

Boonton Main Street Inc.
620 Main Street
Boonton, NJ 07005
973-257-9107
973-257-9107 fax
A Main Street New Jersey Community



February 11, 2011

Dear Farm Marketer,

The 2011 farmer's market season is only a few months away and we want to extend you an invitation to join us this year.

We hoped returning vendors enjoyed the extended season in 2010. We intend to offer that option again this season.

- The market will be held every Saturday beginning June 11 through November 19 from 8:30 am until 2 pm.
- We will pre-assign permanent stall locations. Truck sizes tend to cause slight variations but if you intend to keep last year's general location please let us know. If you want another space we will do our best to accommodate you.

Enclosed please find the amended regulations form and the registration form. Please read and return these to our office as soon as possible along with the registration fee to Boonton Main Street, Inc. You will be asked to submit your insurance certificate once your application materials have been received.

Last, if you know of creative advertising ways which you think we should try please let us know about them. We are currently planning to increase our presence by putting out more signage on market days and by requesting the County of Morris to allow us to hang banners along Main Street at key locations. Of course we will paper the town and neighboring towns with flyers and newspaper ads and do radio advertising but there is always room to get more creative...

We are also continuing the program called Second Saturday which we hope you will embrace with your whole hearts. The second Saturdays, June 11 (Opening Day), July 9 (Blueberry festival), August 13 (Corn fest), September 10 (Tomato festival) and October 15 (Apple/Fall Festival) will be special events days in and around Main Street; each with a theme and we hope something special at the market. I will be sending out a special mailing on this program closer to the start of the market.

I hope to hear from you all soon!

Karen Korinda
Executive Director

2011 BOONTON FARMERS MARKET REGULATIONS

PURPOSE: The Boonton Farmers' Market has been established as a community service to support regional farmers by allowing them the opportunity to market quality products grown on their farms in a designated area. To remain competitive, farmers need to be able to develop new markets for agricultural products grown on their farms. Success in agricultural marketing helps significantly in economically preserving farmland and open space, which in turn contributes to maintaining the quality of life in the region. Communities benefit from this type of marketing because it provides consumers with access to fresh, high quality produce and attracts business activity to downtown areas.

REGISTRATION: Participation is open to established farming operations engaged in the production of agricultural products.

FEES: Registration - \$50 Due with completed application

Market Fees ***-\$30 per week or \$500 for full 24 week \$400 for the 21 week season*** DUE IN FULL AT THE BEGINNING OF THE SEASON Payable by May 15, 2010.

Checks should be made out to: Boonton Main Street, Inc

Market fees collected will be used for promotion/advertising and management of the market.

LICENSE REQUIREMENTS: IF you are selling anything other than Fruits and Vegetables; you must apply for a Vendor license from the Boonton Health Department. There is a fee of \$35.00 and a copy of the license must be given to the market manager prior to being seated at the market. (License Form is attached)

LOCATION/TIME: The market will operate every Saturday from June 11 through November 19 from 8:30 am to 2:00 pm. Arrive at least one-half hour before to set up. No sales will occur before 8:30 am, and breakdowns should be completed no later than 3:00 pm.

INSURANCE: A certificate of liability insurance is required with a minimum coverage of \$1,000,000, naming the Town of Boonton and Boonton Main Street, Inc. as an additional insured. Certificates of insurance must be received and approved by the market manager before a vendor is permitted to sell at the market. Anyone selling prepared food, it must be prepared in a licensed kitchen or provide written Boonton Health Department approval before a vendor is permitted to sell at the market.

SALES AUTHORIZATION: Authorization to sell agricultural products is available to growers who have an established farming operation under their direct management. Only one authorization per market will be issued for each farming operation. The authorization entitles the farmer, family members and employees of the farming operation to sell agricultural products grown by that farming operation. The authorization is not transferable and may be limited to a specific number per market. Each market reserves the right to select the growers that will participate. Selection will be based on size of market location, composition of products offered, and prior adherence to the market regulations. Authorization to sell at the market can be withdrawn by the sponsor if a grower violates market regulations or if the market must close due to lack of support by the community or participating growers.

