



Vendor Application 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): _____

Business/Farm Name: _____

Business Address: _____

Town: _____ State/Zip: _____

CT Sales Tax #: _____ Business Phone: _____

Cell Phone: _____ Email: _____

Website: _____

Facebook: _____

Name/Phone of people who will be on site: _____

Make/Model/License Plate of vehicle(s) that will be on site: _____

There will be 16 markets in the 2025 season

Market Schedule: June 4, 11, 18, 25; July 2, 9, 16, 23, 30; Aug 6, 13, 20, 27; Sep 3, 10, 17

Full Season (\$210)* _____ Half Season (\$130)* _____ Guest Vendor (\$27 per)* _____

Half Season/Guest: Dates Requested:

_____, _____, _____, _____, _____, _____, _____, _____

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

**Check/cash discount prices: \$200 full season; \$125 half season; \$25 guest*

_____ YES, I need electricity at the market _____ NO, I do not need electricity

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 vendors.

Please include the following documents with your application, as applicable: Should your insurance company require payment to add the market as an additional insured, do not purchase coverage until you are accepted.

- _____ Crop Plan (foods) or Specialty Crop Plan (non-edible items)
- _____ Health Dept. Permit and/or applicable licenses
- _____ List of products to be sold (**must be produced by vendor**; please be as detailed as possible)
- _____ Copy of any special certifications (i.e., certified organic, humane, etc.)
- _____ Proof of liability insurance with "Town of Ledyard" listed as the certificate holder
- _____ Proof of product liability insurance

All items sold MUST be made in CT and listed on the crop plan or specialty crop plan. Bakers, please include a list of items you will be selling. If you add items during the season, the crop plan must be updated and submitted to the market manager before the market.

******* 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 without refund.

_____ If this application is for a full-season vendor space, and they are no longer available, please consider this application for a half-season or one or more guest spots.

_____ 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: (includes electricity)

Full-Time Fee: \$210 for one 10' x 10' space – 9 to 16 markets (cash discount fee = \$200)

Part-Time Fee: \$130 for one 10' x 10' space – 6 to 8 markets (cash discount fee = \$125)

One-Time Fee: \$27 for one 10' x 10' space – 1- 5 markets (cash discount fee = \$25)

Double Space: \$420 (cash discount fee = \$400)

Triple Space: \$630 (cash discount fee = \$600)

The return check fee is \$35.

- ✓ All accepted vendors must provide a certificate of insurance naming Ledyard Farmers Market, Town of Ledyard, 741 Colonel Ledyard Hwy, Ledyard, CT 06339 as additional insured.
- ✓ Product liability insurance is also required and must have a minimum of \$300,000 coverage.
- ✓ All vendors must provide a State of CT sales permit number and copies of 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. If your insurance requires a fee to add the market as an additional insured, please do not purchase coverage until you are accepted.
- ✓ 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, cash 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.

- ✓ 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.

- ✓ The market has a limited number of spaces; priority will be given to farm-based products and those that grow, produce, glean or locally source raw materials used in products for sale.
- ✓ 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 regarding location and electricity.
- ✓ Only locally grown or produced items (as defined by CT Grown standards) that meet all applicable federal, state, and local rules and regulations, and have received the approval of the Market Manager, may be offered for sale. Imported, purchased, vintage, or other goods not made in CT by the vendor are prohibited at the market.
- ✓ 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, inferior quality, or items that are not handmade or CT grown.
- ✓ 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 share responsibility for keeping LFM viable and ensuring public safety. By following the rules and policies as outlined in this document, 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



Ledyard Farmers Market is a WIC & Senior FMNP Market. Preference will be given to vendors selling vegetables, fruit, honey, or eggs that accept WIC/Senior FMNP and follow their guidelines accordingly.

All items sold at the market must be grown or made in CT.

1. **Items to be sold:** All food items offered for sale are expected to be fresh and of the highest quality. All items must be CT grown or CT made by the vendor.
 - a. **Baked goods and prepared foods** should be produced from scratch by the vendor. Food vendors should try to use CT-grown ingredients when possible. Purchasing processed foods and reselling them is prohibited. Vendors who sell home-baked goods must have a Cottage license or prepare food in an outside commercial kitchen. All items must list ingredients.
 - b. **Meats and dairy** vendors may only sell products that come from the vendor's herd and all meats must be processed and handled under local, state, and federal USDA regulations. Grazing animals must have regular access to pasture and freedom to move around. Fish and shellfish must be caught or raised locally. However, if the market lacks a certain product in this category, it is acceptable to LFM for a meat or dairy vendor to carry products from another CT farm.
 - c. **Jams, jellies, preserves, maple syrup, and honey** are exempt from processing in a commercially inspected kitchen. It is the responsibility of the vendor to follow state guidelines for the appropriate labeling of these products. Honey is to be harvested from the vendor's own hives.
 - d. **Vegetables, fruits, or nuts** are to be grown by the vendor. All produce must be visibly marked with the name/location of the farm and the price clearly marked.
 - e. **Wool, yarn, or textile goods** should be crafted from wool from the vendor's own animals.
 - f. **Cut flowers, seedlings or flowering plants** are to be grown by the vendor.
 - g. **Eggs** are to be harvested from the vendor's own poultry.
 - h. **Artisanal goods** such as soap, candles, jewelry, pottery, woodworking, fiber arts, and other crafts must be made by the vendor. Painted goods or goods featuring art (glass, tumblers,

shirts) must feature art that is original work by CT artisans; items with your company logo may be acceptable. Other CT made art and craft goods may be accepted as the market allows.

Vendor Set-Up:

- ✓ **Set up starts at 2:30 pm.**
- ✓ **Vehicles will not be allowed to enter the market area after 3:45 pm.** If you get to the market after this time you will have to park in the back of the lot and walk your belongings to your location.
- ✓ **All vendors must be set up and ready to sell by 3:55 pm.**
- ✓ **Vendors must supply their own tables, tents, weights, etc.**
- ✓ **The entrance into the market field is specific.** You **MUST ENTER** the market 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.
- ✓ **Vendors on the sunny south side (spaces 1-16) will have the option to keep their car with them during the market under the following conditions: vehicles must be backed in, vehicles must be in place by 3:45 and vehicles cannot be moved out of the area until 7:10.** If a vendor is unable to comply they will be moved to another space for the rest of the market and may need a tent.
- ✓ Vehicles 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:

- ✓ **ALL VENDORS OUTSIDE THE PAVILLION AREA MUST HAVE A TENT AND WEIGHTS/STAKES.** No exceptions without permission from the Market Manager.
- ✓ Most accidents at Farmers' Markets involve windblown tents, canopies, and umbrellas. LFM requires that ALL vendors always secure their tents, canopies, and/or umbrellas to the ground using WEIGHTS and/or STAKES.
- ✓ Tables must 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.**
- ✓ If you sell out, you cannot pack up your booth early or leave early. If you tend to sell out, consider bringing a sign to put up until it is time to start breaking down.
- ✓ 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 within 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. No bare feet 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.

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.****