

Chapel Hill Farmers' Market

SPECIALTY VENDOR APPLICATION PACKET (2022-2023)



INSTRUCTIONS FOR APPLICATION PROCESS

Thank you for your interest in becoming a Specialty Vendor of the Chapel Hill Farmers' Market. We are now accepting vendor applications for the 2022-2023 season for the Saturday and Tuesday markets. We are accepting applications in all vendor categories: farm, prepared foods, baked goods, and crafts.

The Chapel Hill Farmers' Market is a producer only market. Vendors may only sell what they grow or make themselves.

Specialty vendors must have very specific seasonal crops or products that are not represented or are under-represented by regular members. Specialty vendors' farm/facilities must be inspected. Specialty vendors may attend the market on a 'space available' basis and will be assigned a weekly stall fee for the privilege of participating in the Chapel Hill Farmers' Market. Specialty vendors are not **Members** of the Chapel Hill Farmers' Market.

Please use the following steps to apply:

1. Read the **Farmers' Market Rules and Regulations** available at <http://www.thechapelhillfarmersmarket.com/become-a-vendor.html>.
1. **Read the Covid-19 Safety Precautions** at <https://www.thechapelhillfarmersmarket.com/safety.html>
2. Completely fill out the attached application form. Incomplete forms are not considered.
3. Please carefully read, initial, and sign the **Acknowledgement of Responsibilities and Conditions** on Page 8 of this packet. Your initials and signature will indicate your awareness and willingness to abide by these terms.
4. Specialty Vendor Applications will be accepting on a quarterly basis for consideration by the board.
5. Submit your application along with a non-refundable \$30 application fee made payable to **Farmers of Orange**. *Returning specialty vendors from 2021 DO NOT have to submit an application fee.* Applications from potential new vendors will not be processed without the \$30 application fee. Submit your completed application and non-refundable fee to:
Farmers of Orange
P.O. Box 4244
Chapel Hill, NC 27515

Application Review Time Line:

- Applications received will be brought to the board for consideration at the January, April, July and November board meetings. The application deadline is the last day of the month prior to these meetings.
- Following review, letters of rejection or provisional acceptance are sent.
- Market representatives will inspect the farm/business.
- Final letters of acceptance or rejection are sent following the next board meeting if necessary.
- Newly accepted vendors may begin selling at the market on the date specified in the acceptance letter.

Chapel Hill Farmers' Market
SPECIALTY VENDOR APPLICATION PACKET (2022-2023)



CONTACT INFORMATION

Farm or Business Name	
Name(s) of owner(s)	
Names and phone #s of any persons who will be selling on your behalf	
Mailing Address	
City ST ZIP	
Phone Number	
Cell Phone Number	
Email Address	
Address of production location, if different from above	
Social media links	

Chapel Hill Farmers' Market
SPECIALTY VENDOR APPLICATION PACKET (2022-2023)



Please mark which Market(s) you are applying for:

- Saturday morning market (year-round starting April 2, 2022)
- Tuesday market *only* (April 5, 2022 through November 22, 2022)
- Both markets (Saturday and Tuesday)

Please circle all markets that you expect to attend:

2022 Saturdays

April 2, 9, 16, 23, 30
May 7, 14, 21, 28
June 4, 11, 18, 25
July 2, 9, 16, 23, 30
August 6, 13, 20, 27
September 3, 10, 17, 24
October 1, 8, 15, 22, 29
November 5, 12, 19
December 3, 10, 17, 24, 31

2023 Saturdays

January 7, 14, 21, 28
February 4, 11, 18, 25
March 4, 11, 18, 25

2022 Tuesdays

April 5, 12, 19, 26
May 3, 10, 17, 24, 31
June 7, 14, 21, 28
July 5, 12, 19, 26
August 2, 9, 16, 23, 30
September 6, 13, 20, 27
October 4, 11, 18, 25
November 1, 8, 15, 22

Chapel Hill Farmers' Market
SPECIALTY VENDOR APPLICATION PACKET (2022-2023)



PRODUCTS YOU INTEND TO SELL THIS YEAR

Check all categories that apply, indicate approximate % of total sales, and **check off specific products** that you sell in each category. Indicate any products that you consider to be your major focus. Indicate the seasonality of all products. Please attach descriptions if you need more space.

Produce: _____%

Crop	Spring (Mar-May)	Summer (Jun-Aug)	Fall (Sep-Nov)	Winter (Dec-Feb)	Crop	Spring (Mar-May)	Summer (Jun-Aug)	Fall (Sep-Nov)	Winter (Dec-Feb)
Asparagus					Apples				
Beans					Blackberries				
Beets					Blueberries				
Broccoli					Cherries				
Brussels Sprouts					Figs				
Cabbage					Grapes				
Carrots					Melons				
Cauliflower					Peaches				
Celery					Pears				
Collards					Persimmons				
Cucumbers					Plums				
Eggplant					Raspberries				
Garlic					Strawberries				
Greens (specify)					Nuts (specify)				
Lettuce					Herbs (specify)				
Mushrooms					Grain (specify)				
Okra					Other				
Onions					Other				
Peas					Other				
Peppers									
Potatoes									
Radishes									
Salad Greens									
Spinach									
Squash									
Sweet Corn									
Tomatoes									

