



Regional Environmental Council  
Beaver Brook Park and University Park  
Farmers Market 2024

**VENDOR INFORMATION**

Farm Name/ Vendor Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Farm / Business Location: \_\_\_\_\_

Farmer / Vendor Contact Names: \_\_\_\_\_

Telephone: Type text here Fax: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Social Media Outlets Used and Name Used: \_\_\_\_\_

**Vendor Type and Product List:** (Farms will need to attach a farm plan, crop list, or other documentation showing which crops are being grown and in what **volumes**)

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**Vendor Bio** Please provide a quick bio of yourself and your business to be used for promotional purposes only (Please attach another page if necessary)

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**Our Markets Values and Commitment to Customers and Farmers**

Regional Environmental Council (REC) is a grassroots environmental & food justice organization located in Worcester. Founded in 1971, REC has been dedicated to building healthy, sustainable, and just communities in Worcester and beyond for more than 40 years.

The Regional Environmental Council frames all our work related to food around the values of social and racial justice and equity. We began managing Farmers Markets in Worcester in 2008 with the **MISSION** to help increase access and promote local food in underserved communities and support local farms. As such, we have an organizational commitment to ensuring that all our markets are welcoming and accessible spaces for everyone in our community. We do this through a strategic approach to our market promotion ensuring our markets have diverse product offerings, targeted market locations, and through a commitment to accepting all forms of payment including WIC, Senior Coupons, and SNAP.

We are not able to accomplish this mission without years of committed partnership and investment from local farms. It is our staff's responsibility to support our farmers to ensure that the market environment is safe and conducive to business.

We **VALUE** abundance, community, diversity, inclusiveness, and quality. We aim to create a space where customers feel valued and have quality experience and can buy quality produce. To stay competitive and relevant in a growing local food landscape, where now customers have many more options to buy local or organic in more mainstream stores, we want customers to come and receive strong customer service, have a variety of options in purchasing, and are supported by knowledgeable and professional vendors and market staff.



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**Market Locations and Dates**

**Beaver Brook Park** – 306 Chandler Street in Worcester, MA – across from Foley Stadium

The market is open each Monday and Friday beginning on Monday June 24<sup>th</sup> through October 25<sup>th</sup> from 9:00am -12pm excluding the following holidays:

- **Labor Day – Monday, September 2<sup>nd</sup>**
- **Indigenous Peoples Day – Monday, October 14<sup>th</sup>**

**University Park** -965 Main Street in Worcester, MA-across from Clark University. The market is open each Saturday beginning June 29<sup>th</sup> through October 26<sup>th</sup> from 9:00 am- 12pm.

**Market Fees:** *Fees allow us to pay for market insurance, market permits, market operations, printing costs for signs and banners, events at the market, and outreach, including social media. REC will have announcements for our markets on several radio stations, a press release in major newspapers, and many partner organizations networking with community members to spread the word. Payment for the market is needed one week in advance of your first attendance at the market. **For payment plans or to apply for a reduced fee please contact Farmers Market Coordinator Ashley Carter.***

● **Fee for Full Season:**

- \$320 for Mondays only (16 markets, \$20/market)
- \$360 for Fridays only (18 markets, \$20/market)
- \$360 for Saturdays only (18 markets, \$20/market)
  - \$684 for Friday and Saturday (36 markets, \$19/market)
  - \$646 for Monday and Friday (34 markets, \$19/market)
  - \$646 for Monday and Saturday (34 markets, \$19/market)
  - \$936 for all three markets (52 markets, \$18/market)

● **Full Season Market days I wish to participate in** (please check markets you wish to attend for the full season, you cannot alternate days):

- Mondays 9:00 am-12:00 pm
- Fridays 9:00 am-12:00 pm
- Saturdays 9:00 am- 12:00 pm

● **Fee for individual market days:** *Individual market days must be scheduled prior to the start of the market season. You must also submit payment two weeks prior to scheduled dates.*

- \$25 per market day for all vendor types.

**\*\*\*\*\*Important:** *any outstanding invoice from the previous season will need to be paid before the first market of the current season.*



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• **Discounts available:**

- New Vendor: First 4 markets are free (from total invoiced market days).
- Being present at opening day of market: -\$20 (from total invoiced market days)
- Being present at last day of market: -\$20 (from total invoiced market days)
- Perfect Attendance: -\$40 (from total invoiced market days) if you attend all markets in the season (for your selected day or days).
- Bring a buddy: -\$40 (from total invoiced market days) if you can recruit a new farm or vendor that comes to at least 4 markets.
- Non-Profit: We offer a 40% discount (from your total invoiced market days) if you are a registered non-profit vendor.

