

East Hartford Farmers' 2024 Market Guidelines

Market Dates: Every Tuesday from July 9 through October 29

Time: 2:00 p.m. – 5:00 p.m.

Location: Town Green/Alumni Park, 1047 Main Street, East Hartford, CT 06108

No Vendor Booth Cost

One table and two chairs will be provided. All other set-up, including wifi, must be provided by the vendor.

All vendors are required to read, understand, and adhere to the market rules as presented.

The East Hartford Farmers' Market guidelines are available on the [Health Department webpage](#).

Market organizers reserve the right to update guidelines as appropriate. Vendor questions should be directed to the Health Department at health@easthartfordct.gov or (860) 291-7324. Questions about SNAP, WIC, or Senior Farmers' Market Nutrition Program benefits should be directed to the Social Services Department at (860) 291-7248.

Application Process:

1. All interested vendors need to first submit a completed East Hartford Farmers' Market vendor form. Please note the application is for all vendors (food and non-food).
 - a. The forms are located on the Town of East Hartford Health Department website at <https://www.easthartfordct.gov/farmers-market> or via [this link](#).
 - b. A paper application is available online and can be provided upon request and handed in to the Health Department located in Town Hall (740 Main Street).
2. If space is available for the farmers' market, and organizers approve the vendor based on the completed application, the vendor will be notified and will be required to submit the following additional documents:
 - a. Signed liability waiver provided by the Town of East Hartford
 - b. Crop plan (for farmers)
 - c. W-9 (for food vendors)
 - d. Food service establishments, food trucks and cottage food operators will need to provide proof of current licensure with the State of Connecticut or East Hartford Health Department, whichever applies.

General Criteria for Vendors:

1. Commitment to promoting Connecticut agriculture and farm viability; for food producers, this means sourcing ingredients locally whenever possible.
2. Diversity of product: for new applicants, the product must bring variety to the market.
3. Commitment to creating an appealing display.

4. Commitment to the markets' spirit of trust and collaboration.
5. Commitment to demonstrating professionalism and good customer-service to market attendees, other vendors, and market representatives.

Farmers' Market Rules

1. Connecticut grown: all agricultural products sold must be grown in Connecticut.
2. Connecticut based: all vendors must operate in Connecticut.
3. Producers only: all products sold must be produced by the vendor.
4. Value-added agricultural products: the main ingredients should be produced by the vendor and the product should be processed by the vendor whenever possible.
5. Baked goods and preserves: ingredients should be Connecticut grown whenever possible. Producer must mix, bake, or prepare the goods.
6. A signed liability waiver is required for all vendors. This waiver must be signed prior to the first market day the vendor is participating in and will cover the entire market season.
7. All approved vendors agree to participate in and adhere to the EHFM currency system. Vendors must accept market currency for services when appropriate and know the rules for what they can and cannot accept. Guidance will be provided.
8. The Town of East Hartford is an approved SNAP market participant. Acceptance of SNAP/EBT benefits is required of all eligible vendors selling meat, dairy, eggs, fruits, vegetables, baked goods, breads and cereals, spices and seasonings, seeds, seedlings and edible plants. Please refer to the [USDA website for more information on SNAP eligible items](#). NO hot, prepared food can be purchased with SNAP. If you are unsure of how SNAP rules apply to you, please ask.
9. Smoking, illegal drug use, and alcohol consumption by vendors is prohibited on market grounds.
10. Your licensure with the Town of East Hartford Health Department or Department of Public Health must be current, and ready to present to any Health Department representatives that attend the market.
11. The EHFM is a family friendly environment. Treat customers, market staff, volunteers and other vendors with courtesy, patience and honesty. Do not act in a manner that is rough, menacing, vulgar, profane or abuse.
12. The market manager reserves the right to suspend or expel vendors that violate these rules.
13. Wifi is not available at the Town Green/Alumni Park. Vendors that require wifi will need to bring their own mobile hotspot.
14. For vendors that would like to provide samples of food or beverage, proper hand hygiene as well as safe preparation and dispensing is required. A handwashing station must be available at your booth if you will be providing samples of anything other than items that were prepackaged ahead of time in a licensed and inspected facility. A limited number of portable hand wash stations may be available for your use at the market location. Please inquire ahead of time to ensure one is available, and if not, you must plan accordingly to provide your own. Additional requirements for providing samples include:
 - a. All fruits and vegetables must be washed clean of dirt with potable water before cutting/slicing.

- b. Only clean and sanitized knives, cutting boards, and other utensils may be used to prepare and dispense samples. Please plan to bring extra sets of these items to be switched out during the event as they become soiled.
- c. All exposed food samples must be protected from contamination by customers, employees, dust, insects, etc. by keeping them covered and/or behind effective sneeze guards.
- d. Individual single-use containers or pre-portioned bite-sized foods must be used. Examples are paper plates, cups, napkins, plastic utensils or toothpicks. The customer can then dispose of single service items once the produce is consumed. You must provide a wastebasket for trash at your booth if utilizing this method of dispensing.
- e. Samples must be dispensed by the vendor at the booth: no self-service of samples is permitted.
- f. Further guidance and requirements may be provided by the Environmental Health Division.

Arrival Time and Market Set Up

Vendors may begin to set up at 1:00 p.m. on Market days and are required to have their booths in place and ready for sales by 1:50 p.m. **Late arrivals will not be tolerated.** Late arrivals disrupt and endanger other vendors and Market customers, and they also place undue burden on the Market Manager in the event of an unexpected complication, such as a parked car or other obstruction in the parking lot that must be accommodated. If a vendor encounters an unexpected circumstance that would cause his/her delayed arrival, the vendor must **telephone** the Health Department main number at (860) 291-7324 and ask for the Farmers' Market Contact for that day to explain the circumstances and provide an estimated time of arrival. Notwithstanding such required notification, if a vendor is late more than twice during the Market season, the circumstances of his/her untimeliness will be reviewed by Market organizers for possible assessment of penalties, including suspension or termination from the Market. Sales may not begin before the opening of the Market at 2:00 p.m.

Pricing

Prices of items sold in the Farmers' Market must be clearly marked or posted. Collusion and deceptive pricing practices are prohibited. Vendors are not permitted to increase or decrease the price of any product during a market day. Vendors are not permitted to pressure or harass other vendors regarding the pricing of products.

Cancellation due to weather

In the event severe weather is forecasted, market organizers will make a decision to cancel as early as possible, either the day prior or morning of the farmers' market. If a market is cancelled, the Town will post an announcement on our website, and post the decision on social media platforms. Vendors can also call the East Hartford Health Department at (860) 291-7324

to verify whether the market is cancelled due to severe weather.