



**NEW CASTLE COUNTY FARMERS MARKET PROGRAM  
2019 Farmer/Producer Application**

Thank you for your interest in the New Castle County Farmers Market Program (NCCFMP). A 2019 Farmers Market Application and the NCCFMP Rules and Procedures and Products Guidelines are attached. **Please review the Market Rules and Procedures and Product Guidelines before you complete your application, and retain them for your records.**

**Farmers' Market Sites:**

1. Carousel Park Farmers' Market: 3700 Limestone Road, Wilmington, DE 19808
2. Westside Farmers Market at Westside Park: North Jackson Street & West 10<sup>th</sup> Street, Wilmington, DE 19806
3. Glasgow Regional Park Farmers' Market: 2275 Pulaski Highway, Newark, DE 19702 (near the intersection of Pulaski Hwy & Rt. 896)
4. Rockwood Park Farmers' Market: 610 Shipley Road, Wilmington, DE 19809 (entrance off of Washington Street Ext, near the intersection of Shipley Rd. & Washington St. Ext.)
5. Route 9 Farmers Market: (at the Route 9 Library & Innovation Center) 3022 New Castle Avenue, New Castle, DE 19720

**Market Hours & Days of Operation:** NCCFMP market sites will run during the following days & hours of operation

<b>Market Site</b>	<b>Day of Operation</b>	<b>Hours of Operation</b>	<b>Opening Date:</b>	<b>Closing Date:</b>
Route 9	Wednesday	3:00pm – 7:00pm	Wednesday June 5, 2019	October 2, 2019
Westside	Thursday	4:00pm – 7:00pm	Thursday, June 6, 2019	October 3, 2019
Rockwood Park	Thursday	3:00pm – 7:00pm	Thursday, June 6, 2019	October 3, 2019
Carousel Park	Friday	2:00pm – 6:00pm	Friday May 3, 2019	October 25, 2019
Glasgow Park	Friday	3:00pm – 7:00pm	Friday June 7, 2019	October 25, 2019

**Application to NCCFMP:** All farmers/producers must submit the following application information and documentation to be reviewed and approved by the New Castle County Department of Community Services:

- New Castle County Farmers Market Program Vendors Permit Application (required)
- Signed Market Agreement (required)
- Proof of liability insurance which specifies New Castle County as additionally insured (required)
- Valid State/County/Municipal Business License (where applicable)
- State/County/Municipal Public Health Certification (where applicable)
- W-9 (where applicable)
- ACH Direct Deposit Form (where applicable)



**NEW CASTLE COUNTY FARMERS MARKET PROGRAM**  
**2019 Farmers Market Vending Permit Application**  
(Please Print)

**Name of Applicant:** \_\_\_\_\_

**Business Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Primary Phone:** \_\_\_\_\_ **Business Phone:** \_\_\_\_\_

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

**Website, Facebook and/or other social media address** \_\_\_\_\_

**Vending Description: (Please check all that apply.)**

Vegetables       Fruits       Plants       Baked Goods       Dairy       Flowers

Eggs/Poultry       Honey       Mushrooms       Herbs       Prepared Food

Value-Added (specify) \_\_\_\_\_  Meat (specify) \_\_\_\_\_

Art or hand crafted items \_\_\_\_\_  Other (specify) \_\_\_\_\_

**Operational Set-up:**

I will be setting up a canopy and table

I have a mobile unit (truck or trailer); approximate dimensions for the mobile unit are \_\_\_\_\_

**Agricultural practices:**

Certified organic \_\_\_\_\_ Certified by \_\_\_\_\_ # Years \_\_\_\_\_

IPM Practices \_\_\_\_\_ Other (specify) \_\_\_\_\_

**Financial:**

Do you have your own device for credit/debit transactions? \_\_\_\_\_

Do you have your own device for SNAP transactions? \_\_\_\_\_

Are you willing to accept SNAP transactions (eligible products only)? \_\_\_\_\_

Are you willing to accept WIC and Senior vouchers (produce only)? \_\_\_\_\_



**NEW CASTLE COUNTY FARMERS MARKET PROGRAM**  
**2019 Farmers Market Vending Permit Application**

(Please Print)

**Please list names of staff that will represent your business / farm at market: *(Additional names may be registered during the season with the Market Manager.)***

