



## RIVERVIEW FARMERS MARKET VENDOR PRIORITY CONSIDERATIONS

These considerations will assist the FITH Board in moving forward its vision for the Riverview Farmers Market. These priorities apply to admission of vendors and the products they wish to offer for sale. Although RFM will not be bound to apply a particular set of selection criteria in every instance and must reserve unconditional discretion to accept or refuse anyone as an RFM vendor/certain vendor products, we consider these priority factors especially when evaluating vendor applications and will give preference to vendors who reflect these priorities in their application.

### 1. Farm Vendors

- a. Local Farm (within 200 miles of Jersey City)
- b. Product/vendor offerings are grown/raised by farmer
- c. Whether the farm meets the definition of small, family farm (Small family farmers, as defined by USDA, are those with GCFI (gross cash farm income) of less than \$350,000)?
- d. Vendor offerings allow greater product diversity at market and further vision of serving all members of the JC Heights community
- e. Returning Vendor in good standing with RFM

### 2. Prepared Food/Concession Food Vendors

- a. JC Heights/Jersey City/Hudson County/New Jersey Business (in that priority order)
- b. Use of locally sourced products
- c. Does the vendor/product add to the diversity of product offerings at the market?
- d. Does the vendor add a product that furthers the market vision of serving all members of the JC Heights community?
- e. Returning Vendor in good standing with RFM

### 3. Specialty/Craft & Artisan Vendors

- a. Majority of the product being sold (more than 50%) is producer-made.
- b. JC Heights/Jersey City/Hudson County/New Jersey Business (in that priority order)
- c. Does the vendor offer a unique product or service that furthers the market vision of serving all members of the JC Heights community?
- d. Returning Vendor in good standing with RFM

4. **Vendor Exclusivity:** There are no exclusive rights given to any vendor to sell any one product. We believe that market customers generally benefit from having a choice. We do curate and limit the number of vendors offering the same or similar product line for reasons relevant to our vision. The market may deny entry if the product line is deemed excessive for the marketplace or out of line with our vision. Vendors may be put on a waiting list.

### 5. RFM Resale Product Considerations

- Is the product already being offered and sold by an existing RFM farmer/producer?
- How would the product providers be viewed (weighing Market Vendor Priorities)?
- Will proof of purchase be provided upon request to verify purchase from stated producer?
- Please note that the resale of widely distributed, commercially produced goods is highly frowned upon by FITH. Such resales must be strictly approved by FITH.





**This Page is ONLY for Farm Vendors to Complete.**

The answers to these questions will help us in being better able to achieve our mission of supporting small, local family farmers. To promote transparency, Farms in the Heights will conduct farm visits.

Farm Location & Acreage Under Tillage:

Distance to RFM (average): (use 07307 zip code):

Owner of the Land:  Lease the Land:

Please list the agricultural products which you grow/raise and which you plan to sell at RFM and provide price ranges for products sold. *Attach additional sheets as needed.*

Certifications held? (Organic, Transitional, Humane, biodynamic, etc.); Please list: (Note: In the next few years, FITH will be will be working with farmers to further clarify our priorities for growing and animal husbandry)

If selling meat/eggs, check if applicable: Cage-Free \_\_\_ Pasture-Raised \_\_\_ Grass-Fed \_\_\_ Sustainably-Raised \_\_\_

**If you do not grow or raise all products you plan to sell, please list requested resale products and the farm/site from which they come from. All resale products are reviewed in consideration of RFM Farm Vendor Priorities and farmers should source products accordingly to increase chance of approval. The resale of ANY product is NOT allowed unless explicitly and specifically approved by RFM. Acceptance into the market is given only with regard to products you raise/grow unless a specific offer to join the market is made with regard to resale products. *Attach additional sheets if needed.***

## 2018 Fee Schedule

Vendor fees are collected at the beginning of the month by the market manager. Vendors must pay the sum equal to their standard weekly fee multiplied by number of weeks in that month. **10% discount available for vendors that pay for the entire season before or on market start date.** Some vendors may be approved for bi-weekly or monthly schedules based on market need, solely within the discretion of FITH board. See Page 4 of the application for more info on the Local Farm Sourcer Fee Reduction!

Vendor Type	Weekly Fee for 12X12 Booth	Weekly Fee for More than 12X12	If Market Fees for Year Are Paid before or on Market Start Date
Farmer	\$50	\$60	12X12: <b>\$1305</b> (\$145 savings) 12X12+: <b>\$1566</b> (\$174 savings)
Prepared Food/Concession	\$50 \$45 (Local Farm Sourcer (LFS))	\$60 \$55 (LFS)	<del>Non-LFS-SAME AS ABOVE</del> LFS 12X12: <b>\$1175</b> (\$130 savings) LFS 12X12+: <b>\$1436</b> (\$160 savings)
Craft/Specialty	\$35 \$30 (Local Farm Sourcer (LFS))	\$45 \$40 (LFS)	<del>Non-LFS</del> 12X12: <b>\$914</b> (\$101 savings) 12X12+: <b>\$1175</b> (\$130 savings) <del>LFS</del> 12X12: <b>\$783</b> (\$87 savings) 12X12+: <b>\$1044</b> (\$116 savings)

**Tent Space.** Please indicate how much space you will need: Check the apt. box:  
 Standard 12X12 Booth \_\_\_ More than Standard 12X12 Booth \_\_\_

Please describe the tables, trucks, freezers, etc. in your display. Indicate how much space your booth requires. Include a list of and special needs your booth will require. The Riverview Farmers Market will make every effort to accommodate your needs:

<p><b>Insurance:</b> Every accepted vendor is required to show proof of liability insurance and <u>to name Farms in the Heights</u> as an additionally insured party (\$1,000,000/occurrence policy) you may submit with application but if accepted, it must be submitted no later than 10 days before market start date).</p>	<p>Insurance Company:</p> <hr/> <p>Policy No.:</p> <hr/>
<p><b>Workers at Your Stand:</b> Please list all persons who will be working at your booth other than yourself along with contact information. If your staff changes please provide new contact information:</p>	

**I HAVE READ THE ABOVE PROVISIONS AND AGREE TO COMPLY WITH ALL TERMS DETAILED IN THE RFM APPLICATION. I HAVE ALSO READ AND UNDERSTAND THE RIVERVIEW FARMERS MARKET VENDOR RULES AND REGULATIONS AND THE MARKET VENDOR PRIORITIES, WHOSE TERMS ARE INCORPORATED IN THIS DOCUMENT, AND AGREE TO ABIDE BY THEM. I UNDERSTAND THAT NON-COMPLIANCE WITH THE AFOREMENTIONED DOCUMENTS OR ANY APPLICABLE LOCAL, STATE, OR FEDERAL REGULATIONS OR LAW CAN RESULT IN A RANGE OF ACTIONS, UP TO AND INCLUDING REMOVAL FROM THE MARKET.**

VENDOR SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_