



# Winter Farmers Market at Rolling Green Nursery

64 Breakfast Hill Road • Greenland, NH 03840 • 603.436.2732

## Purpose

The Winter Farmers Market at Rolling Green Nursery is sponsored by Rolling Green Nursery and seeks to promote local agricultural products to consumers in the Seacoast area. The market is focused on the common interest in NH agricultural-based products to promote and to establish and maintain the integrity of the local market. All items sold at this market will be produced locally unless otherwise approved and so identified.

## Producers

Our goal is to have as many vendors as possible that fit within the Saleable Products Definition.

## Saleable Products Definition

Local agricultural-based products only will be sold with exceptions if needed. Produce and items below must be grown/made locally by the vendor or a member of their family. Agricultural crafts; baked goods; dairy, fish, meat, poultry, and seafood products; eggs; fruits and berries; herbs; honey; jams and jellies; processed foods; seeds; syrup; vegetables.

**This market gives vendor precedence to agricultural, edible, and vendors using local products, but is enthusiastic about receiving applications from other vendors.** If vendors do not fit the above criteria, they will be given booth space only if space allows.

## Waiting List

Booth space is limited to the space available at the market site. A waiting list will be established for others seeking booth space after those limits have been met. Prospective vendors will submit an application for subsequent approval by **Rolling Green Nursery**.

## Fees

An **application fee of \$25** is payable to **Rolling Green Nursery** and should be submitted with application, certificate of insurance and food licenses. Rolling Green provides heating, electricity (if needed) and marketing. **Stall fees are \$25 per market attended.** A 10% discount will be granted to vendors who pay for the market (9 weeks) in full by first market.

## Responsibilities

- Each vendor, upon acceptance to the market, agrees to comply with these guidelines.
- All vendors must provide proof of product liability insurance as stated on the application.
- All vendors must comply with New Hampshire and the town of Greenland food licenses.
- Each vendor is responsible for complying with New Hampshire regulations pertaining to items sold at the market.
- Each vendor is responsible for being at the market on time and setting up before it opens. To avoid safety problems involving vendors' vehicles and gathering customers, vendors are advised to arrive for set up no later than 9:30 AM and no earlier than 8:30 AM. Those arriving later may be relocated for that day. No sales will occur prior to 10:00 AM when the market officially opens.
- **Each member is responsible for staying until the market closes at 2:00 pm.**
- All vendors are expected to attend every week unless otherwise arranged. If two markets are missed during the season the Market Manager has the authority to cancel a vendor's participation and offer the space to another vendor on the waiting list. The Market Manager will handle extenuating circumstances as they arise.
- Booth spaces are 8'w x 6'd - limited to one per vendor; electrical outlets are few and available on first come, first serve basis. Arrangements with manager must be made prior to market if electricity is required. It is your responsibility to bring a table, stool, banner, extension cords, etc.
- Prices of wares must be openly displayed for customers viewing.
- Each member will be responsible for providing his or her own display and removal of trash. The area must be left clean and neat at market day's end. All guidelines apply to anyone attending your area.
- Each vendor is responsible to bring enough product to each market to last the four hours until the market closes.

## Pricing

Vendors are encouraged to price their produce at fair market value. Customers come to the Winter Farmers Market at Rolling Green Nursery for the freshest and highest quality produce – they do not come for a ‘discount market’. Pricing should reflect the quality of the vendors’ products. Vendors are urged to consult the NHDAMF Market Bulletin for produce pricing guidance.

Prices will be prominently displayed. Where possible, each produce item will be priced individually.

## Operations

**Event Dates:** Rolling Green Nursery’s 2017-18 winter market will run the second and third Saturdays, November 11 & 18 & December 9 & 16; in 2018 the first and third Saturday of each month, January 6 & 20, February 3 & 17, March 3 only.

