



# Application for FOOD TRUCKS 2025

**Apply online or mail signed application and supporting documents to:**  
Ledyard Farmers' Market, Attn: Market Manager  
P.O. Box 334, Ledyard, CT 06339  
**Or Email To:** ledyardfarmersmarket@gmail.com

Owner Name(s): \_\_\_\_\_

Food Truck Name \_\_\_\_\_

Business Address \_\_\_\_\_

Town: \_\_\_\_\_ State/Zip: \_\_\_\_\_

CT Sales Tax #: \_\_\_\_\_ Business Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Web Site: \_\_\_\_\_

Email: \_\_\_\_\_

Facebook: \_\_\_\_\_

Name/Phone of people who will be on site: \_\_\_\_\_

There will be 16 Markets in the 2024 Season.  
Market Schedule: June 4, 11, 18, 25; July 2, 9, 16, 23, 30; Aug 6, 13, 20, 27; Sep 3, 10, 17

**\$55\* PER DATE – MAX 6 MARKETS**

Dates Requested:

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

Fees due = number of dates x \$55\* each

*Pay online or by check made payable to: Town of Ledyard, with LFM in the memo line*

*\*Check/cash discount is \$50 per market*

**Priority consideration is given to returning vendors however the market team will adjust vendors as needed to maintain a high quality market with a variety of dinner options.**

\_\_\_\_\_ Yes, I would like be contacted to fill in and understand this may be a last minute request.

\_\_\_\_\_ No, I would not like to be contacted to fill in

**The below items must be included with the application.**

\_\_\_\_\_ Health Dept. Permit and/or applicable licenses (Serv Safe, etc)

\_\_\_\_\_ Menu\*

\_\_\_\_\_ Copy of any special certifications (i.e., certified organic, humane, etc.)

\_\_\_\_\_ Proof of liability insurance with "Town of Ledyard" listed as the certificate holder

**\*If your menu changes weekly, or you have a special you would like advertised, please let us know and we will market it on Facebook and in our weekly emails.**

**\*\*\*\*\* Please initial below \*\*\*\*\***

\_\_\_\_\_ We will adhere to all market safety policies and rules at all times unless an exception is requested and approved by the Market Manager. We understand that if we do not follow a market rule(s), we will receive one verbal communication and one written communication. If the rule is violated a third time, we understand that we will be asked to leave the market for the rest of the season.

\_\_\_\_\_ I understand that **selling to the public is NOT allowed before 4 pm or after 7 pm. I CAN sell to other vendors** before 4 PM. I will make sure that all people working in the booth understand and abide by this policy.

\_\_\_\_\_ I understand that **break down begins at 7 pm when the bell rings and not earlier.** I will make sure that all people working in the booth understand and abide by this policy.

\_\_\_\_\_ I understand **that** the Bill Library and school entrances are not to be used for vendor entry.

\_\_\_\_\_ Applying does not guarantee a spot in the market. Once approved, you will be contacted by a committee member for payment.

By signing below, you acknowledge that you have read the 2025 Vendor Package and will abide by all policies set forth.

\_\_\_\_\_  
PRINTED NAME

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

It is only necessary to submit pages 1 and 2 of the application form along with any supporting documentation.

# 2025 SUMMER MARKET VENDOR PACKAGE INFORMATION

## Summer 2025 Volunteer Market Committee:

The Market Team is there to help you. Should you need a bathroom break or a few minutes away from your booth, let a team member know and we will have an LFM team member watch your booth. The market committee is made up of volunteers; please treat them with courtesy, respect and civility.

## General Market Info:

The market is held each Wednesday 4-7 pm from the first week of June to mid-September. The market is held at the LOWER Ledyard Town Green located at 718 Colonel Ledyard Hwy., Ledyard. There are 16 markets in the 2025 season.

### 2025 SUMMER MARKET THEMES

**JUNE** - 4 – Opening Day 11 – TBD 18 - TBD 25 - TBD  
**JULY** - 2 – Red, White & Berry 9 – TBD 16 – TBD 23 – TBD 30 – TBD  
**AUGUST** - 6 – Dog Days of Summer 13 – TBD 20 – TBD 27 – TBD  
**SEPTEMBER** - 3 – Back to School 10 – TBD 17 – Hometown Heroes

## Vendor Fees & Documentation:

### FEES:

\$55 per space per market (cash discount fee = \$50)

The maximum number of times allowed (unless asked to fill in) is 6.

