



**NEW CASTLE COUNTY FARMERS MARKET PROGRAM
Farmer/Producer Application**

Thank you for your interest in the New Castle County Farmers Market Program (NCCFMP). A 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>Market Site</u>	<u>Day of Operation</u>	<u>Hours of Operation</u>	<u>Opening Date:</u>	<u>Closing Date:</u>
Bellevue	Friday	4:00pm – 7:00pm	Friday, May 7, 2021	*November 27, 2021
Carousel Park	Friday	2:00pm – 6:00pm	Friday, May 7, 2021	*November 27, 2021
Glasgow Park	Friday	3:00pm – 7:00pm	Friday, May 7, 2021	*November 27, 2021

**Please note, the last market of the season will be held on Small Business Saturday as a holiday market, the markets will be closed on Friday, November 26.*

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
Farmers Market Vending Permit Application
(Please Print)

Name of Applicant: _____

Business Name: _____

Mailing Address: _____ **City:** _____ **State:** _____ **Zip:** _____

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

Email: _____

Website, Facebook and/or other social media address _____

Vending Description: (Please check all that apply.)

Vegetables Fruits Plants Baked Goods Dairy Flowers

Eggs/Poultry Honey Mushrooms Herbs Prepared Food

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 _____ Certified by _____ # Years _____

IPM Practices _____ Other (specify) _____

Financial:

Do you have your own device for credit/debit transactions? _____

Do you have your own device for SNAP transactions? _____

Are you willing to accept SNAP transactions (eligible products only)? _____

Are you willing to accept WIC and Senior vouchers (produce only)? _____



NEW CASTLE COUNTY FARMERS MARKET PROGRAM
Farmers Market Vending Permit Application
(Please Print)

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:** _____

Which NCC Farmers' Market sites are you requesting to participate?

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

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 by mail, email or fax to **Michael Begatto, NCCFMP Manager, New Castle County Department of Community Services at 77 Reads Way, New Castle, DE 19720.** Fax (302)395-7760. For Additional information, contact Michael Begatto at 302-395-5624 or at michael.begatto@newcastlede.gov



**NEW CASTLE COUNTY FARMERS MARKET PROGRAM
VENDOR MARKET AGREEMENT**

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

This Agreement made on the ____ day of _____, 2021 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 Vender also agrees to have read and be bound by the NCCFMP’s Rules and Procedures.

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 or Business Name: _____

Authorized Signature: _____ **Date:** _____



**NEW CASTLE COUNTY FARMERS MARKET PROGRAM
RULES & PROCEDURES AND PRODUCT GUIDELINES
(Retain this section for your information)**

I. Mission Statement

The New Castle County Farmers Market Program (NCCFMP) will provide a family-friendly, community gathering place for consumers to be able to purchase the freshest local foods available. It will also provide alternative educational and marketing opportunities for farmers and others to help create local and sustainable food systems that are environmentally sound, economically viable and socially responsible, and 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 business 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 business as well as improve the quality of life in New Castle County. While NCCFMP farmers 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.

A. Farmer/Grower and Producer Application

All participating farmers, growers and other vendors must submit an application to obtain a New Castle County Farmers Market Vendors Permit.

B. Insurance: State & County Permits and Licenses

All farmers, growers and other 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 certification or food establishment certification from the Division of Public Health.

2. Application Procedures

A. Market Agreement

All farmers, growers and other vendors must complete and sign the New Castle County Farmers Market Program Agreement as part of the application process to the NCCFMP.

B. New Castle County Farmers Market Program Vendors Permit Application

All farmers, growers and other 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 which specifies New Castle County as additionally insured

3. Product Guidelines

Farmers, growers and other vendors must abide by all applicable federal, state and local health regulations in the harvest, preparation, labeling and safety of the product(s), she/he brings to market. Products will be reviewed on a case-by-case basis and admitted (or not) at the discretion of the market management.

4. Market Operations and Procedures

The New Castle County Farmers Market Program management is 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 New Castle County Farmers Market Program management has final authority in resolving issues in a civil and efficient manner. New Castle County will be responsible for providing an on-site coordinator at each market site, trash receptacles, signage identifying and advertising the markets, and portable lavatories for customer and vendors use.

5. Market Site Locations:

- Bellevue Farmers Market: 510 Duncan Road, Wilmington, DE 19809
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4. Market Season / Days & Hours of Operation:

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5. **Market Opening & Closing:**

Farmers/growers and producers must arrive at least one hour before the New Castle County Farmers Market Program opens or at a time that allows for the vendor to be ready to sell at market opening. 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 start time of the respective market without permission from market management. No farmer/grower or producer may drive into the market site after the market has opened without permission of the New Castle County Farmers Market Program management. Latecomers may be denied admission or admitted and located at the market management's discretion. At the close of market, all farmers/growers and producers must begin packing up to leave the market site, but may continue to sell as they load. Vendors should not leave the market site prior to reporting gross sales data, SNAP/EBT and WIC redemptions.

6. **Market Closings / Weather Related Cancellations**

All New Castle County Farmers Market locations are "rain or shine" markets and will run despite rain or 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, as far in advance as possible, the market on-site manager, or **Michael Begatto at 302-395-5624**.