(1) \_\_\_\_\_ **Contact Phone:** \_\_\_\_\_

(2) \_\_\_\_\_ **Contact Phone:** \_\_\_\_\_

(3) \_\_\_\_\_ **Contact Phone:** \_\_\_\_\_

**Which NCC Farmers' Market sites are you requesting to participate?**

**Carousel Park Farmers Market**, 3700 Limestone Road, Wilmington, DE 19808

**Glasgow Park Farmers Market**, 2275 Pulaski Highway, Newark, DE 19702

**Rockwood Park Farmers Market**, 610 Shipley Road, Wilmington, DE 19809

**Route 9 Farmers Market**, 3022 New Castle Ave, New Castle, DE 19720

**Westside Farmers Market at Cool Spring Park**, North Jackson Street & West 10<sup>th</sup> Street, Wilmington, DE 19806

**All participating vendors must complete and provide the following documents:**

- New Castle County Farmers Market Program Vendors Permit Application (required)
- Signed Market Agreement (required)
- Proof of liability insurance which specifies New Castle County as additionally insured (required)
- Valid State/County/Municipal Business License (where applicable)
- State/County/Municipal Public Health Certification (where applicable)
- W-9 (where applicable)
- ACH Direct Deposit Form (where applicable)

Applications and all appropriate documents must be submitted to **Michael Begatto, NCCFMP Manager, New Castle County Department of Community Services at 77 Reads Way, New Castle, DE 19720. For Additional information, contact Michael Begatto at 302-395-5624 or at [michael.begatto@newcastlede.gov](mailto:michael.begatto@newcastlede.gov)**



**NEW CASTLE COUNTY FARMERS MARKET PROGRAM  
2019 MARKET AGREEMENT**

**1. Agreement to abide by New Castle County Farmers Market Program rules and procedures:**

This Agreement made on the \_\_\_\_ day of \_\_\_\_\_, 2019 between the undersigned Farmer/Grower and/or Producer (hereinafter referred to as “Vendor”) and the New Castle County Farmers Market Program (NCCFMP). By signing this agreement, the Vender also agrees to have read and be bound by the NCCFMP’s Rules and Procedures. This Agreement is for the 2019 season only.

**2. Insurance/State & County Permits and Licenses**

Each Vendor is responsible for their own acts and omissions. It is the responsibility of each Vendor to obtain all necessary liability insurance. **Each Vendor shall add New Castle County as additional insured under the Vendor’s insurance policy.** Each vendor is also responsible to obtain all required state, county or governmental permits and licenses.

**3. Admission, Suspension and Termination**

I acknowledge that admission to the NCCFMP and market space assignments are made at the discretion of the market management. Admission to the NCCFMP does not constitute a guarantee to sell in the market during the market season. This agreement is a revocable license and any misconduct or violation of this agreement may result in suspension or termination from the New Castle County Farmers Market Program at the discretion of the market management.

**4. Indemnification**

Vendor shall indemnify, defend, and hold harmless New Castle County from and against any and all claims, demands, suits, judgments, costs, and expenses asserted by a person or persons, including, but not limited to, agents, employees, or volunteers of vendor, by reason of death or injury to persons, or loss or damage to property, resulting from operations or use of services, products and/or equipment purchased hereunder, or sustained in or upon the premises of the County.

**Farm or Business Name:** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



**NEW CASTLE COUNTY FARMERS MARKET PROGRAM  
RULES & PROCEDURES AND PRODUCT GUIDELINES  
MARKET SEASON 2019**

**(Retain this section for your information)**

**I. Mission Statement**

The New Castle County Farmers Market Program (NCCFMP) will provide a family-friendly, community gathering place for consumers to be able to purchase the freshest local foods available. It will also provide alternative educational and marketing opportunities for farmers and others to help create local and sustainable food systems that are environmentally sound, economically viable and socially responsible, and which improve the variety, freshness, nutritional value and distribution of fresh farmland foods to the community. The NCCFMP hopes to aid local farmers, producers and small business in developing and maintaining sustainable agriculture and provide locally-produced foods and products to local people.

**II. Rules and Procedures**

**1. Farmers Market Vendor Eligibility**

The NCCFMP is a public service whose goal is to support local agriculture and small business as well as improve the quality of life in New Castle County. While NCCFMP farmers markets are not strictly “producer only” markets, the program does encourage participation from vendors selling agricultural products, goods, crafts and food products that are grown, produced, hand-made or hand-crafted locally. NCCFMP and the Department of Community Services reserve the right to use its discretion as it pertains to the participation and eligibility of its vendors and the products sold at NCCFMP market sites.

