October 24, 2019

Dear Vendors,

We are pleased to share with you the Market Guidelines for the 2020 season of CitySeed Farmers Markets in New Haven, CT. Please review this document carefully and thoroughly! Revisions to the guidelines were made over the past few years, resulting in no major changes of note this year.

Last year, we moved away form Manage My Market to Farmspread for our online market applications and online vendor check out. By the open of the Winter Market in 2020, vendor checkout will be handled online. More information will follow regarding this update, and the market guidelines will be revised as processes are finalized.

If you have any questions regarding the guidelines, please contact erin.carey@cityseed.org. If you have direct feedback, comments or concerns, please submit a Vendor Feedback Form: https://goo.gl/forms/c3mEiJBrCSRavF663.

We are looking forward to a successful 2020!

Sincerely,

Amelia Reese Masterson Ashley Kremser
Executive Director Program Director

Erin Carey Alyssa Krinsky Frankie Douglass
Market Director Market Manager Marketing Coordinator

CitySeed Inc.
817 Grand Avenue, No. 101 New Haven, CT 06511
tel 203.773.3736 fax 203.772.2749 www.cityseed.org
Application Instructions

Please read the guidelines very carefully. If you have any questions, please contact Erin at erin.carey@cityseed.org or 203-773-3736 x 301.

Please note that the following requirements must be met in order for an application to be considered.

If these requirements are not met, the application will not be reviewed:

● Liability Insurance
● Value-Added products must contain Connecticut grown ingredients or materials.

Please read the guidelines for further details and acceptance criteria before applying.

To apply, please complete the following online, through www.farmspread.com

1. Create a Vendor Profile, including Product List
2. Submit a market application for each market you would like to attend
   - Please be sure to apply for the current season (select requested dates), in addition to the market in general.
3. Upload a Liability Insurance Certificate
4. Upload a Crop Plan and/or Specialty Crop Plan
5. Upload Health Department Certificates, Department of Consumer Protection Registrations, Department of Agriculture Registrations or any other pertinent licensing.

If you cannot upload items 3, 4 or 5, you may also mail or email them directly to CitySeed:

CitySeed, Inc.
ATTN: Market Vendor Applications
817 Grand Avenue, No. 101
New Haven, CT 06511
tel (203) 773-3736 x 301 fax (203) 772-2749
erin.carey@cityseed.org

Send NO money now. If we can accommodate your request to participate in our market(s), you will be notified by email once your application is approved.
CitySeed Market Guidelines

All vendors are required to read, understand and adhere to the Market Guidelines as laid out below. Questions should be directed to CitySeed Market Management at 203-773-3736.

Market Guiding Principles and Requirements

• Connecticut Grown
  All produce sold at the market must be grown in Connecticut. All seafood must be landed in Connecticut. Maple Syrup and honey must be tapped or harvested from CT trees or hives. All meat, poultry, dairy and eggs must come from producer’s own Connecticut herd or flock. Meat producers who raise animals from birth are given preference. All meat sold at the market must be raised on the farm for more than half their life. (See Value-Added Agricultural Product Guidelines below for more details.)

• Producer Only/Sell What You Grow
  Our farmers’ markets are “Producer Only” markets at which fruit and vegetable farmers sell what they grow and other vendors sell what they themselves have produced (see Value-Added Agricultural Product Guidelines below). At least one person who is directly involved with production (someone who works on the farm/in the kitchen) must attend every market so that questions from consumers can be answered appropriately. We are no longer allowed to make exceptions for farmers to sell for other farms if we are to remain “Producer Only” per Department of Agriculture definitions.

• Cooperative Vendors
  To be recognized as a cooperative at CitySeed markets, cooperatives must supply a signed agreement between all farms within the cooperative indicating the agreement. Cooperatives must clearly display the origin of all products at the market. Each farm’s product must be segregated in the display area and clearly identified with the farm. The main signage must identify the cooperative. The seller must know the growing practices of all the cooperative members and be able to supply contact information for these growers if the customer has additional questions.

• Liability Insurance
  Liability Insurance is required, as per the Vendor Agreement. This document must be kept current.

