

Succession ★ Community ★ Commerce ★ Sustainability

FARM ON!

If you ate today, thank a farmer.™

★ FRIENDS OF THE FARMER FESTIVAL VENDOR APPLICATION ★

Saturday, September 27th, 10am-6pm, FarmOn! At Empire Farm, Copake, NY

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. Anyone and every family can enjoy the event on any budget.

- Advance admission tickets are only \$15 for adults. Children 15 and under are free.
- Admission at the door the day of the festival is \$20

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.

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.

SELL! ★ 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 farm share 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!

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VISIBILITY! ★ EYE LEVELS With the success of the last three years, 2014 proves to be a very successful year with large numbers in attendance, high visibility with press and partnerships such as Walt Disney Company, TasteNY and Whole Foods Market. Demonstrated by the excellent distribution and exposure last year – together we generated over 100 media impressions and national coverage, to a combined readership of over 5 million eyes, supported 200 local businesses spending \$150k locally and raised \$5k in scholarship funds that were donated. **The brand visibility built into the Festival is extensive, from posters, postcards and event programs to banners and signage at the festival, social media and integrated partnerships for a wide reach with compelling messages. 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 of our benefactor, a 501(c)(3) non-profit charitable organization FarmOnFoundation.org, the sheer enjoyment and variety at the festival, building and sustaining community through commerce and the support and partnership of our likeminded sponsors and experiential takeaway from visiting a working farm.

PR ★ EXPOSURE This year our PR strategy will leverage our successes from previous years with publicity, media partnerships with DuJour, Modern Farmer Magazine and WDST Radio as well as event activations, industry and participant testimonials and promotion highlighting our impressive attendance numbers and exposure including broadcasting through I LOVE NY and NYS Tourism opportunities. 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.

ATTENDANCE ★ EVENT SIZE FOTF seeks to secure repeat support from our previous years vendors, as well as from new farm friends, local businesses, community members and corporations with objectives that align with our mission.

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

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research and demographics. The Festival will offer a Disney musical artist to promote and perform at the Friends of the Farmer event.

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 local year round retail operation, whose primary function is the preparation and sale of food or agricultural related products, services or education. Vendors/Restaurants must be located in the Hudson Valley or source ingredients 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 Humane Treatment of Animals, No preservatives, No artificial ingredients or additives, No Hormones. No exceptions.

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

LICENSE ★ OTHER REQUIREMENTS

Documentation for the licenses listed below must be submitted at the time of application and hold harmless agreement must be signed.

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 September 27, 2014:

Final acceptance of applicant is contingent on applicant naming the following on your certificate of Liability: FarmOn Foundation, Friends of the Farmer Hudson Valley, their employees, agents and officials as additional insured & FarmOn! Foundation at Empire Farm

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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 to be Vendors at the Friends of the Farmer Festival 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 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 per vendor entity.

Please note: Application fee of \$250 is absolutely non-refundable after acceptance. Friends of the Farmer suggests a 10% tax-deductible donation to the FarmOn! Foundation 501c3 non-profit organization for participation of total sales revenues. Check out day of with tally must be approved.

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.

★ INCLUDED IN COST OF PARTICIPATION ★

- Tented canopy assigned space
- Communal trash bins and removal provided
- We will have ice available for sale, but ask to know in advance your needs
- We will have electric available for sale, but ask to know in advance your needs

★ VENDOR MUST PROVIDE ★

- Staff
- Table/Tablecloth
- Signage and banners to attach to tables
- Product & Décor
- Personal trash container & bags

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- Advise need for any additional requirements for food preparation
- Clean up supplies
- First aid kit
- Eco Friendly Disposables: paper plates/bowls, utensils, straws, napkins as needed. Please inquire if you'd like us to provide for an added cost.
- COI PROOF OF INSURANCE

SET UP ★ BREAKDOWN

Vendors can arrive no earlier than 8:00am on Saturday September 27th at FarmOn! at the Empire Farm 556 Empire Road Copake, NY to set up their table and booth at an assigned space. Vendors must be set up by 9:45am. Vendor booths will be in operation from 10am to 6pm. Vendors must promptly close down at 6pm, clean up and move out of booth by 8pm sharp. Vendor booth must be left in the same condition it was found – clean and orderly. Whole Foods vendors will be provided with signage stating where to buy!

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 assignment. 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 RESPONSIBILITY OF THE VENDOR. Vendors are now allowed to accept cash and credit slips. All menu and product prices must include sales tax, which is collected and paid for by vendors directly and not the responsibility of Friends of the Farmer or any of its entities.

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WHAT HAPPENS AFTER ACCEPTANCE?

If you are accepted: We will contact you and your participation fee of \$250 will be deposited, within 72 hours. This covers your table and tent space for the event and listing on our website as a participating vendor.

Please send check payable to:

Friends of the Farmer

Mail to: Friends of the Farmer

FarmOn! at Empire Farm

556 Empire Road

Copake NY 12516

Questions? 518.329.FARM 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 Hudson Valley LLC, FarmOn! Foundation and FarmOn! at Empire Farm as additional insured. Acceptance is provisional pending the submission of these documents.

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.

RELEASE/HOLD HARMLESS BY SIGNING THIS APPLICATION Each party will AGREE TO indemnify and hold FRIENDS OF THE FARMER HUDSON VALLEY LLC, FarmOn Foundation, Tessa Edick, FarmOn! at Empire Farm and each of our officers, board of directors, partners, agents, employees, affiliates and licensees, HARMLESS from and against any and all claims, damages, liabilities, costs and expenses (including outside attorneys' fees and disbursements) (collectively, "Losses") arising out of any material breach of any representation, warranty, covenant or agreement made by you herein, or arising out of your unauthorized acts or use of any materials furnished by you hereunder. We will indemnify and hold you harmless from and against any and all Losses arising out of services supplied to you by us, or our production or distribution or exploitation of the Project (except to the extent your indemnification set forth above applies).

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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 2014.

Questions? **O:** 518.329.FARM **C:** 617.852.0313 **E:** tessa@friendsofthefarmer.com