

**New Paltz Open Air Market 2021**  
**Sundays June 6-December 12**  
**MARKET GUIDELINES**

**Mission:**

The mission of the New Paltz Open Air Market (NPOAM) is to provide the community with access to a diverse array of healthy, local, and sustainably grown and produced products; to educate the community about the benefits of local and sustainable agriculture to personal health, the community, the environment, and the local economy; and to support local producers by offering them a retail outlet for their products.

**Market Manager:**

The New Paltz Open Air Market will be managed by the Market Manager who will be supported by the Market Board. The Market Board will be made up of three volunteers with market management experience.

**The NPOAM will operate under the following principles:**

- **Locally grown, locally made, farmer grown:** Priority will be given to farmers within a 40 mile radius of New Paltz, New York. If a farmer runs out of a specific item, and a neighboring farmer who meets all other program requirements can provide that item, the contracted vendor may re-sell this product only with advance notice to the Market Manager.
- **Value-added products:** First priority is given to producers who make items out of their own farm-grown produce. Vendors who make items out of locally-grown products that they have purchased will be allowed as second priority in order to give diversity to the Market.
- **Organic, Sustainable, Chemical-Free:** A goal of the NPOAM is to promote food and sustainable growing practices, free from chemical fertilizers, herbicides, and pesticides. Vendors must answer any questions regarding practices, ingredients, and suppliers factually. To keep with the NPOAM principles, priority will be given to farmers and vendors who sell products grown with sustainable practices, free from chemical fertilizers, herbicides, and pesticides.
- **Freshness, Quality, Cleanliness:** Produce and other goods must be as fresh as possible, thoroughly cleaned, and of the highest quality. The Market Manager reserves the right to require the vendor to remove from display any items that are of inferior freshness, quality, or cleanliness.
- **Supporting Local Businesses:** A goal of the NPOAM is to promote our local brick and mortar businesses and create more economic viability in downtown New Paltz. To keep with this goal, we will not be accepting vendors who sell items that would create competition with, or draw business away from already existing businesses.
- **Supporting Community Organizations:** Non-profit or community organizations are invited to participate in the NPOAM. Organizations may not offer items or services for sale (other than memberships).
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- **Socially Conscious:** NPOAM believes that Black Lives Matter and stands in solidarity with LGBTQ+ community. No hate or discrimination of any kind will be tolerated.

## **Roles**

### **Market Manager:**

- Establish an operations plan and operating budget for the Market
- Recruit and communicate with vendors to ensure all are familiar with the rules and have a fair opportunity to participate
- Establish and enforce rules and regulations, ensuring the market and all participants are in compliance with State and local law, and to ensure that all concerned are adequately insured
- Ensure smooth and safe operation of the Market
- Establish and collect Market fees
- Determine and arrange the Market's operational schedule and special activities
- Conduct promotional program for the Market
- In the event that a concern or dispute occurs, please direct all grievances to the Market Manager and/or Market Board

### **Vendors:**

- Vendors are required to bring their own table, tent and **tent weights** to each market and are responsible for unloading, setting up and breaking down their stall on their own. Inform Market Manager if assistance is needed.
- **Have all vehicles removed from street by 9:45am and booth completely set up and ready to sell by 10:00am**

## **Logistics**

### **Operating Schedule:**

- **The NPOAM will run Sundays 10am to 3pm from June 6th to December 12th**
- Setup will begin as early as **8:30am** and breakdown will end no later than **4:00pm**
- All vendors must remove their vehicles from market area by **9:45am** and booth must be completely set up and ready to sell by **10:00am**

### **Location:**

- The NPOAM will be in the Village of New Paltz. Exact location to be determined.
- When markets occur on Church Street, the street will be closed to traffic from the Bistro parking lot guardrail to the corner of Academy street for the duration of the market from setup through breakdown