• FMNP/SFMNP certification
  Certification by the Department of Agriculture to accept WIC Farmers Market Nutrition Program and Senior Farmers Market Nutrition Program checks is required for all producers selling fruit, vegetable, or honey. You must contact the Department of Agriculture to get information on how to be certified.

• Token System
  All approved vendors agree to participate in and adhere to the CitySeed token system. Vendors must accept tokens for services when appropriate and know the rules for what they can and cannot accept. Training will be provided.

• Acceptance of SNAP/EBT benefits
  All eligible vendors selling meat, dairy, eggs, fruits, vegetables, baked goods, seeds, seedlings and edible plants are required to accept SNAP (Supplemental Nutrition Assistance Program)/EBT (Electronic Benefits Transfer) in the form of market tokens. NO hot prepared food can be purchased with SNAP. Training will be provided.
• **Crop Plans and Specialty Crop Plans**
  
  CT Department of Agriculture Crop Plan and Specialty Crop Plan forms are required from all vendors every three years, per Connecticut Department of Agriculture regulations. Non-farming vendors must complete a Specialty Crop Plan form, explaining their products (baked goods, soaps, etc). 2018 begins the next three year cycle.

• **Farm Visits, Site Visits, and Inspections**
  
  CitySeed may request to conduct visits of the farm or site(s) of production prior to admission to the market or at any point throughout the market season. Site visits are requested periodically both to foster community and information sharing but also for reasons of compliance and inspection. Site visits will be conducted for any new vendor accepted into the market. Successful completion of a site visit is required before full acceptance into the market is granted.

• **Data Collection**
  
  In an effort to better measure the economic impact our markets have on farm viability, as well as to accurately gauge the success of the markets; we will be requesting market specific income information from all of our vendors. This information is integral for us to assess the health of our market from year to year and implement appropriate strategies to ensure the viability of each of our markets. It is also important for us to have this information to show the impact of our markets when applying for grants and other funding. Any information utilized for these purposes will be kept anonymous unless written consent is provided.

  Additionally, year end vendor surveys will be distributed and completion is mandatory.

• **Friends of the Market**
  
  CitySeed is committed to providing a Friends of the Market (or discount/incentive) program to its customers. The design of the program may evolve from year to year and may require vendor participation.

• **Smoking, Illegal Drug Use, and Alcohol Consumption Prohibited**
  
  Smoking, illegal drug use and alcohol consumption by vendors is strictly prohibited on market grounds.

• **Violation of Market Guidelines**
  
  To maintain the integrity of the markets, violation of any of the market guidelines may result in suspension or expulsion from the market.

### Market Acceptance Criteria

**Vendor Approval Process:**

Decisions regarding vendor applications are guided by the above requirements and the following additional criteria. All criteria will be taken into account when CitySeed makes a decision about a vendor application:

- **Individual Farms** are given preference over partnerships or cooperatives, and small to moderate family businesses are given preference over larger enterprises
- Commitment to helping fulfill the mission of CitySeed—to engage the community in growing an equitable, local food system that promotes economic development, community development and sustainable agriculture
- Commitment to promoting CT agriculture and farm viability; for Food Producers, this means sourcing ingredients locally whenever possible
- **Track record and length of time** at market
- **Quality of product**
- **Diversity of product:** for new applicants, the product must bring variety to the market
- Commitment to marketing, customer service and creating and maintaining an appealing display
Commitment to the markets’ spirit of collaboration and trust between market management, fellow vendors.

Notifications regarding application decisions are sent via email.

CitySeed places a high value on farm viability; as a result there is a low turnover rate of farms at our markets. On the rare occasion that there is a farm opening at a market, the following process will be followed:

- Our network of farmers will be notified that a stall is available at the market
- The online application will open as planned and interested parties must apply for consideration
- Applicants are encouraged to write CitySeed a letter of interest
- Applications and materials submitted will be reviewed by CitySeed Staff and Board
- CitySeed’s Decision Making Process will be followed when determining the best-fit vendor for the open spot.

CitySeed Decision-Making Process

Product Approval Process

All applicants must submit a complete, specific product list via farmspread.com. Only approved items on that list may be sold at the market. Items that are not pre-approved may not be sold at the market. If you intend for our market to be your main outlet for selling a new product or item, PLEASE let Market Managers know immediately, preferably before you grow/harvest/process it. CitySeed will review and make a decision regarding new products. The overall product list from all vendors helps us provide a diverse marketplace and avoid oversaturation.