**A. Farmer/Grower and Producer Application**

All participating farmers, growers and other vendors must submit an application to obtain a New Castle County Farmers Market Vendors Permit.

**B. Insurance: State & County Permits and Licenses**

All farmers, growers and other vendors must carry insurance of general liability. A copy of the Certificate(s) of Insurance must be provided with the application to the NCCFMP with the New Castle County as an additional insured. Vendors offering value-added products including baked goods, vinegars, and other prepared foods, must provide a current copy of their kitchen certification or food establishment certification from the Division of Public Health.

**2. Application Procedures**

**A. Market Agreement**

All farmers, growers and other vendors must complete and sign the New Castle County Farmers Market Program Agreement as part of the application process to the NCCFMP.

## **B. New Castle County Farmers Market Program Vendors Permit Application**

All farmers, growers and other vendors must complete a New Castle County Farmers Market Program Vendors Permit application and market agreement for review and approval by the New Castle County Department of Community Services. Additional licenses, certifications and documents required prior for approval of Vendors Permit include:

- Valid State/County/Municipal Business License (where applicable)
- State/County/Municipal Public Health Certification & Licensing (where applicable)
- Proof of liability insurance which specifies New Castle County as additionally insured

### **3. Product Guidelines**

Farmers, growers and other vendors must abide by all applicable federal, state and local health regulations in the harvest, preparation, labeling and safety of the product(s), she/he brings to market. Products will be reviewed on a case-by-case basis and admitted (or not) at the discretion of the market management.

### **4. Market Operations and Procedures**

The New Castle County Farmers Market Program management is responsible for administering and enforcing all the New Castle County Farmers Market Program Rules and Procedures as well as public safety, space assignments, market fee collection, market data collection and market public education programs. The New Castle County Farmers Market Program management has final authority in resolving issues in a civil and efficient manner. New Castle County will be responsible for providing an on-site coordinator at each market site, trash receptacles, signage identifying and advertising the markets, and portable lavatories for customer and vendors use.

### **5. Market Site Locations:**

- Route 9 Farmers' Market: 3022 New Castle Ave, New Castle, DE 19720
- Westside Farmers' Market: North Jackson Street & West 10<sup>th</sup> Street, Wilmington, DE 19806
- Rockwood Park Farmers' Market: 610 Shipley Road, Wilmington, DE 19809 (entrance off of Washington Street Ext, near the intersection of Shipley Rd. & Washington St. Ext.)
- Carousel Park Farmers' Market: 3700 Limestone Road, Wilmington, DE 19808
- Glasgow Regional Park Farmers' Market: 2275 Pulaski Highway, Newark, DE 19702 (near the intersection of Pulaski Hwy & Rt. 896)

### **6. Market Season / Days & Hours of Operation:**

<u>Market Site</u>	<u>Day of Operation</u>	<u>Hours of Operation</u>	<u>Opening Date:</u>	<u>Closing Date:</u>
Route 9	Wednesday	3:00pm – 7:00pm	Wednesday June 5, 2019	October 2, 2019
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### **7. Market Opening & Closing:**

Farmers/growers and producers must arrive at least one hour before the New Castle County Farmers Market Program opens or at a time that allows for the vendor to be ready to sell at market opening. Market opening will be identified by the sounding of a bell or other noticeable sound-making device to notify vendors and customers

that sales can begin. No vendor may sell prior to the start time of the respective market without permission from market management. No farmer/grower or producer may drive into the market site after the market has opened without permission of the New Castle County Farmers Market Program management. Latecomers may be denied admission or admitted and located at the market management's discretion. At the close of market, all farmers/growers and producers must begin packing up to leave the market site, but may continue to sell as they load. Vendors should not leave the market site prior to reporting gross sales data, SNAP/EBT and WIC redemptions.

### **8. Market Closings / Weather Related Cancellations**

All New Castle County Farmers Market locations are "rain or shine" markets and will run despite rain or inclement weather. Decision to participate at the farmers market will be left to the discretion of each respective vendor. Any vendor deciding not to participate due to weather should contact, as far in advance as possible, the market on-site manager, or **Michael Begatto at 302-395-5624**.

In the case of unusually severe or dangerous weather conditions or other emergency situations which may impact the markets opening, updated information regarding the status of the market will be posted on New Castle County's **Special Events Hotline at 302-395-5659**. Vendors or customers with questions regarding the status of the market should call the Hotline number.