In the case of unusually severe or dangerous weather conditions or other emergency situations which may impact the markets opening, updated information regarding the status of the market will be posted on New Castle County's **Special Events Hotline at 302-395-5659**. Vendors or customers with questions regarding the status of the market should call the Hotline number.

7. **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 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 banishment from the NCCFMP and its farmers markets.

Vendor fees will be structured as follows:

- 5% of total sales (capped at \$85)

8. **Market Sales Reporting**

Vendors commit to report an as accurate as possible estimate of gross sales to the Market Manager at the close of Market, each session. Vendor information is aggregated and never disclosed as coming from specific vendors. Only aggregated market numbers are reported to the Delaware Department of Agriculture.

9. SNAP , Senior and WIC Benefit / Redemption Capability & Reporting

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

10. Market Attendance

Unless otherwise specified or arranged, it is expected that all vendors be in attendance at all market sessions for which scheduled. Advanced notice is required; vendors not able to attend a market session are expected to give appropriate notice of at least 24 hours in advance by contacting their market on-site market manager or **Michael Begatto at 302-395-5624** or via email at michael.begatto@newcastlede.gov. Regarding 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 will be provided to each vendor. Vendors displaying inconsistent market attendance or that no-show without appropriate notice may be subject to banishment from the NCCFMP.

11. Market Space Assignments

The New Castle County Farmers Market Program 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 New Castle County Farmers Market Program and the diversity of the marketplace. No vendor may claim ownership of market space for any session. Vendors commit to work with the market manager and fellow vendors in a courteous and professional manner as it pertains to space assignments.

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

To ensure a more uniform and visually attractive Farmers Market venue, NCCFMP requires that all participating vendors utilize a canopy, pop-up tent or awning to identify their market site / farm stand. Fully erected, canopies should range 10'x10' to 12'x 12' in area. There is NO canopy color requirement; however canopies, tents or 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 popup tents may be removed by the market management. Vendor's canopy type and size remain the discretion of the market manager to insure the viability of the New Castle County Farmers Market Program and the diversity of the marketplace.

A. Signage

Before the market opens, farmers/growers and producers 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 or business sign should be mounted on the farmer/grower or producer's vehicle or on, or next to, the market tables. The farm or business sign and lettering should be large enough to be easily read from a reasonable distance.

B. Maintenance

Tables and other fixtures should be in good repair. Canopies, tents or awnings should be in good repair and free of visible discoloration, stains, tears, rips and holes.

13. Sanitation

Farmers, growers and other vendors must maintain 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 management's discretion. Farmers, growers and other vendors who fail to comply with this requirement are subject to suspension or termination from the New Castle County Farmers Market Program.

Farmers, growers and other vendors must remove containers, waste and trimmings before leaving the market site and take any trash or garbage they have generated at market back to the farm. The market management will be responsible for ensuring that any trash from public traffic at the market site is properly removed and disposed of at the close of each market day.

14. 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 New Castle County Farmers Market Program management. Any vendor offering cut fruit or vegetable samples must obtain a Temporary Food Establishment Permit. The farmer/grower or producer must provide trash receptacles for the disposal of any sampling materials like cups, spoons or toothpicks. Sampling may be restricted/eliminated due to COVID-19 guidelines.

15. 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.

16. Covid-19 Restrictions and Regulations

All vendors and staff are required to adhere to Covid-19 related restrictions, regulations and protocols set forth by the State of Delaware and/or New Castle County Government for the operation of its programs and events. Failure to adhere strictly to these restrictions and regulations may result in expulsion from participation with the New Castle County Farmers Market Program. As conditions related to Covid-19 circumstances change, New Castle County Farmers Market Program reserves the right and discretion to amend its Covid-19 protocols to comply with those mandated by State or County government. These restrictions, regulations and protocols and any amendments or updates will be provided to each vendor in writing.

III. Administration of Rules and Procedures

1. Rule Violations

The New Castle County Farmers Market Program management has the responsibility and authority to direct farmers/growers or producers 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 management 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, Senior Farmers Market Voucher 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 a plastic card called an EBT (electronic benefits transfer) card, which works like a debit card. Paper coupons are no longer used.

The Seniors Farmers' Market Nutrition Program (SFMNP) is designed to provide low-income seniors with access to locally grown fruits, vegetables, honey and herbs. It is also intended to increase the domestic consumption of agricultural commodities through farmers' markets, roadside stands, and community supported agricultural programs. Lastly it also helps to aid in the development of new and additional farmers' markets, roadside stands, and community support agricultural programs.

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. A new component to the WIC program started last year in Delaware; WIC participants received checks, or vouchers, that could only be redeemed for produce at specific farmers markets, including all five New Castle County farmers markets.

New Castle County Farmers Market Program (NCCFMP) will be accepting of SNAP participant benefits through the use of EBT at all of its market locations. In addition, NCCFMP will be accepting of SFMNP and WIC participant benefits through the use of SFMNP and WIC vouchers 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 accessible fresh local fruits and vegetables for healthier eating options. While it is not a requirement, NCCFMP encourages all farmers and vendors selling SNAP, SFMNP and WIC eligible foods and products to participate in accepting SNAP, SFMNP and WIC customers. New Castle County and NCCFMP believes participation will benefit customers receiving SNAP, SFMNP and WIC benefits, by gaining access to fresh produce. In addition, vendor's participation should result in 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; and
 - dairy products
 - Seeds and plants which 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