Decisions regarding products are guided by the following criteria:

- Need for the product at the market.
- The process in which the product is grown, raised or produced is not represented adequately at our market (e.g. Organic, non-GMO, etc.) If there are multiple applicants, stronger consideration may be given to the vendor whose item is consistent with the category of product that they primarily bring to the market.
Value-Added Agricultural Product Guidelines

These guidelines apply to two kinds of vendors: Farm Producers, who are based on a farm, and Food Producers, who use locally sourced farm products for their food/consumable goods business.

For Farm Producers

The main or theme ingredients in value-added agricultural products must be grown on your farm. Farm Producers can process on- or off-farm and must follow state of Connecticut regulations regarding processing.

For Food Producers

The main ingredients must be purchased from a Connecticut farm. (Main ingredient examples include the milk in yogurt or the meat in sausages.) If the main ingredient cannot be sourced locally, the theme ingredient must be grown in Connecticut. (Theme ingredient examples include the peppers in roasted red pepper hummus or the green garlic in green garlic salad dressing.) Minor ingredients (such as spices) or products not grown in the Connecticut region (such as olive oil or vinegars) may be purchased from non-local sources. Food Producers must make the products themselves in a certified kitchen. Please see additional guidelines for Baked Goods and Prepared Food Vendors below.

In addition to the market application, all prepared food applicants are required to obtain all necessary permits from the New Haven Health Department. If your product or facility is not already licensed, please contact our Market Manager for information on where to apply. Copies of all permits must be uploaded to Farmspread or emailed to erin.carey@cityseed.org.

Specific Product Guidelines

Products not specifically named in the following guidelines will be reviewed and admitted to the market on a case-by-case basis.

1. Jams, Preserves, Pickles, Sauces, and Other Canned Fruits and Vegetables – Farm Producers must use their own produce as the main or theme ingredient. Food Producers must use Connecticut grown produce as the main or theme ingredient.

2. Salsas, Dressings, Pesto, Spreads and Flavored Oils – Farm Producers must use their own fruit and vegetables as the main or theme ingredient. Food Producers must use Connecticut grown produce as the main or theme ingredient.

3. Flavored Milk, Yogurt, Cheese, Butter, and Other Dairy must use milk that comes from the Farm Producer’s herd or a Connecticut dairy. Additional flavor enhancing ingredients (such as the fruit in yogurt) must be grown by the Farm Producer or purchased from a Connecticut farm.

4. Baked Goods and Prepared Foods must be made from scratch by the Producer in a certified kitchen. The Producer should use seasonal ingredients from Connecticut when available. No commercially made crusts, mixes, or fillings are permitted in any bakery or grain products. Any exceptions to the above must be approved by CitySeed, in writing, in advance.

CitySeed has (1) a preference for Baked Goods and Prepared Food Vendors that use more than one Connecticut grown ingredient in their offerings and (2) a requirement for at least one offering on their table at all times that features a Connecticut grown ingredient (eggs, milk, cheese, herb, fruit, vegetables, maple syrup). Baked Good
and Prepared Food Vendors must be able to identify on provided signage what overall Connecticut grown ingredients are used in products (such as eggs or milk) AND/OR be able to identify at least one product offering that has an ingredient grown in Connecticut. Vendors must be able to show sales receipts of said ingredients in an amount commensurate with sales of that item at our farmers market.

Baked Good and Prepared Foods are identified as: breads, pastries, doughnuts, cakes, cookies, candies, pies, tarts, crepes, ice cream, flavored ices, pizza, soups, quiches, salads, wraps, sandwiches, hot meals and the like.

8. **Fish and Shellfish** must be raised or caught locally and sustainably by the Producer.

9. **Meat** must come from the Producer’s own herd. Grazing animals must have regular access to pasture. All animals must be free to move around. You may not feed animals hormones or unnecessary antibiotics. Animals must be slaughtered and processed under USDA inspection, either on the farm or at an off-premise facility.