### **9. New Castle County Government Office Holidays / Observances / Emergency Closings**

NCCFMP sites are unable to operate on days which New Castle County Government Offices are closed due to weather, emergencies, holidays or other observances. In the case that a normal market session day falls on a date in which NCC offices are closed due to holiday, observance, emergency or severe weather, vendors will not be permitted to sell or open for farmers market operations.

### **10. Vendor Fees**

Vendors commit to report an as accurate as possible estimate of their gross sales for which their vendor fee will be based for that respective market session. Vendor fees (rounded to the nearest dollar) are to be paid at the end of each market session. Gross sales will be reported to the market manager on "good-faith" basis at the end of each market session. Any vendor suspected of reporting inaccurate gross sales is subject to banishment from the NCCFMP and its farmers markets.

Vendor fees will be structured as follows:

- Carousel, Glasgow, Rockwood and Westside Markets.....5% of total sales (capped at \$85)
- Route 9 Farmers Market.....Vendor Fees Waived

### **11. Market Sales Reporting**

Vendors commit to report an as accurate as possible estimate of gross sales to the Market Manager at the close of Market, each session. Vendor information is aggregated and never disclosed to any one as coming from specific vendors. Only aggregated market numbers are reported to the Delaware Department of Agriculture

### **12. SNAP and WIC Benefit / Redemption Capability & Reporting**

New Castle County Farmers Market Program sites will be capable of receiving SNAP and WIC participant benefits through the use of EBT and WIC vouchers, respectively. Vendors agreeing to accept EBT redemptions and WIC checks must report an accurate account of sales numbers as it relates to SNAP / EBT and WIC

redemptions. SNAP / EBT and WIC redemption reimbursements will be paid out to vendors monthly. Vendors should refer to NCCFMP's Explanation of the SNAP/EBT and WIC Programs for additional information (last page).

### **13. Market Attendance**

Unless otherwise specified or arranged, it is expected that all vendors be in attendance at all market sessions for which scheduled. Advanced notice is required; vendors not able to attend a market session are expected to give appropriate notice of at least 24 hours in advance by contacting **Michael Begatto at 302-395-5624** or via email at [michael.begatto@newcastlede.gov](mailto:michael.begatto@newcastlede.gov). Regarding instances where vendors cannot attend due to an emergency the day of the market, the market on-site manager should be contacted as soon as possible. Contact information for market on-site managers will be provided to each vendor. Vendors displaying inconsistent market attendance or that no-show without appropriate notice may be subject to banishment from the NCCFMP.

### **14. Market Space Assignments**

The New Castle County Farmers Market Program management retains control of all unassigned space openings. Space assignments for each session will be made at the market management's discretion to insure the viability of the New Castle County Farmers Market Program and the diversity of the marketplace. No vendor may claim ownership of market space for any session. Vendors commit to work with the market manager and fellow vendors in a courteous and professional manner as it pertains to space assignments.

### **15. Market Site / Farm Stand Canopies, Signage & Maintenance**

To ensure a more uniform and visually attractive Farmers Market venue, NCCFMP requires that all participating vendors utilize a canopy, pop-up tent or awning to identify their market site / farm stand. Fully erected, canopies should range 10'x10' to 12'x 12' in area. There is NO canopy color requirement; however canopies, tents or awnings should be in good repair and free of visible discoloration, stains, tears, rips and holes. Canopies should be erected and firmly secured with stakes or weights to prevent them from blowing away. Inadequately secured awnings, canopies or popup tents may be removed by the market management. Vendor's canopy type and size remain the discretion of the market manager to insure the viability of the New Castle County Farmers Market Program and the diversity of the marketplace.

#### **A. Signage**

Before the market opens, farmers/growers and producers should post prices for all items and an attractive sign with the name of the farm or business in a clearly visible location. The farm or business sign should be mounted on the farmer/grower or producer's vehicle or on, or next to, the market tables. The farm or business sign and lettering should be large enough to be easily read from a reasonable distance.

#### **B. Maintenance**

Tables and other fixtures should be in good repair. Canopies, tents or awnings should be in good repair and free of visible discoloration, stains, tears, rips and holes.

### **16. Sanitation**

Farmers, growers and other vendors must maintain their market stands and spaces in a clean and sanitary condition. All produce must be kept off the ground. Market products should be of high quality. Products that do not meet this quality criterion may be removed at the market management's discretion. Farmers, growers and other vendors who fail to comply with this requirement are subject to suspension or termination from the New Castle County Farmers Market Program.