**Hours:** The market will be open on from 10:00 AM to 2:00 PM.

**Day of Market:** Vendors will unload their products through the greenhouse garage door on the west side. A Rolling Green Nursery employee will give parking instructions. **No vendor parking allowed where customers park.**

**Markets run snow or sun.** If you are unable to attend your scheduled market date, we’d appreciate a 48 hr. notice.

## Additional Contact Information

Rick **C** 603.231.0777

Beth **T** 603.436.2732

RollingGreenNursery.com

**wfmkt.rgn@gmail.com**

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### Directions from I-95 North:

- Take Exit 3B, Rte. 33 Portsmouth • Greenland
- Turn left onto Rte. 33 at lights.
- At 5th set of traffic lights, turn left onto Rte. 151 Greenland, at Dunkin’ Donuts.
- Follow 151 approximately 1.4 mile.
- Turn left onto Breakfast Hill Road.  
We’re just over the highway on the right.

### Directions from I-95 South:

- Take Exit 3, Rte. 33 Portsmouth • Greenland
- Turn left onto Rte. 33 at lights.
- At the 3rd set of traffic light, turn left onto Rte.151 Greenland at Dunkin’ Donuts.
- Follow 151 approximately 1.4 mile.
- Turn left onto Breakfast Hill Road.  
We’re just over the highway on the right.

### Trucks longer than 20’

We have a hairpin turn at the top of our driveway. Failure to comply will result in costly damage to your vehicle and our property. You CANNOT access our driveway from the other direction.

### From the South

- From I-95 N, take exit 1, bear right onto Rte. 107.
- At lights, turn left onto Rte. 1 N.
- Follow Rte. 1 approximately 9 miles.
- Turn left onto Breakfast Hill Rd.
- RGN is 1.5 mi. on left, just before I-95 overpass.
- Driveway forks, bear right and follow to store.
- Stop at store for further instructions.

### From the North

- From I-95 S, take exit 5  
(Spaulding Turnpike/Rte. 16/Newington • Dover)
- Stay right, follow to Rte.1 Bypass • Portsmouth Traffic Circle
- Take second right off rotary to Rte. 1
- Follow Rte. 1S for 4-5 mi.
- At light, turn right onto Breakfast Hill Rd.
- RGN is 1.5 mi. on left, just before I-95 overpass.
- Driveway forks, bear right and follow to store.
- Stop at store for further instructions.



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**Please Print Clearly**

**deadline: October 15, 2017**

Company Name:

Contact Name:

Full Address: street town: state: zip:

Mailing Address: *if different from given*

Phone:

Mobile:

Fax:

eMail:

Website URL:

**COMPANY CATEGORY** *please check*

Dairy    Fruit    Meats    Prepared Food    Vegetables   Other: \_\_\_\_\_

**Certified Organic?**    Yes    No

If YES please provide identification number: \_\_\_\_\_

Certified By: \_\_\_\_\_

Description of products sold that your company produces: \_\_\_\_\_

List of Prepared Foods being sold: \_\_\_\_\_

**PREPARED FOOD VENDORS**   What **local** ingredients do you use?

Please list them: \_\_\_\_\_

Description of products being sold as Value Added Products \_\_\_\_\_

Prepared Food License: \_\_\_\_\_

\* You must provide proof of product liability insurance

Insurer: \_\_\_\_\_

Policy #: \_\_\_\_\_

**Please check the dates that you are available to vend at the market [10-2 pm]:**

**2017**   **NOV** 11,18   **DEC** 9, 16   **2018**   **JAN** 6, 20   **FEB** 3, 17   **MAR** 3

We plan to post a vendor list on our website for consumers to view. Do you wish to be included:    Yes    No

**Please include the following with your application:**

1. A copy of your Insurance Certificate naming Rolling Green Nursery as an additional insured with \$1,000,000 coverage.
2. Copies of current licenses if applicable.

**Note:** This market gives vendor precedence to agriculture, edible, and vendors using local products, but is enthusiastic about receiving applications from other vendors. We hope that each vendor can attend as many markets as possible.

With the addition of the added market dates, we want to insure a good balance of products and a 'fresh' appearance for continued consumer attendance. Rolling Green Nursery may find that not all vendors can attend every market.

3. **Application Fee \$25.00.**

**Please return a completed application along with your insurance certificate, current licenses and \$25 application fee to:**

Rick Simpson • Rolling Green Nursery • 64 Breakfast Hill Rd. • Greenland, NH 03840 • [wfmkt.rgn@gmail.com](mailto:wfmkt.rgn@gmail.com)