SPACES: Spaces of appropriate dimensions will be assigned by the market manager. Assigned spaces will continue for the duration of the season. Spaces assigned to growers are to be used only by that grower. No leasing or lending of market stalls will be allowed. When unable to attend, growers must notify the Market Manager in advance (1 week prior, if possible, no less than 24 hours). **If the manager is not notified, the vendor will be responsible for that week's fee of \$30.00**

ORDERLY MARKET OPERATION: A Market Manager or representative shall be present on-site of market every week for the duration of the market. The Market Manager of the day is responsible for the orderly operation of the market. All questions and issues are to be directed to the Market Manager. Disputes between growers and/or growers and market managers will not be tolerated at the market site. The Market manager has the right to evict any grower from the market site. The Grower's sole responsibility is a formal complaint in writing forwarded to the Market Manager. The Market Manager is only responsible for acting upon written complaints.

DISPLAY: Tables displaying produce will be set up, so that no seller blocks or limits the view or access of consumers to a neighboring seller. Producers must supply their own scales, bags, tables, electrical power etc. Producers must maintain scales acceptable to the County Department of Weights and Measures. Produce may be sold by the count, weight, bunch, or in legally acceptable containers. All other containers must identify the net weight of the contents. Produce that is not of fresh or good quality will not be displayed nor sold at the market. The Market Manager has the right to require any produce that does

not comply with the market regulations to be removed from any stand. All prices must be posted before and during sale time. Please note that pricing is the sole responsibility of the vendors and the Boonton Farmers Market will not intervene in pricing disputes between vendors. **Each seller must display a sign in a prominent place giving his or her farm name and address.** Producers and their employees must wear shirts, trousers/shorts/skirts and shoes. Hawking or shouting to attract customers will not be permitted. Each producer is responsible for cleaning the area around his or her stall and providing at least one trash receptacle. Grower generated waste should be disposed back at the farm.

Producers will comply with all federal, state, and county regulations including, but not limited to, Chapter 12 of the New Jersey Sanitary Code.

Producers must also comply with other terms and conditions that may be added for the public health, safety, and welfare.

PRODUCTS: We prefer that agricultural products to be sold at the Farmers Market be produced at the farm of the grower. Purchased items will be allowed as long as the products are grown in New Jersey, Pennsylvania or Delaware.

Also:

- The sale of baked and other processed items is permitted. Growers wishing to sell items freshly grown on their farm baked or processed on their premises must submit a copy of their County Health Department's Annual Sanitary Inspection Report to the Market Manager before May 1, 2010
- Cider and fruit juice should only be sold by the producers of those fruits.
- Products sold as organic must comply with the National Organic standards.

Full partnerships of two individual farmers sharing in the production of crops can participate in the Farmers Markets only with **written pre-approval from the Market Manager** and supported with a partnership agreement filed in the county the farm is located. A full partnership is defined as two individual farmers actually sharing in the production (planting, cultivation, pest control, and harvest) of crops. This cannot be a brokerage arrangement. It is the grower participant's responsibility to submit a legal partnership agreement to the Market Manager before bringing the partnership's products to market.

INSPECTIONS: Boonton Main Street or its agent may inspect each registered farm during the marketing season to verify agricultural products being grown, acreage, and scheduled time of harvest. We reserve the right to re-inspect farms to clarify or resolve questions or complaints with 48 hour advance notice. Farmers will be billed \$125 for re-inspection if a violation is found. Farmers will receive copies of their farm inspection report as well as the Market Manager.

At least one market inspection per year at each of the community sites will be made to ensure produce being sold by the participating growers is on their Crop Plan form and/or Purchased Product Request form(s). The results of this market inspection will be forwarded to the Market Managers.

VIOLATIONS: If a Market Manager determines a grower is in violation of the regulations, the grower will be notified by phone or in person, and a written notice will follow. If the violation continues, the following penalties may be assessed:

PENALTIES:

- One violation** - a warning letter issued and/or suspension from the market(s) where the violation was found for one day.
- Two violations** - suspension from the market(s) for up to one month and a mandatory meeting with the Market Manager.
- Additional violations** - suspension from the market(s) for up to the remainder of the season. Re-application to the market(s) will be at the market manager's and community sponsor's discretion.

Major violations in which suspension from a market was necessary are cumulative and stay on a growers record for two years from the date of the violation. Minor violations in which only a warning letter was issued cumulate only during the year they were issued.

APPEALS: Upon receiving a violation notice, you may request an appearance before the Market Manager to contest the findings. A meeting will be called within two weeks of your request. Items in violation may be suspended from sale until the hearing. To assure speedy resolution of violations, an enforcement subcommittee may hear your case in lieu of a full committee.

