuesday markets this season (June - October).

Vendors must be officially accepted into the market via email/phone, before submitting payment.

What type of vendor are you?

1. **A regular vendor:** regular vendors are defined as vendors who plan on attending the West End Farmers' Market for the duration of the season. (22 markets)
2. **Part time vendor:** Part time vendors are defined as vendors who attend every other market or 11-market days over the season. Dates must be selected in advance for advertising purposes.
3. **Once a month:** Once a month vendors are defined as vendors who attend one market a month or 5-market days over the season. Dates must be selected in advance for advertising purposes.
4. **A guest vendor:** Guest vendors are defined as vendors who may attend markets when space is available. Guest vendor spots are not guaranteed and are assigned on a case-by-case basis, depending on space and approval by the Farmers' Market Committee. Once approved, a date must be selected in advance for advertising purposes.
5. **Local non-profit:** Informational; no sales involved.

How much will it be for you?

Regular vendor: fruit and vegetable producer (growing over two acres)	\$400 (\$18.18 / market)
Regular vendor: fruit and vegetable producer (growing under two acres)	\$300 (\$13.63 / market)
Regular vendor: meat / dairy / baked goods / preserves / prepared foods (food trucks) / artisans	\$250 (\$11.36 / market)
Part time vendor: Every other week or 11-market rate	\$175 (\$15.90 / market)
Once a month or 5-market vendor rate	\$125 (\$25 / market)
Guest vendor rate (1 market)	\$30 each market
Local non-profit (informational, no sales)	Free, upon acceptance

All vendors must pay in full, in advance.

- Upon acceptance into the market, a check can be made out to the West End Farmers' Market. The check must arrive before their first market of attendance or given to the market master the day of their first market. Email: manager@wefm.org, to make arrangements.

- Upon acceptance into the market, payment can be made via PayPal. Email: manager@wefm.org, to make arrangements.
- As an approved guest vendor, the cash or check fee must be presented before the market begins.

V. Payout System

Our Farmers' Market uses a scrip/paper dollar system in exchange for EBT/SNAP, Double Value EBT/SNAP, Credit, and Debit purchases. The scrip is collected and counted at the end of each market of the month.

The total Double Value EBT/SNAP, EBT/SNAP, Credit, and Debit is reimbursed to you on the first Tuesday of the month, via check, for the prior month.

Any rule violations and conflicts arising in the course of the season will be addressed by the Market Master, and may result in expulsion from the market.

Any questions regarding the rules and regulations can be directed to the Market Master

Anaise Prince
manager@wefm.org