## Vehicle Information:

- ✓ Food truck vendors with trailers are limited to space that will contain their **trailer only** unless discussed with and approved by the Market Manager.
- ✓ **This year we will be asking for information about your set up (see page 10). The size of your truck or trailer, location of your customer service window, location of your generator and noise level of your generator all affect layout of the market.**

## General Vendor Documentation:

- ✓ All vendors must provide a certificate of insurance naming Ledyard Farmers Market, Town of Ledyard, 741 Colonel Ledyard Hwy, Ledyard, CT 06339 as additional insured. If your insurance requirement payment to add additional insureds, please wait until you are accepted to purchase.
- ✓ Product liability insurance is also required and must have a minimum of \$300,000 coverage.
- ✓ All vendors must provide a copy of your State of CT sales permit (if applicable) and all other applicable permits.
- ✓ Application, crop plan, permits, insurance, and full payment must be submitted and approved before a vendor will be added to the market map.

- ✓ No vendor will be allowed at the market without pre-paying for space. Vendor fees will not be collected at the market. All vendors must pay in advance either by check or via an invoice sent by the market.
- ✓ If payment is made by check, checks are made payable to the Town of Ledyard, with LFM in the memo line.
- ✓ **Food truck vendors with trailers are limited to space that will contain their trailer only unless discussed with and approved by the Market Manager.**

### **Refunds are not available after payment is made.**

- ✓ The market has a limited number of spaces particularly for trucks and trailers.
- ✓ The market limits the number of vendors selling similar items.
- ✓ Vendors in good standing that have seniority, defined as being a vendor for the last 3 seasons or longer, will be given priority with regard to location and electricity.
- ✓ All items offered for sale at the market must be first quality, clean, and freshly picked, and vendors must comply with the food safety regulations governing the storage, display, and transportation of their foodstuffs or products.
- ✓ The Market Manager has the right to require any vendor to remove a product from the selling display. Cause for removal includes failure to include the product in the vendor's market application, failure to obtain appropriate permitting or licensing, improper labeling, inadequate signage, or inferior quality.
- ✓ Pricing for items shall be established only by individual vendors. Collusion among vendors to raise or lower prices or exert pressure or persuasion to cause any vendor to increase or decrease selling prices is prohibited.
- ✓ Each vendor must post the name and location of their farm or business at their booth.
- ✓ The LFM tries to accommodate all vendors; however, the LFM has the final say on vendor placement on the market grounds.
- ✓ Vendors in good standing that have seniority, defined as being a vendor for the last 3 seasons or longer, will be given priority with regard to location and electricity.

Vendors share responsibility for keeping LFM viable and ensuring public safety. By following the rules and policies as outlined below, vendors will remain “vendor in good standing” and help create a safe, fun, and profitable market environment. Violation of the rules will put the vendor “out of compliance” which can affect their ability to participate in the market.

## Market Grounds



### Vendor Set-Up:

- ✓ Set up starts at 2:30 pm.
- ✓ Vehicles will not be allowed to enter the market area after 3:45 pm. It is especially important for food truck vendors to be in place by 3:45.
- ✓ All vendors must be set up and ready to sell by 3:55 pm sharp.
- ✓ Vendors must supply their own tables, tents, weights, etc.
- ✓ The entrance into the market field is specific. You **MUST ENTER** the Town Green via the Fairgrounds entrance (off Colonel Ledyard Hwy; details to follow). An LFM team member will be at the entrance to give you your location. The Bill Library and school entrances are not to be used for vendor entry.
- ✓ Vehicles for any workers and trucks for any trailers must be parked in the back of the parking lot or other space approved by the Market Manager. Vendors parking in the first 5 rows of the market will be asked to move their vehicles. If a vendor fails to park their vehicle in the approved location more than three times, they will be asked to leave the market for the rest of the season without refund.
- ✓ Any vendor who, at any time, blocks a handicapped person's access to their vehicle will be asked to leave the market for the rest of the season without refund.
- ✓ Please do not park on church property along the roadway leading from the Bill Library down to the market area as this is the leach field.
- ✓ ***Selling is not allowed before 4 pm or after 7 pm EXCEPT to other vendors. Please be sure all people working in the booth are aware of this requirement.***

## Canopies/Space:

- ✓ Most accidents at Farmers' Markets involve windblown tents, canopies, and umbrellas. If you use a tent, canopy or umbrella along with your truck or trailer, it must be secured to the ground using WEIGHTS and/or STAKES.
- ✓ Tables should be covered with tablecloths, linen, burlap, etc. Floor-length tablecloths are preferred to hide any under-table storage.
- ✓ Make sure there are no tripping hazards in or around your booth.
- ✓ Smoking and vaping are prohibited on town property.
- ✓ **Animals, including companion animals, are not allowed under the pavilion or in any food tent.** Only trained service animals are allowed under the pavilion or in food tents.