Market Contact:
Boonton Farmers Market
Karen Korinda, Executive Director
620 Main Street, Boonton, NJ 07005
T: 973 257 9107

e-mail: executivedirector@boontonmainstreet.org

2011 Vendor Registration Form

Name _____ Phone _____

Mailing address _____

City _____ State _____ Zip _____

Email address: _____

FOR Farm and Food Vendors Only:

Will you accept food stamps? Yes ____ No ____ WIC Coupons? Yes ____ No ____

Are you a certified organic grower? Yes ____ No ____

I, the undersigned, certify that I am a professional farmer/food vendor, and that I have read and that I will comply with the by-laws and policies of the Boonton Farmers Market and with all Federal, State and local health, safety and labor standards.

Signature

Date

List of products that you plan to offer or attach a crop plan:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

____ I would like to participate as a full time vendor

What will be the first market day you are attending? _____

Size/type of market vehicle: _____

____ I would like to participate as a part-time vendor. (part -time vendors are provided a 10 X 20 space)

As a part-time vendor, I would like to attend the market:

____ for one month only – the month I have selected is _____

____ on the Second Saturday of each month for the season (June 11, July 9, August 13, September 10, October 15)

Enclosed is my check # _____ for the Registration Fee \$50.00 (make check out to Boonton Main Street, Inc.)

Return this form with check and certificate of insurance to Boonton Main Street, Inc. 620 Main Street Boonton, NJ 07005

BOONTON HEALTH DEPARTMENT
 100 WASHINGTON ST., BOONTON, NJ 07005
 APPLICATION FOR FOOD SERVICE ESTABLISHMENT LICENSE
 (973) 402-9410 x 631

PLEASE PRINT ALL INFORMATION

TRADE NAME OF FIRM: _____ PHONE #: _____

BUSINESS ADDRESS: _____

OWNER'S NAME: _____ HOME PHONE #: _____

RESIDENCE: _____

*IF CORPORATION, PLEASE LIST NAME OF PRESIDENT: _____

DESCRIBE FOOD SERVICE RENDERED: (i.e., HOT FOODS, SANDWICHES, DRINKS, ALCOHOLIC BEVERAGES, ETC.)

NAME OF EXTERMINATING COMPANY: _____ PHONE #: _____

NOTE: NO LICENSE SHALL BE TRANSFERABLE. LICENSES MAY BE SUSPENDED OR REVOKED BY THE HEALTH DEPARTMENT UPON VIOLATION OF THE PURPOSES, INTENT AND PROVISIONS OF CHAPTER 12 OF THE STATE SANITARY CODE, THE FOOD & BEVERAGE VENDING MACHINE CODE, THE SOLID WASTE CODE, OTHER ORDINANCES OF THE HEALTH DEPARTMENT, OTHER ORDINANCES OF THE MUNICIPALITY AND STATUTORY LAWS OF THE STATE OF NEW JERSEY RELATING TO THE CONDUCT OF SUCH BUSINESS. LICENSES ARE RENEWABLE DURING DECEMBER OF EACH YEAR.

BY CONSIDERATION OF SUCH LICENSE, I HEREBY AGREE TO CONDUCT THE SAID PREMISES IN CONFORMANCE WITH THE PURPOSES, INTENT AND PROVISIONS OF THE ABOVE MENTIONED CODES OR ORDINANCE STATED HEREIN.

 SIGNATURE OF APPLICANT TITLE DATE

RETAIL FOOD ESTABLISHMENT - FEE SCHEDULE

(PLEASE REMIT APPROPRIATE FEE WITH YOUR APPLICATION)
 Make check payable to "TOWN OF BOONTON"

FOOD & DRINK (NON-SEATING)	\$ 75	SUPERMARKET (2,500 + SQ. FT.)	\$225
RESTAURANT (1-50 SEATS)	\$ 85	MOBILE FOOD & DRINK	\$ 60
RESTAURANT (51-100 SEATS)	\$100	TEMPORARY LICENSE	\$ 35
RESTAURANT (100+ SEATS)	\$125	PRE-PACKAGE	\$ 50
INSTITUTION	\$ 75		

FOR OFFICE USE ONLY

FEE REMITTED _____ CASH/CHECK# _____ LICENSE # _____

ISSUE DATE _____ EXPIRATION DATE _____ APPROVED BY _____