



Planning is underway for the upcoming ninth season of the Lebanon Farmers' Market. This winter, we are hosting the fourth season of the Lebanon Winter Farmers' Market, on the third Saturday of the month, from November through April. Start planning now for next year's Winter Market – we are seeking Agricultural Vendors for the 2011/2012 season.

I was very pleased by the increase in sales, vendors and customers at this summer's market. We ended the season with a fifteen percent increase in sales. To keep sales rising, we are increasing our advertising and continuing to promote our Debit and EBT card machine at the market.

Craft Vendors: All craft vendors are asked to submit a photograph of their work or speak directly with the market coordinator. As always, all items must be hand crafted by you. We will accept crafters on a case-by-case basis, giving precedence to traditional craft forms and products using agricultural materials. Any crafter who can provide craft demonstrations will also be given preference. All applications should expect at least one week for product review.

Prepared Food Vendors: The Lebanon Farmers' Market has become a destination for unique prepared foods. In an effort to continue to support local agriculture and ready-made foods at the market, **we are asking all prepared food vendors to use 25% local ingredients and advertise this on their product.** Vendors preparing their own agricultural products (for instance, elk burgers or pulled pork sandwiches) will be counted as Ag vendors and given first precedence at the market. If vendors cannot use local products, they will be given a booth only if space allows. All prepared food vendors are asked to comply with the Homestead License and all commercial food licensing in the state of NH. Bottled Water – The vendor base voted not to allow bottled water to be sold at the market. The city plans to install a water fountain on the green for the 2011 season. Please list homemade drinks and drink ingredients on your application.

Agricultural Vendors: In an effort to recruit specialty products and expand the product offerings at the market, we are continuing with the cooperative booth vending option. Vendors who sell products that are not already sold at the market will be given the option of cooperative selling. How it works: a current vendor can agree to sell a specialty product for another vendor (milk, soft cheese, yogurt, fish etc). The producer of the specialty product will be required to attend the market and meet customers at some point during the market. All cooperative booth items will be reviewed by a product committee before the product is accepted into the market.

The 2011 season will begin Thursday, June 2 and end Thursday, September 29, for a total of 18 weeks. The market is scheduled to take place **Thursdays from 4 to 7 pm**, as before. Live music will be featured at every market. Booth spaces will be assigned on a first come, first served basis, with returning vendors given preference. There is a \$10 membership fee for all vendors.

Preference will be given to part-time vendors who sign up for over four weeks.

Sign up and pay fees on or before April 1:

Full season (18 weeks) \$190	\$10/week plus \$10 application fee
Partial season (over 4 weeks)	\$12.50/week plus \$10 application fee

Sign up and pay fees after April 1:

Full season (18 weeks) \$235	\$12.50/week plus \$10 application fee
Partial season (any number of weeks)	\$15/week plus \$10 application fee

As always, if you have any questions or concerns, please feel free to contact me.

Sincerely yours,

Amy Miller, Market Coordinator
603-448-5121 or 603-667-8667

www.lebanonfarmersmarket.org
farmersmarket@lebcity.com

LEBANON FARMERS' MARKET
2011 VENDOR APPLICATION

Your Name _____ Farm/Business Name _____
Street Address _____
Town/State/Zip _____
Phone _____ Email _____
Is email a reliable way to reach you? ___ Website _____
Vendor type: Agricultural ___ Prepared Food ___ Craft ___ (attach photographs)
Full description of products you intend to sell _____

Booth Size (same price) 10x10 _____ 10x20 _____ 10x5 _____ Booth Request (see map) _____

Prepared Food Vendors Do you use 25% local ingredients? ___ List local ingredients: _____

Drinks: _____
Prepared Food License: _____

Cooperative Booth Application (Fill out application above and below and attach with host vendor application):

Full description of the product (attach photo) _____
Who is selling your product at the Lebanon Farmers' Market? _____
If my product is accepted, I agree to attend one market during the summer and properly market my product
Signature: _____

Please provide proof of product liability insurance if you carry it:

Insurer _____ Policy # _____

The market season is Thursdays, June 2 - September 29, 4 - 7 p.m. Please indicate your schedule preference,
___ Full Season, discounted rate of **\$190** (\$10/week plus \$10 application fee) DUE April 1
___ Full Season, regular rate of **\$235** (\$12.50/week plus \$10 application fee) payment after April 1
___ Partial Season, four-week discounted rate (\$12.50/week plus \$10 application fee) DUE April 1
___ Partial Season, regular rate (\$15/week plus \$10 application fee) payment after April 1

Partial Season Vendors, please list dates: _____

As a vendor at the LEBANON FARMERS' MARKET, I agree that prior to offering any products for sale at the market, I am/will become familiar with the Market Rules and NH State Regulations pertaining to my product and agree to comply with the provisions of these documents. I understand that individual product liability is my responsibility. I do hereby release the LEBANON FARMERS' MARKET, the Market Coordinator, and the City of Lebanon from liability due to my product(s).

signed _____ *date* _____

PLEASE RETURN THIS COMPLETED APPLICATION ALONG WITH YOUR \$10 NON-REFUNDABLE APPLICATION FEE TO THE ADDRESS BELOW. SEND THE COMPLETE PAYMENT BY APRIL FIRST TO RECEIVE THE DISCOUNTED RATE.

PLEASE MAKE CHECKS PAYABLE TO: CITY OF LEBANON

Send to: LEBANON FARMERS' MARKET
c/o Lebanon Recreation & Parks Department
51 North Park Street
Lebanon, NH 03766