Farmers, growers and other vendors must remove containers, waste and trimmings before leaving the market site and take any trash or garbage they have generated at market back to the farm. The market management will be responsible for ensuring that any trash from public traffic at the market site is properly removed and disposed of at the close of each market day.

### **17. Market Food Samples**

Food samples must be prepared behind the farmer/grower or producer's market stand and presented in a safe and sanitary manner, according to State of Delaware, Division of Public Health licensing and certification for safe food practices and the direction of the New Castle County Farmers Market Program management. The farmer/grower or producer must provide trash receptacles for the disposal of any sampling materials like cups, spoons or toothpicks.

### **18. Scales**

Scales must be registered as legal for trade and meet local and/or state regulations for commercial scales. Scales must be placed so that they are clearly visible and readable to customers at all times. Scales may be checked for accuracy at the market site by the Delaware Department of Agriculture.

## **III. Administration of Rules and Procedures**

### **1. Rule Violations**

The New Castle County Farmers Market Program management has the responsibility and authority to direct farmers/growers or producers to comply with the New Castle County Farmers Market Program Rules and Procedures. Complaints regarding violation of other rules may be referred verbally or in writing to the market management for resolution. Penalties for violations may include a warning, temporary suspension, or permanent exclusion from the New Castle County Farmers Market Program depending on the severity of the offense. If violations of the Market Rules and Procedures or other rules result in suspension or exclusion from the New Castle County Farmers Market Program, no refund of fees will be made.



## **NEW CASTLE COUNTY FARMERS MARKET PROGRAM**

### **Explanation of the SNAP/EBT and WIC Programs**

SNAP, the Supplemental Nutrition Assistance Program, is the program formerly known as food stamps. It is a federal nutrition program that helps those in need to stretch their food budgets and buy healthy food. SNAP benefits can be used to purchase food at grocery stores, convenience stores, and some farmers' markets and co-op food programs. SNAP benefits are given to participants each month on a plastic card called an EBT (electronic benefits transfer) card, which works like a debit card. Paper coupons are no longer used.

WIC, the Women Infants and Children program was established by the federal government in 1974 to safeguard the health of low-income women, infants, and children up to age 5 who are at nutritional risk. This mission is carried out by providing nutritious foods to supplement diets, nutrition education (including breastfeeding promotion and support), and referrals to health and other social services. The foods provided through the WIC Program are designed to supplement participants' diets with specific nutrients. WIC authorized foods include infant cereal, baby foods, iron-fortified adult cereal, fruits and vegetables, vitamin C-rich fruit or vegetable juice, eggs, milk, cheese, yogurt, soy-based beverages, tofu, peanut butter, dried and canned beans/peas, canned fish, whole wheat bread and other whole-grain options. A new component to the WIC program started last year in Delaware; WIC participants received checks, or vouchers, that could only be redeemed for produce at specific farmers markets, including all five New Castle County farmers markets.

New Castle County Farmers Market Program (NCCFMP) will be accepting of SNAP participant benefits through the use of EBT at all of its market locations. In addition NCCFMP will be accepting of WIC participant benefits through the use of WIC checks at all of its market locations. New Castle County is committed through its Live Healthy initiative, along with the NCCFMP and other programs, in serving all its residents by providing and making accessible fresh local fruits and vegetables for healthier eating options. While it is not a requirement, NCCFMP encourages all farmers and vendors selling SNAP and WIC eligible foods and products to participate in accepting SNAP and WIC customers. New Castle County and NCCFMP believes participation will benefit customers receiving SNAP and WIC benefits, by gaining access to fresh produce. In addition, vendor's participation should result in increased sales due to a wider and more diverse customer base.

Households CAN use SNAP benefits to buy:

- Foods for the household to eat, such as:
  - breads and cereals;
  - fruits and vegetables;
  - meats, fish and poultry; and
  - dairy products
  - Seeds and plants which produce food for the household to eat

Households CANNOT use SNAP benefits to buy:

- Beer, wine, liquor, cigarettes or tobacco
- Food that will be eaten in the store
- Hot foods
- Any nonfood items, such as:
  - pet foods
  - soaps, paper products
  - household supplies
  - vitamins and medicines

Households CAN use WIC vouchers at all the Farmers Markets to buy:

- fresh produce – fruits and vegetables only

Updated: February 2019