**PARTICIPATION AGREEMENT**

I have read and agree to abide by the following **“Market Standards, Requirements, and Operations Guide”** section of this form. I understand that these standards guarantee a level of quality that is expected by customers.

X \_\_\_\_\_ Date \_\_\_\_\_

**Submission is required by March 29<sup>th</sup>, 2024. Please send electronically to [ashley@recworchester.org](mailto:ashley@recworchester.org). Please remember to sign your application.**

**Once your space at market is confirmed, you will need to submit the following where applicable:**

- One of the following: Acreage Report (can be the same you use for MDAR Coupon Report), Crop Plan, or Farm Map for **all** farm vendors. You must submit something that shows volumes of products in addition to a list of products. \*\*
- Copy of your Certificate of Liability Insurance, copy of permits necessary for your vendor type, certificate of organic production if applicable, food permits, etc.
- Signed W-9 if you plan on taking reimbursements from EBT/SNAP or Debit/Credit processing even if you are planning on processing your own payments in the event you have a device outage. **Only new vendors or vendors with new addresses.**
- Check made payable to: Regional Environmental Council **can be sent to our PO BOX 255 Worcester MA 01613.**

\*\*A field walk conducted by the farmers’ market coordinator for new farms applying to market is mandatory by the Farmers Market Coordinator before the start of the season. The Farmers Market Coordinator will contact you prior to the start of the season to schedule a day and time. New this season, the Farmers Market Coordinator will be visiting all farm vendors, and we would like to open the visits up to other vendors. These will be conducted at the convenience of the farmer.



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## **Market Standards, Requirements, and Operations Guide:**

### **Vendor Types and Products:**

Vendors are required to fill out an application form and acquire approval of the Farmers Market Program Coordinator prior to vending at the markets. Products for sale are limited to MA farm and value-added products. A limited amount of non-farmer vendors and prepared food vendors will also be permitted to vend at the markets after they have been approved by the Farmers Market Coordinator.

- **Producer Only-Farmers;** all of the produce you sell should be grown or produced on your own farm, with the exceptions of certain value-added products and non-profit organization (see below, only at University Park Market). We mandate the display of your farm and location origins of the foods grown and/or produced. If you are certified organic, you must provide us with the certification. The use of the word “organic” should not be on any branding or signage unless you are certified. We encourage you to inform your customers of the farming practices being used at your farm.
  - Farmer-grown and produced shall mean the following: all pruning, spraying, fertilizing, and harvesting is undertaken by the farmer, members of the farmer’s household or persons directly employed and paid by the farmer. This may include items grown on land under written lease or license, provided that the farmer who leased or licensed the land undertakes all of the above activities.
  - Farmers may only sell other farm products, (limited to value-added items such as honey, maple syrup, pickles, jams, sauces, etc.) they did not produce as long as these items are not already present at market and sold by another vendor. These products must be sourced from local farms and the name of the farm must be displayed. **These products should be included in your product listing to Farmers Market Coordinator.**
  - Non-profit organizations representing Massachusetts farmers are allowed to carry products they did not grow themselves. *This will only be acceptable at University Park Farm Stand.* The organization will only be allowed a limited agreed upon product selection. The selection will be a decision between the Farmers Market Coordinator (with input from other market vendors) and the non-profit organization.
  - If a question is raised about the source of any produce or products, you must comply with an inquiry lead by the farmers’ market program coordinator or manager.
- **Meat, Dairy, and Eggs Vendors:** All livestock must be processed in a USDA-certified facility. We request that livestock have access to ample space, shelter, the outdoors, and healthy feed. Preventative antibiotics and supplementary hormones are prohibited. Livestock should be raised by you. Frozen meat products should be maintained at temperatures of 20°F or below. If you are selling



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your product fresh, it should be refrigerated at temperatures of less than 40°F. Eggs need to be stored appropriately meeting temperature requirements of 45°F. Cheeses at 41°F or below. You are advised to have thermometers where these products are being held during market.