10. **Poultry** sold at the market must be slaughtered and processed at a USDA /FSIS poultry inspected facility or a facility approved by the Dept. of Agriculture’s Small Processor Inspection Program and labeled accordingly. Farms not using a USDA or DoAg approved facility may pre-sell birds in advance and deliver whole birds to the customer after processing. All poultry vendors are required to fill out a poultry survey annually with their market application. All poultry sold at CitySeed markets must be raised from chicks on the producer’s farm.

10. **Honey** must come from the Producer’s own hives but can be processed off-farm. Hives must be registered in the Producer’s name with the State of Connecticut.

11. **Maple Syrup** must be produced on-site by the Producer.

12. **Soaps and Natural Body Products** must be made by the Producer. They must incorporate seasonal and regional ingredients whenever possible. Cosmetic producers (lotions, creams, etc) must be registered with the Department of Consumer Protection.

13. **Pet Treats and Feed** must use local ingredients. Producers must be registered with the Connecticut Department of Agriculture.

14. **Wool and Pelts** must be from the Producer’s herd or a Connecticut farm but may be processed off-farm. It is acceptable to add off-farm or out-of-region fibers to wool during processing or spinning if the added fiber accounts for no more than 25% of the total product.

15. **Flowers and Plants** must come from the Producer’s own farm. Products such as compost and mulch must be produced with materials grown on the farm.

16. **Arts and Crafts** will be admitted on a case-by-case basis, typically as a featured guest vendor artist. Arts and crafts must have a Connecticut grown agricultural component. Wreaths and ornamental decorations must use materials gathered/grown on a Connecticut farm and will be admitted to the market based on the discretion of market management. Farms that sell wreaths must incorporate an element that is grown/gathered on their farm. Wreaths must be labeled to indicate what locally grown elements are used and their source.

17. **Cooking Related Services and Products** (such knife sharpening, cookbooks, reconditioned cast iron pans) will be determined on a case-by-case basis to bring an occasional value-added component to our markets and to the cooking of our farmers’ food.

18. **Beverages** may be sold by food vendors that sell hot prepared foods or ready-to-eat on site foods (such as
CitySeed reserves the right to request a receipt or invoice at any time during the market season showing where your product is processed and/or the procurement of local ingredients.

**Market Marketing and Promotion**

We strongly encourage vendors to engage with marketing and promotion efforts for the farmers’ market to help create a vibrant marketplace. CitySeed will continue to plan special event components such as entertainment, kids activities, culinary activities, and workshops. We will be intentional about highlighting products available at our markets during the holiday season and when any new products become available especially from farmers.

In order for these efforts to be successful, vendors must read email communications from Market Managers in a timely fashion. Market Managers will be asking vendors for information on special products ideas, holiday highlights, and photos.

The success of our marketplace hinges on vendor participation in marketing and cross-promotion. We ask that all vendors read CitySeed marketing emails, our weekly market e-newsletter, as well as our social media sites to be informed of market happenings. Vendors should include any special event information in their existing businesses promotional efforts. Vendors should verbally help promote the market to any customers on site, and be pro-active in passing out any flier or special event information they have received from Market Managers.

**Market Operations and Management**

**Market Attendance:**

In order to maintain market integrity, vendors are expected to attend markets regularly. Markets are successful when vendors commit to showing up each week. Vendors should contact CitySeed market management within 30 days or more of missing a market to avoid a Missed Market Fee. However, we understand that extenuating circumstances happen. No fee will be incurred for emergencies, crop failures, and the like, but please try to give as much advance notice as possible if unable to attend a market. Please make note of the call-in number (203-773-3736) and email address (erin.carey@cityseed.org) if you must miss a market.

Vendors are expected to arrive for set up no less than 30 minutes prior to the start of the market. Late arrivals that pose safety concerns and/or other issues may be prohibited from setting up at the market or may be relocated within the market. Repeated lateness may result in termination from the market.

**Inclement Weather:**

We are committed to holding markets rain or shine, but we may cancel a market in the case of dangerous weather or prohibitive conditions at a market location. Market management will notify vendors by phone and email as far in advance as possible about cancellations. Vendors who do not attend a market due to inclement weather will be subject to a missed market fee.