## Vendor Clean Up

- ✓ ***Break down starts at 7:01 pm. Do not start breaking down before the closing bell rings. It is disruptive to the market patrons and fellow vendors. If it is necessary to close the market early for weather or other emergencies, the market will alert the vendors to break down early.***
- ✓ Clean-up must be completed by 8 pm.
- ✓ Do not leave garbage behind; receptacles are provided.

## Cancellations / Failure to Show:

- ✓ Please notify the Market Manager at least one week in advance of a planned absence.
- ✓ “Last minute” cancellations should be made no less than 48 hours before the market.
- ✓ After 2 “last minute” cancellations, or failure to show at a market, your good standing status with the market will be affected.
- ✓ After 3 “last minute” cancellations, or failure to show at a market, you will forfeit the remainder of the season. Refunds for forfeiture will not be given.

## Weather:

LFM is an outdoor rain-or-shine market. The market expects to operate in mild wind or rain conditions. Please use your judgment as is fitting for you and your product to attend a market in mild wind or rain conditions, or during high heat and/or humidity. In the case of excessive rain, wind, severe or dangerous weather, or poor field conditions, the market would be canceled. Should the market need to be canceled, the Market Manager will send out a notice, via text message and/or email no later than noon on the day of the market. Every effort will be made to make any cancellation notice as early as possible. It shall be at the Market Manager's sole discretion to cancel or close an active market early due to inclement weather conditions. There are no refunds due to weather cancellations or early closures.

**It is the vendor's responsibility to monitor their email, the market FB page, market website or any other market communication to check on market cancellations.**

## Other Vendor Requirements/Information:

- ✓ Each vendor must identify themselves or their business by use of an attractively lettered sign stating their name and location. The sign must be clearly visible from the center aisle. Vendors are encouraged to have business cards. All literature displayed on a vendor's table must relate to his/her product or market affairs.
- ✓ Pricing for all items must be visibly posted and fair. Undercutting or price-fixing is prohibited.
- ✓ All scales must be certified with the CT Department of Weights and Measures seal.
- ✓ Any conflicts, or potential conflicts, which may arise between a vendor and a customer, or between vendors at the market must be brought to the attention of the LFM Market Manager.
- ✓ Vendors are not allowed to break down their booth or leave the market until the closing bell (exceptions being bad weather or other emergencies). Breaking down or leaving the market early will affect a vendor's good standing. If a vendor is asked more than three times to stop closing up before the bell, they will be asked to leave the market for the rest of the season.
- ✓ **Under no circumstances can a vendor drive into the active market area during market hours, i.e., after the opening bell or before the closing bell.** The safety of the customers and other vendors is compromised. Such action will result in immediate dismissal for the rest of the season without refund.
- ✓ At the LFM, we strive to create a welcoming, family atmosphere for our patrons, as well as a sense of community among our vendors. All vendors are expected to be courteous and honest with customers, as well as one another.
- ✓ Vendors who choose to bring children to the market are asked to ensure that the conduct of the minors is appropriate and not disruptive to customers or other vendors.
- ✓ As a reminder, there is no smoking or vaping on town property.

## **Sanitation:**

- ✓ Vendors should present themselves and their employees in a clean and professional manner. Vendors selling food products should wear shoes and gloves should be used as directed by LLHD guidelines.
- ✓ Booths, tables, and accessories should be clean and presentable.
- ✓ Smoking or vaping is not allowed on the property.
- ✓ Vendors must operate their stands in a safe and sanitary manner. You should arrange your table to create an attractive display. Tables should be clean of debris and personal items. Keep produce off the ground.
- ✓ All food vendors will be inspected by Ledge Light Health District and are expected to pass inspection. If a vendor should fail inspection, the vendor is required to fix any issues and be re-inspected before being allowed back to the market. Refunds will not be given to any vendor that is withdrawn from the market due to a failed inspection.
- ✓ Dogs and other animals are not allowed in any food booths or under the pavilion as per guidelines from Ledge Light Health District.

## **Volunteers:**

Our hardworking volunteers are imperative to the success of our market. You can't miss them—they will be wearing green market shirts. Volunteers donate their time to support our groups and vendors and help the market succeed. Please treat them with respect, courtesy and civility.