### **Clean up:**

- The New Paltz Open Air Market location should be left as it is found or cleaner. Bring a broom and dustpan or necessary materials to clean up garbage around tent. If your business produces waste, you must take that waste with you when you leave and discard of it properly. Please recycle and compost when able.
- All items brought in must be carried away

### **Booth details:**

- The vendor fee is \$20 per market. **Fees must be paid by the first market of the month, for the number of markets in that month (ie. \$80 for months with 4 Sundays, \$100 for months with 5 Sundays).**

- There are 29 markets in the season. The entire season will cost a total of \$580 per vendor. Vendors who pay for the entire season in advance will receive a 10% discount reducing the cost of the season to \$522.
- Booth size is 10'x10'. Vendors who request and are granted a double booth space will pay \$40 a market.
- Repeated late or non-payment will result in vendor termination at the discretion of the Market Manager. **There will be no refunds for non-attendance. Vendors must call out if they are experiencing any covid-19 symptoms. In this event, Vendor will be refunded the \$20 and will have to test negative in order to return to market.** Cash is accepted and checks can be made out to New Paltz Open Air Market. If a snow day occurs, the market will be cancelled and vendors will be refunded \$20.
- Spot assignments are at the discretion of the Market Manager and may change on a week to week basis.

#### **Plastic Bags:**

- Plastic bags are **BANNED** in the Village of New Paltz. The NPOAM is not exempt from this local law. Please bring paper bags, sell reusable bags or give customers boxes.

#### **Signage:**

- All vendors are required to display an attractive sign with the name and location of the farm or business in a clear and visible location.
- All items must be labeled, priced properly, and clearly understandable.
- Vendors are encouraged to have business cards, brochures, recipes, or other educational material available for the customers.

#### **Vendor Participation:**

- Vendors may participate at the invitation of the Market Board only. Vendor selection is limited, and determined by product category, and growing and production practices according to the NPOAM principles. Vendors will need to submit a new application each year to participate.
- Vendor participation in the NPOAM will be limited to available space and to the needs of the market in accordance with applicable law and its mission statement, in the good faith discretion of the Market Board.
- Applications may be denied and Vendors may be terminated by the Market Board at any time and for any reason, consistent with the mission statement of the Market.
- Vendors who would like to participate part time are welcome to as long as it is with consistency and arranged in advance. For example: participation on the 1st and 3rd Sundays of each month.

#### **Attendance:**

- **The NPOAM operates rain or shine.**
- Vendors are expected to attend all dates for which they have committed, unless the Market has been cancelled by the Market Manager. In case of cancellation, the Market Manager will contact each vendor by 8:30 a.m. the day of the cancelled Market using the contact information provided to the Market Manager by such vendor. *Please be sure to provide correct contact information, including alternate phone numbers or email addresses. Please check your emails on market mornings.*
- In the event that a vendor cannot attend the Market, the vendor should notify the Market Manager as soon as possible and no later than 12pm (NOON) the day before the market.
- Failure to attend scheduled Market Days without proper notice given to the Market Manager will be considered an unauthorized no-show. After an unauthorized

no-show, the NPOAM has the right to terminate the vendor's participation in the Market.

**Insurance:**

- Each vendor must carry his/her own liability insurance of \$1,000,000 and must have an insurance certificate on file with the market manager **before** they are allowed to come to the market.
- The insurance certificate must list the following as certificate holders:
  - Village of New Paltz, 25 Plattekill Ave., New Paltz, NY 12561
  - Town of New Paltz, 1 Clearwater Rd, New Paltz, NY 12561
- The insurance must also list the following as additionally insured:
  - Alanna Henneberry, 25 Thorns Lane, Highland NY 12528

**Product Guidelines**

- Vendors may only bring to the Market and sell items that have been approved by the Market Manager through the Application Form. Revisions are permitted throughout the year by completing the application form and only through approval by the Market Board.
- Vendors who wish to claim that their produce is organic must provide proof of certification, and display such certification for the public to review.
- Site Visits of farms and production facilities: All vendors shall allow the Market Manager and/or members of the Market Board to inspect their production facilities at any time, with or without notice, to ascertain that products sold are being grown or otherwise produced on-site so as to maintain the integrity of a producer-only or growers' market.