- **Specialty Products and Value-Added Vendors**– (*Bread, Coffee, Preserves, Chocolate, Soaps, Health and Beauty products, etc.*): All products should be crafted in New England and made with local ingredients when possible. Products using MA sourced ingredients will take priority. We request the display of the farm and state origins for the locally-sourced ingredients. Products must be produced in a state-licensed kitchen and require a seasonal retail vendor permit from the City of Worcester.
- **Prepared Foods/Hot Food Vendor**: Vendor who sells prepared food (meals) or food cooked (meals) on site. Foods must be cooked and prepared in a kitchen licensed by the MA Department of Health. Ideally, foods are made with ingredients and products from local growers/providers. The display of the farm and state origins for the locally sourced ingredients is appreciated. Vendors selling prepared foods must carry product liability insurance and appropriate licensing from the MA Department of Health. To prepare food on-site, a Temporary Food Service Permit from the City of Worcester is required.
- **Artisans, Crafts and Art Vendor**: Vendors selling items that are not for human consumption such as crafts and other art, jewelry, clothing, home goods, decorations, candles, kitchen wares, etc. Vendors must obtain a seasonal retail vendor permit from the City of Worcester.

**Vendor Requirements**

- Vendors must carry product liability insurance and appropriate licensing from the MA Department of Health. Compliance by all vendors with local, state, and federal laws and regulations is required. If you have any questions please contact Worcester Inspectional Services at (508) 799-1198 or email [inspections@worcesterma.gov](mailto:inspections@worcesterma.gov).
- Vendors must be confident in their ability to carry enough volume of products to support individual market days in addition the quantity of markets they have elected to attend. An abundance of products on your display help attract and maintain customers, which is vital to the entire market.
- **All farmer vendors are required to accept debit, credit, EBT/SNAP (HIP), and WIC & Senior farmers' market coupons**: the Farmers Market Coordinator will aid to those that need help with getting certified to accept WIC and Senior coupons. The farmers market will also provide the means for vendors to accept debit/credit and EBT/SNAP if necessary.
  - If you plan on utilizing the farmers market to process debit/credit and EBT/SNAP, you must be prepared to submit a **W-9** prior to the market start.



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- **EBT/SNAP only lines are strictly forbidden.** Cash only lines are allowed. We encourage tally lines to make card lines more efficient.
- **To be able to accept WIC and Senior coupons,** vendors are required to attend a WIC training session with MDAR. The contact person is Rebecca Davidson: [Rebecca.Davidson@state.ma.us](mailto:Rebecca.Davidson@state.ma.us) or (617) 626-1744.
- **Offline SNAP Vouchers for Server Failures:** Occasionally, there are server issues with the SNAP Processing center that allows for SNAP purchases to go through. If this occurs, we can only support vendors without their own equipment with offline SNAP vouchers. If you have your own SNAP/HIP equipment you will be held responsible for processing office line vouchers at their own booth. If you do not have your equipment, REC will provide you with the paper voucher form and train you on how to fill it out with customer, and you will in charge of submitting those vouchers to the manager booth.
- **Vendors must give us access to limited sales information:** We will do our best to make this process simple and will be strictly confidential. Specific information from vendors will never be isolated and will always be contained in a larger pool of data. This information (sales total, sales type total, # of customers served, etc.) is vital to grant funding and sponsorship drives used by the REC for the farmers market program. This will happen at the end of the season.
- **Labeling and Pricing:** All vendors are required to label all products for sale with product type and price. In the case of cooperative agreements where vendors are selling the products of other MA farms vendors are required to label the specific products as such with the origin specified. Prices for all items for sale shall be posted clearly on a sign. No item shall be sold unless the price of the item is clearly displayed. Please make price signs visible to customers.
- **Signage:** Vendors are required to post a sign/banner with their farm/business name, as well as signage indicating where their products were grown. Farms shall not utilize the word organic in their signs unless you are organic certified. We encourage you to communicate your farming practices boldly and accurately.
- **Tents/Display/Equipment:** Vendor displays must incorporate tents to appear professional. Canopies must be clean and without rips and must be safely held down with weights. **NO STAKES ALLOWED.** Weights need to be heavy enough to hold down tents during light to moderate wind. If the wind makes the use of tents unsafe, then they can be forfeited for that day. All food must be at least six inches above the ground. Vendors are responsible for providing their own equipment including tables, chairs, tents, coolers, etc. Scales must be inspected and sealed annually by the Sealer of Weights and Measures that serves your farm/business location.