Chapel Hill Farmers' Market
SPECIALTY VENDOR APPLICATION PACKET (2022-2023)



Flowers and Plants _____%

Crop	Spring (Mar-May)	Summer (Jun-Aug)	Fall (Sep-Nov)	Winter (Dec-Feb)	Crop	Spring (Mar-May)	Summer (Jun-Aug)	Fall (Sep-Nov)	Winter (Dec-Feb)
Cut Flowers					House Plants				
Bedding Plants					Trees				
Vegetable Starts					Other				
Herb Starts					Other				

Value-Added/Processed Foods _____%

(Copy of NCD kitchen inspection required. Acidified foods certificate required for pickles, etc.)

Crop	Spring (Mar-May)	Summer (Jun-Aug)	Fall (Sep-Nov)	Winter (Dec-Feb)	Crop	Spring (Mar-May)	Summer (Jun-Aug)	Fall (Sep-Nov)	Winter (Dec-Feb)
Baked Goods (describe below)					Jams and/or Preserves				
Juices					Pickles				
Coffee					Beer and/or Wine				
Tea					Other (describe below)				

Bee products: ____% (e.g. honey, candles)

Eggs: ____%

Indicate type of birds, number in flock, and seasonality of production:

Dairy products: ____% *(Copies of necessary inspections are required.)*

Meats: ____% *(Copies of necessary inspections are required.)*

Indicate animals and finished products:

Chapel Hill Farmers' Market
SPECIALTY VENDOR APPLICATION PACKET (2022-2023)



Crafts: ____%

Please indicate if crafts produced are predominately from materials grown or harvested by craft person and/or obtained locally.

BACKGROUND INFORMATION

What products are the focus of your business? What is the scale of your operation?

Please describe your production location and facilities: Include your acreage, greenhouses, storage facilities, kitchen space, available equipment, etc.

For farmers, please describe your growing practices. For all other types of vendors, describe your production practices.

Chapel Hill Farmers' Market
SPECIALTY VENDOR APPLICATION PACKET (2022-2023)



How long have you been farming/practicing your craft? What is the history of your business?

How do you currently market your products? For example, do you sell at other farmers' markets in the area? If so, which ones and for how long? Do you sell at other locations, have a U-pick, CSA, etc.?

List any other markets you are applying to this year: _____

Have you been to the Chapel Hill Farmers Market? _____

How does the Chapel Hill Farmers' Market fit into your marketing plans?

In what ways do you contribute to the local farming community or promote local agriculture to the greater community?

Is there anything else you want us to know about your products, experiences, or plans?

Chapel Hill Farmers' Market
SPECIALTY VENDOR APPLICATION PACKET (2022-2023)



Market Practices

Market Tokens

Customers can use their Credit, Debit or EBT Cards to purchase Market tokens at the information tent.

We currently use 4 different types of tokens/checks. *CASH and SNAP/EBT tokens look the same. Please check them before you make a sale.*

- CASH –\$10, \$5 and \$1 Plastic tokens (You CAN give change)
- SNAP/EBT –\$5 and \$1 Plastic tokens (For approved food items only, DO NOT give change)
- Fresh Bucks –\$5 and \$1 Wooden tokens (same as SNAP)
- WIC/SR FMNP checks - Vendors MUST BE CERTIFIED to accept these checks

Please refer customers to a Market Manager for Gift Certificates and any other coupons.

A Market Manager will reimburse vendors for tokens at each market during their collection rounds.

Sales Data Collection

The Chapel Hill Farmers Market collects anonymized sales data from every vendor. We use this data to assess the effectiveness of our marketing strategies and to apply for grants. Please indicate which method you will use to participate:

I will email our weekly sales numbers to the market manager every quarter.

or

I will give my weekly sales number for the prior week to the market manager each time I come to market.

Liability Insurance

Do you carry product liability insurance? YES NO

Chapel Hill Farmers' Market
SPECIALTY VENDOR APPLICATION PACKET (2022-2023)
ACKNOWLEDGEMENT OF RESPONSIBILITIES AND
CONDITIONS



Please initial by each statement:

_____ I certify that I and everyone representing my farm or business, who may sell at the Chapel Hill Farmers' Market, have been provided with and have read the Chapel Hill Farmers' Market rules and regulations, and that we will abide by these rules.

_____ I certify that I will grow, produce, or make all the products that I intend to sell.

_____ I agree to allow representatives of the Chapel Hill Farmers' Market to visit the premises where the products I intend to sell are produced.

_____ If my application is accepted, I agree to bring only the products listed in this application and in quantities that closely match my estimates.

_____ I understand that any major change in product quantities will cause my vendor status to be reevaluated by the board of directors and may result in termination.

I certify that the statements contained in this application are true and complete to the best of my knowledge. I understand that, if accepted, falsified statements on this application shall be grounds for termination.

Applicant's Signature

Date