



Hudson Valley Food Festival

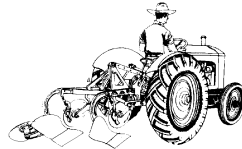
July 19th and 20th, 2013

Copake Country Club | Copake Lake, NY

www.friendsofthefarmer.com

info@friendsofthefarmer.com

**Friends of the Farmer Hudson Valley Mission:
Stand up for your farming community and food choices.
Succession ★ Community ★ Commerce ★ Sustainability**



NYDailyNews.com

DAILY NEWS

July 15, 2011 | Focusing on her own backyard, Edick recently created a showcase for what she believes to be the most important part in today's food chain — the farmer.

Friends of the Farmer★Hudson Valley Food Lovers Festival is a fabulous marketing + networking tool for your business. The public relations and eye levels generated for the festival will have a positive residual effect on participating organizations, farms, growers, producers, chefs and restaurants year-round, attracting new customers due to the heightened awareness created by Friends of the Farmer media, marketing and publicity. The festival will benefit the FarmOn! Foundation funding programming and scholarships for local Hudson valley students who want to pursue studies in agriculture.

★FRIENDS OF THE FARMER FESTIVAL★

Saturday, July 20, 11am-6pm, Copake Country Club, Copake Lake, New York
Barn to Belly: FARMS, FOOD & FUN FOR ALL!

In the spirit of making this family and community event accessible to everyone, we have deliberately kept the price of admission affordable. Any one and every family can enjoy the event on any budget.

- Advance admission tickets are only \$20 online.
- Admission at the door the day of the festival is \$25. Young-uns 10-17 \$10. Kids under 10 are free.
- Tickets are used as currency, \$1=1 ticket for viewings, tastings and purchases.
- Ticket books can be purchased the day of the Festival.

"I was happy to support the Friends of the Farmer event. Congratulations on doing such a fantastic job and making it such a success." Derek Grout | [Core Apple Vodka](#)

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Food lovers of every stripe will delight in the Taste of the Farm Market & LOCAVORE VILLAGE!

A bustling marketplace filled with growers, producers, specialty food makers, chefs, restaurants and plenty of customers with friends and families and the freshest goods available at the height of our growing season – tasting, engaging and buying your new Hudson Valley favorite product. Farmer’s Markets are a unique opportunity to shake the hand of the person who grew the peach you are about to bite into – *talk about barn to belly!* Shop, support, share and learn about these delicious bites! The village will offer goods of every variety including farmshare sign ups. **Support your local CSA! (Community Supported Agriculture) [JOIN A CSA](#)** Whether enjoying the sun setting over the Berkshires with a cocktail from the Local Libations tent or meeting a member of your community – vendors are sure to find new customers at Friends of the Farmer Taste of the Farmer Market and Locavore Village. Join us!

EYE LEVELS/EXPOSURE The proven success in 2011 and 2012 will get the Festival out of the gate with a bang. As was demonstrated by the excellent distribution and exposure last year – together we generated over 200 media impressions and national coverage, to a combined readership of over 10 million eyes, supported 200 local businesses spending \$75k locally and raised \$10k in scholarship funds.

The brand visibility built into the Festival is extensive, from posters, postcards and event programs to banners and signage at the festival. In addition to carefully crafted media exposure including print, editorial, radio, television and social media. The value of being associated with the integrity that this quality of exposure offers, our media story focuses on the mission, the sheer enjoyment and variety of the festival, building and sustaining community through commerce and the support and partnership of our likeminded sponsors.

This year our PR strategy will leverage our successes from the inaugural launch with publicity, industry and participant testimonials, highlighting our impressive attendance numbers and media exposure. All PR materials and messaging will be circulated to local, regional and national food, farm, lifestyle, travel and news mediums, print, web, as well as radio and television. We are listed in over 250 calendars, as well as with agritourism and lodging listings, food and travel bloggers. We are building a dynamic social media-marketing platform, generating excitement, connectivity, conversation and chatter with a list of over 60,000 followers. The visibility for your company or organization at the Festival will be significant – including all PR materials, programs and website listing as well as an opportunity to be on film for tv.

EVENT SIZE FotF seeks to secure repeat support from our 2011 & 2012 vendors, as well as from new farm friends, local businesses, community members and corporations with objectives that align with the FotF mission. **We are projecting 5,000 attendees for 2013.** The 5-year goal is 20,000 attendees. The event has already become a ‘destination’ for travelers and family vacations. Given the density of nearby NYC, Boston and Saratoga markets, the growing organic and locavore movements and the high concentration of weekenders in our area, this goal is based on solid research and demographics. The Festival will be filmed for a pilot television show, which will launch this fall.

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VENDORS also have a great opportunity to participate in pre-event promotions for even more exposure with sponsors, supporters and networking. PLEASE INQUIRE: tessa@friendsofthefarmer.com

ELIGIBILITY REQUIREMENTS Applicants must be a permanent year round (rather than temporary or mobile) retail operation, whose primary function is the preparation and sale of food or agricultural related products. Vendors/Restaurants must be located in the Hudson Valley or source from the Hudson Valley. Preference will be given to those vendors/restaurants who represent the best of the Hudson Valley in food and agriculture who use locally grown or sourced products as the primary ingredients who represent the ethnic and culinary diversity of the Hudson Valley who offer items with the best value to the consumer. All products must be good, clean, fair food that is locally sourced with NO GMOs, Humane Treatment of Animals, No preservatives, No artificial ingredients or additives, No Hormones, No Antibiotics. No exceptions.

Applicants will be selected based on meeting the requirements listed in this application.