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Market Operations

- **Market Layout:** The Farmers Market Program Coordinator will work with vendors to identify a suitable market display location. A market layout map will be created at the start of the season that shows where each vendor should set up their display and where they should park their vehicle (when inside of market boundaries). Vendors will be provided updated maps as changes are made.
- **Parking:** A parking space will be provided adjacent to your booth in most cases. Should you need special parking accommodation beyond this Ashley Carter will contact you directly to identify a suitable space.
- **Arrival:** Vendors need to arrive, at minimum, half an hour before the market start time to allow ample time to set-up. Please use your own discretion when deciding how much time you will need to set up before the market.
- **Start of Market:** No transaction or early shopping can be made before the official start of the market. The market manager will announce the start of operations to the vendors when everyone is set up and prices are displayed punctually at 9 am.
- **Duration:** Vendors are expected to remain “open” for business from the start time through market close unless they sell out of products. If a vendor does leave before end time, the market manager must be informed. Please be prepared to stay for the entire market, this means carrying an appropriate amount for produce and products.
- **Attendance:** Vendors must be present at 85% of all market days if signed up for the full season schedule. The Farmers Market Program Coordinator and/or the farmers’ market manager must be notified of any absences at least one week in advance or as soon as possible when an emergency or special circumstance arises. Vendors will not receive refunds for missed market days.
- **Restrooms:** Beaver Brook Park has a portable restroom located in the parking lot. University Park has a portable restroom located in the upper portion of the park. Both restrooms are opened with a key you access at the manager’s booth.
- **Fire Protection:** Vendors using open flames, typically used to heat food, need to have a small kitchen fire extinguisher on hand.
- **Clean up and Trash:** Vendors are responsible for breaking down and bagging all their garbage including compostable produce material, as well as for disposal. Vendors are responsible for leaving their area free of garbage and debris and any other trash that may accumulate throughout the market hours.





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- **Music:** Vendors are not allowed to amplify music that can be heard outside of their immediate set-up. We will do our best to provide appropriate music for the market as we see fit.
- **Weather:** Unless “hazardous” weather is forecasted (including thunder and lightning, hail, hurricane, tornado, or extreme wind) market will be open. In the event of hazardous weather, the Farmers Market Coordinator will notify vendors within 24 hours of the market start time. If inclement weather starts during market hours, the market manager will monitor weather & notify vendors of any changes.

**Avoiding Vendor Conflicts, Farm Audits and Grievance Process**

- Please help our market be a pleasant and equitable experience for everyone by being courteous to all customers and other vendors. Our market serves a uniquely diverse customer base, including customers from low-income communities, communities of color, and non-English speaking communities. The REC strictly denounces any use of offensive or racist language, unfair treatment, or blatant disrespect toward ANY customer is unacceptable and will not be tolerated. **A documented violation of this rule may put a vendor in risk of losing their space at market.**
- REC welcomes feedback around systems that will improve the overall market experience and concerns around specific customer behavior so that we can intervene and support you. However, we explicitly reject generalizations about customers based on assumptions around income, type of payment used, gender, race/ethnicity, etc.
- If you have any concerns, especially that market standards regarding sourcing and display are being violated, please let the manager know directly, or call, text, or email Ashley. Ashley will first verify and document the offense. **The REC reserves the right to conduct farm audits employing Commonwealth Inspectors to verify the source of produce brought to market. Please do not confront fellow vendors directly.**
- **Process for Dealing with Market Rule Violations:**
  - Violation identified and brought to market manager or program coordinators knowledge (by walking up to managers’ booth, calling Ashley, texting Ashley, emailing Ashley, etc).
  - The Market Manager will document evidence of violation, if present, and submit it to Farmers Market Coordinator.
  - Confirmed violations will be addressed first with a documented conversation between vendor and Farmers Market Coordinator. Second violations will trigger a meeting outside of market time, and, if relevant, a farm audit. Third violations will result in vendor being asked to leave the



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market for the remainder of the season. All market violation meetings will be documented. No vendor fee refunds will be administered.

- In the event of customer conflicts, vendors reserve the right to make decisions regarding said customer, *excluding* their dismissal from the market site, which will be up to the market manger to resolve if necessary. Every effort will be made to train market managers in conflict resolution.
- The Program Coordinator reserves the right to interpret and enforce market rules as they see fit. If you want to file a formal grievance, you may contact the Director of Programs, Grace Sliwoski, in order to call a full meeting of all vendor partners to discuss the issue.