**Space Assignments:**

Space assignments will be made at the discretion of market management to promote a diverse and balanced market environment within the designated sectors of the market. The position of each stand at the market may change at the discretion of market management.

salads or sandwiches). All beverages must be approved prior to being offered at a market.
Stand Management:

- Market display must be constructed with equipment - tents, tables, chairs, tent weights (safety requirement for ALL tents) that are in good condition and weather appropriate.
- Tent weights are a mandatory requirement at all markets for the protection of everyone and everything in the market space.
- All market produce on display should be of high quality. Products that do not meet this standard of quality may be removed at the discretion of market management. Any products at the market not currently on display must be kept a minimum of 12” off the ground for health safety purposes.
- As of October 1, 2015, in accordance to CT State Law, vendors must clearly post sale prices, farm name and farm location for all products.
- Winter Market: Without the help of tents to determine stall space indoors, the following guidelines will apply for the indoor winter market. A single stall space shall be no larger than one 8-foot table. Corner stalls, which allow for the set-up of up to two 8 ft tables, will be considered two stalls and charged as such. Anyone utilizing a non-corner stall, but actually vending off of more than one table (8ft max), for example, and "L" or "U" layout, will also be charged as if they are using two stalls. The ability to use such a layout must be approved by the market managers in advance. Stall sizes are approximately 8’x8’.

Vendor Signage:

Part of CitySeed’s responsibility to the community is educating and encouraging dialogue about food. To that end, vendors must supply and display signage or banners that contain at least the following content:

a) Farm/Business name, location, date started
b) Brief description of farm/business and its practices written by the producer themselves
c) Acceptance of food assistance benefits (FMNP, SFMNP, SNAP, etc.) and types of other payment accepted;
d) In the case of Baked Good and Prepared Food Vendors, local ingredients and highlighted local offerings, must clearly be displayed and include the source of the ingredients.

General Market Day Information

Set-up

- Vendors arrive for set up no less than 30 minutes prior to the start of the market.
- Market display must be constructed with equipment (tents, tables, chairs, weights - sandbags) that is in good condition and weather appropriate.
- Tent weights are a mandatory requirement at all markets for the protection of everyone and everything in the market space.
- All market produce on display should be of high quality.
- All signage must be in accordance to CT State Law, clearly post sale prices, farm name and farm location for all products.

Opening Bell

Vendors are not permitted to begin selling until CitySeed workers ring the opening bell.

Forms of Payment

- Cash
- Credit- CitySeed has a credit card & EBT terminal at their tent. Please direct any customers trying to use these forms of payment to first go to the info tent to get tokens.
• Tokens *(see Market Token Cheat Sheet)*
  ○ *CitySeed $1, $5* – good as cash for all products at all CitySeed markets; give cash change back; must be accepted by all vendors.
  ○ *SNAP CT Grown $1* – good for SNAP eligible foods ONLY (baked goods, canned goods, dairy, eggs, fruits, meat, milk, seafood, seeds/seedlings, vegetables); no change given
  ○ *Double Value $1 (DVCP)* – good for fruits and vegetables ONLY; no change given

• WIC Farmers Market Nutrition Program & Senior FMNP Checks
  ○ All producers selling fruits, vegetables or honey MUST be certified by the Department of Agriculture to accept these $3 checks; no change given
  ○ Producers accept these checks directly and report back to CitySeed how many checks they received that day. Checks are redeemed by producers with the DoAg.

Checkout

**NOTE: THE CHECKOUT PROCESS WILL BE SHIFTING TO AN ONLINE SYSTEM IN 2020. THIS SECTION WILL BE UPDATED ONCE THE PROCESS IS FINALIZED.**

• Checkout is the reconciliation of market band fees and token reimbursement.
• Approximately 1 hour before the end of the market, the Market Manager will distribute the checkout sheets as well as checks, should be owed one.
• Vendors complete the areas asking for band fee and on the opposite side, they fill in the amount of tokens and FMNP/SFMNP they received that day.
• Near the end of the market, vendors bring their completed checkout sheet and all of their collected tokens to the CitySeed tent. CitySeed double checks the token count and does the math to determine if fees are due, or if a reimbursement is due to the vendor.
• Reimbursements under $12 will be given in cash, above $12 will be paid via check the following market.
• Please do not leave the market without your receipt from the bottom of the checkout sheet.