## **How LFM enforces the rules:**

- ✓ All rules of the market are enforced by the Market Manager or his or her designee, who has ultimate on-site authority. Complaints or problems should be directed to the Market Manager promptly.
- ✓ LFM will contact group owners to address the non-complying behavior and corresponding consequence.
- ✓ Customer complaints will be forwarded to groups and kept on file. Complaints may result in disciplinary action including removal from the market.
- ✓ If a group does not abide by any of the rules of LFM or comply with federal, state, and local regulations applicable to market participation, the Market Manager or designee may take any action deemed appropriate, including barring the group from attending.
- ✓ LFM reserves the right to make an exception to these rules and enforcement policies at its discretion.



## MARKETING

**All vendors and community groups are highly encouraged to take advantage of LFM's marketing efforts.** YOU can help drive traffic to the market! Please consider providing a weekly update to the market as to what you will have available for sale. With this information, the market can offer you **free, targeted social media posts**. LFM market patrons follow the market social media closely and are very tuned in to which vendors will be in attendance and what will be on offer. Please do not miss out on this opportunity for the market to get the word out about what you will have for sale each week.

All vendors are also encouraged to share LFM social media posts, create posts on their own websites directing followers to the market each week, sending email or newsletter blasts to their customer base letting them know when you will be at the market.

The Ledyard Farmers Market may have a weekly theme. There are many ways to participate in market themes ranging from decorating your booth, providing a featured product, or hosting a sale.

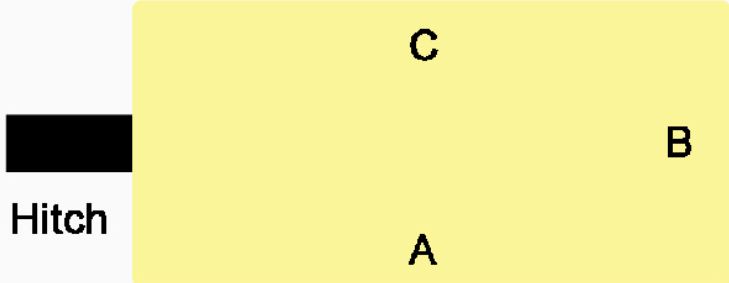
### Marketing and Social Media Tips:

- ✓ Vendors who post on social media are more visible and attract more customers and business. Tagging the Ledyard Farmers Market is an easy way to get the word out to customers.
- ✓ An overwhelming number of shoppers look for information online or via social media before making a purchase. Consider starting a Facebook or Instagram account to share new products, events, and other information related to your business.
- ✓ Each week you will receive an email asking you what you want to be marketed for the upcoming market. Please reply with items, specials, recipes, photos, or any other information that can be used to market your items.

**\*\* Please make copies of your application materials and retain this package for your records.\*\***

Please mark up this image so we have an idea of your set up:

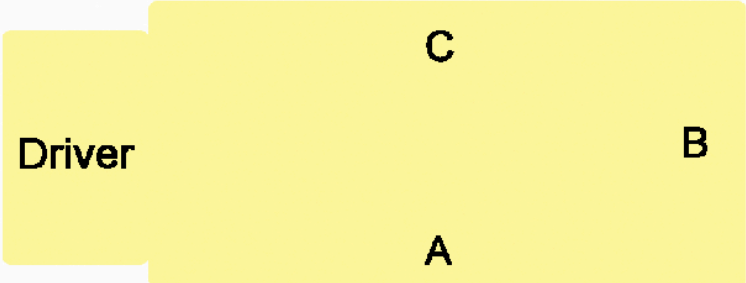
Trailer set up:



A diagram of a trailer set up. On the left, a black rectangle is labeled "Hitch". To its right is a larger yellow rectangle representing the trailer. The top of the yellow rectangle is labeled "C", the bottom is labeled "A", and the right side is labeled "B".

1. What is the length of your trailer including the hitch?
2. Is your customer window on side A, B or C?
3. Is your generator/exhaust on side A, B or C?
4. Noise level?

Truck set up:



A diagram of a truck set up. On the left, a yellow rectangle is labeled "Driver". To its right is a larger yellow rectangle representing the truck body. The top of the yellow rectangle is labeled "C", the bottom is labeled "A", and the right side is labeled "B".

1. What is the length of your set up?
2. Is your customer window on side A, B or C?
3. Is your generator/exhaust on side A, B or C?
4. Noise level?