LICENSE AND OTHER REQUIREMENTS Documentation for the licenses listed below must be submitted at the time of application.

Applying vendors/restaurants must have the following (not necessary to provide but agree to comply):
1. Own all necessary City and State of New York restaurant/farm operation licenses and permits for their permanent location. 2. Be listed as the d/b/a, if applicable, on their State of New York Retail Food and Farming Establishment License and the address listed on the license must be the address listed on this application

INSURANCE/REQUIREMENTS Applicants will be required to provide an original Certificate of Liability Insurance evidencing the following insurance minimums for the date July 20, 2013:

- Final acceptance of applicant is contingent on applicant naming the following on your certificate of Liability: Copake Country Club & Friends of the Farmer Hudson Valley, their employees, agents and officials as additional insured.

MAINTENANCE & SANITATION Friends of The Farmer management is looking for vendors that can prove they have the ability to sustain both Friends of the Farmer festival and their home base operations. Vendors/Restaurants applying for Friends are expected to effectively maintain the highest possible standards in terms of sanitation practices, proper food handling, professionalism and personnel training.

Equipment rental, refrigeration rental and commissary prep should be scheduled as soon as

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vendor/restaurant has been accepted into event. Also, vendors/restaurants will need to make their suppliers aware of delivery restrictions at Friends of the Farmer grounds for the duration of the event.

COSTS OF PARTICIPATING The total participation fee is \$250 (submit with application filing; once accepted, it is cashed).

Please note: Application fee of \$250 is absolutely non-refundable after acceptance. Friends of the Farmer suggests a 10% donation to the scholarship fund (deducted from sales net of taxes).

Vendors are responsible for their entire set up for sales of their products. If there are additional needs for vendors that use propane gas, refrigerated storage rental, equipment hook-ups and repairs, fuel, electricity and other services this must be brought to our attention. There will be a \$50 fee for electrical usage. Vendors are responsible for securing any and all necessary equipment for their operation. All equipment must meet State of New York safety and health standards.

We will have ice available for sale, but ask to know in advance of your needs.

INCLUDED IN COST OF PARTICIPATION

- Tented canopy assigned space
- One 8' table
- Communal trash bins and removal provided

VENDOR MUST PROVIDE

- Disposables: paper plates or bowls, utensils, straws, napkins as needed. Please inquire if you'd like us to provide for an added cost.
- Tablecloth
- Signage and banners to attach to tables
- Product & Décor
- Personal trash container
- Advise need for any additional requirements for food preparation
- Clean up supplies
- First aid kit

SET UP & BREAKDOWN Vendors can arrive no earlier than 9.00am on Saturday July 20th at the Copake Country Club to set up their table and booth at an assigned space. Vendors must be set up by 10.45am. Vendor booths will be in operation from 11am to 6pm. Vendors must promptly close down at 6pm, clean up and move out of booth by 7pm sharp. Vendor booth must be left in the same condition it was found – clean and orderly.

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KEY RULES & REGULATIONS Rules and regulations, as well as other vital information, will be discussed with Tessa Edick directly. This conversation is MANDATORY for each vendor's key contact person and on-site event manager. Choose your key contact person carefully as that person will need to be available at all times from the point of acceptance through Friends of the Farmer event. Remember, after acceptance to Friends of the Farmer, application fees are not refundable. Recycling and composting is a vital part of Friends of the Farmer. Use of recycling products is highly recommended. Please let us know if you have questions. tessa@friendsofthefarmer.com

VENDOR SALES Food selection will be carefully evaluated in regards to menu items. The Friends of the Farmer management team has full discretion to accept or reject any item proposed by an applicant. Applicants will not be permitted to change these listed items once the application has been filed unless approved by Friends of the Farmer.

ALL SALES ARE BY TICKET ONLY. Vendors are not allowed to accept cash. Tickets will be collected and accounted for by a THIRD PARTY ACCOUNTING COMPANY. Tickets must be counted and signed for the day of event with agreement for full payment made to vendor no later than one week following the event.

All menu and product prices must include sales tax and be in multiples of one dollar (\$1.00). Tickets are sold in strips of 10, which costs \$10.00.

WHAT HAPPENS AFTER ACCEPTANCE? We will contact you and your participation fee of \$250 will be deposited, within 72 hours made payable to the Friends of the Farmer. This covers your table and tent space.

Please send check payable to :

Friends of the Farmer

Mail to: Friends of the Farmer

21 Pond Hill Rd, Copake Lake NY 12521

Questions? 518.325.9437 or tessa@friendsofthefarmer.com

FRIENDS OF THE FARMER WILL REQUIRE All participating vendors are to submit a Certificate of Insurance evidencing the aforementioned insurance minimums and the endorsement naming Friends of the Farmer LLC and the Copake Country Club as additional insured. Acceptance is provisional pending the submission of these documents.

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THE FRIENDS OF THE FARMER TEAM will be with you every step of the way to get you up and running successfully. Upon acceptance you will be sent load in/out time, information set up and details. Please call or email with any questions.

Please type or print clearly:

CONTACT INFORMATION

Vendor Name: _____

Key Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Vendor Phone: _____

Key Contact Mobile Phone: _____

Vendor Email: _____

Vendor Website: _____

IF DIFFERENT:

Owner's Name: _____

Owner's Cell Phone: _____

Owner's Email: _____

Alternate Contact Email: _____

Based on aligned demographics between your company's target audience and the Friends of the Farmer Festival, we offer your business the unique opportunity to actively join the locavore movement and become a vendor at the Friends of the Farmer Festival in 2013.

Questions? O: 518.325.9437 ★ C: 617.852.0313 ★ E: tessa@friendsofthefarmer.com

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