Breakdown

• Breakdown must not begin before the end of the market!
• There are often still customers in the market space as the market ends – exercise extreme caution when lowering tents and moving vehicles.
• Make sure stall area is clean and as it was upon arrival. No debris, compostable or otherwise, can be left behind. Please sweep area if needed, market management can provide a broom if necessary. *Please note that maintaining/cleaning the space that we hold our markets is of utmost importance in maintaining crucial community relationships.*
Vendor Tiers

Below are the three tiers that vendors participating in CitySeed Farmers’ Markets may belong to, depending on the frequency a vendor attends a market and space available. A vendor’s tier may differ between CitySeed’s five different markets.

**Full Season Vendors**
- are defined as vendors who are accepted to attend a market regularly over the course of the entire market season or for at least more than half of the season (19 weeks at Wooster, 17 weeks at Edgewood, 11 weeks at Downtown, 10 weeks at Fair Haven and 8 weeks for the Winter).
- Full Season Vendors are guaranteed a consistent spot at the market each week.
- They must pay a one-time Season Fee (due by the first day the vendor attends the market), in addition to a Weekly Market Fee payable at each market.
- Full Season Vendors who miss a market without giving 30-days advance notice will be charged a Missed Market Fee.

**Partial Season Vendors**
- are defined as vendors who are accepted to attend a market regularly for less than half the season but for more than six weeks at the longer markets (Wooster, Edgewood, and Downtown) or for more than four weeks at Fair Haven and Winter).
- Partial Season Vendors must confirm their dates with Market Management before the start of the season or at least two months before their intended start date.
- They must pay half of the full Season Fee (due by the first day the vendor attends the market), in addition to a Weekly Market Fee payable at each market.
- Partial Season Vendors who miss a market without giving 30-days advance notice will be charged a Missed Market Fee.

**Guest Vendors**
- are defined as vendors who are not accepted into the market on a regular or partial basis but may attend markets when space is available.
- Guest Vendors can coordinate with Market Management to arrange market dates at any time during the season.
- Guest Vendor spots are not guaranteed and are assigned on a case-by-case basis, depending on space available and approval by Market Management.
- Guest Vendors must pay a Guest Vendor Fee and a Weekly Market Fee at every market.
- Guest vendors are not charged Missed Market Fees for missing a market.
**Vendor Fees**

Vendor fees are designed to offset costs for liability insurance, market equipment, street closures, public area obstructions, parks and facility permits, market management personnel costs, and advertising and marketing. We want to increase the amount of funds we use for advertising and marketing to encourage NEW customers to the markets. All vendors participating in CitySeed Farmers’ Markets will pay a Season Fee or Guest Vendor Fee in addition to a Weekly Market Fee based on a percentage of their gross revenues at each market. Fee structure details are outlined below.

**Season Fees**

- Full Season Vendors must pay a one-time Season Fee outlined below based on their farm/business type and space requested, in addition to the Weekly Market Fee.
- Partial Season Vendors must pay HALF of the one-time Season Fee outlined below based on their farm/business type and space requested, in addition to the Weekly Market Fee.
- Season Fees must be paid to CitySeed by the first day the vendor attends the market.
- Full and Partial Season Vendors who miss a market without giving 30-days advance notice will be charged a Missed Market Fee of $30.

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**Guest Vendor Fees**

Guest Vendors must pay a **Guest Vendor Fee of $35** each time they come to a market, in addition to the Weekly Market Fee. There is no cap on the cumulative Guest Vendor Fees a vendor pays over the course of the season. For Guest Vendors that wish to become a Full or Partial Season Vendor at the approval of Market Management, their Season Fee will deduct the Guest Vendor Fees already incurred.

**Weekly Market Fees**

All vendors must pay a Weekly Market Fee for each day of the market they attend. Fees are 6% of gross revenue, rounded to the nearest $50, with an $18 minimum fee. There is no cap on fees. **Gross revenue is the totality of any cash, credit, debit, checks, FMNP and SNAP purchases at your stand.** We rely on the honor system when you report sales.
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