**The following products are permitted for sale at the NPOAM:**

- **Locally grown or produced** vegetables, fruit, grains, baked goods, cheese, dried or cured meats, eggs, preserves, mushrooms, maple products, honey, herbs, plants, and flowers, wine, spirits, crafts. Other items will be considered on a case-by-case basis and must be made from locally and sustainably grown material.
- **Food Products and Baked Goods:** All prepared and processed food products displayed and presented for sale should be produced by the vendor from scratch in an approved facility and should contain predominantly self or locally grown ingredients. All products should be packaged and labeled in accordance with New York State regulations. Commercially prepared mixes, pastry shells, crusts, fillings, fresh, canned or frozen fruit, or vegetable ingredients that are not from predominantly local ingredients are forbidden.
- **Plants:** Must be grown by the vendor on land owned or operated by the vendor. Vendors should be registered with Cooperative Extension and, if applicable, have the appropriate nursery license on display.
- **Art and Crafts:** Must be made by the vendor or someone that the vendor knows and works with personally.

## **Adherence to Laws**

Vendors are individually responsible for conforming to all applicable Local, State and Federal laws & regulations including but not limited to:

- Vendors selling taxable items should display a valid New York State Certificate of Authority.
- Vendors selling nursery and greenhouse items should display a valid New York State Nursery License.
- Vendors selling by weight should have County approved scales.
- Vendors selling processed foods, prepared foods, and other perishable items must do so in compliance with requirements of the New York State Department of Health and/or the New York State Department of Agriculture and Markets.
- Vendors selling by volume should use standard size containers such as pint, quart, etc.
- Vendors must comply with the plastic bag ban in New Paltz.
- Please be familiar with the following sanitary regulations for farmers markets:  
[https://agriculture.ny.gov/system/files/documents/2020/03/sanitaryregulationsforfarmersmarkets\\_0.pdf](https://agriculture.ny.gov/system/files/documents/2020/03/sanitaryregulationsforfarmersmarkets_0.pdf)

**The above rules and regulations are subject to change by the Market Manager and Market Board at any time.**

- **COVID-19 UPDATE:** The NPOAM to Federal, State and local laws and is guided by the safety plans created by the Governor of the State of New York, Department of Agriculture & Markets, Ulster County government, Farmers Market Coalition, Farmers Market Federation of New York, and the Center of Disease Control & Prevention regarding the Covid-19 pandemic. The NPOAM Covid-19 2021 Prevention Protocol is currently being drafted and will be sent to all accepted vendors. Until further notice, expect that vendors will be required to wear clean masks and appropriate PPE, practice social distancing, frequently sanitize booths & hands for the duration of market (including setup and breakdown), provide sanitizer in an easy to access location for customers to use, and call out if any covid-19 symptoms are present or if Vendor has been exposed to anyone with symptoms in the last 14 days. In this event, Vendors will need to test negative before returning to market. Market attendees will also be required to wear masks and practice social distancing and will have access to hand sanitizer before entering market and at every booth at the market. The following links are guidelines and resources to be familiarized with:

**NY State Guidance:**

[Interim Guidance for the Operation of Farmers' Markets](#)

[NY FORWARD SAFETY PLAN TEMPLATE](#)

**Ulster County Covid 19 Updates:**

[COVID-19 Information for Ulster County Businesses](#)

**Cornell Cooperative Extension-Ulster County:**

[Cornell Cooperative Extension | COVID-19 Updates](#)

**Farmers Market Coalition:**

[Farmers Markets Respond to COVID-19 – Best Practices, Examples, and Resources](#)

**Farmers Market Federation of New York:**

[COVID-19 Response – Farmers Market Federation of New York](#)

**CDC:**

[Considerations for Outdoor Farmers Markets](#)