



## CROSSROADS FARMERS MARKET

Takoma/Langley Crossroads

Mailing Address: 6930 Carroll Avenue, Suite 426, Takoma Park, MD 20912

### 2016 Crossroads Farmers Market Vendor Application

*Crossroads Farmers Market is proud to be among nine farmers markets participating in a national research project known as Farmers Market Metrics. This project is designed to help market managers understand and communicate their impacts. As partners in this effort, we are collecting information that helps us understand more about your business, which, in turn, will help us to better support your operations.*

*In this 2016 application, and at intervals throughout the season, you will be asked to complete some very brief surveys on a small number of topics, including:*

*\* Total farm acres cultivated*

*\* Pounds of products donated to*

*\* Total number of crops offered  
for sale (if applicable)*

*gleaning organizations*

*Any information you provide is confidential and will be compiled into aggregate data. No individual business information will be released without written consent from the owner.*

*This pilot phase of Farmers Market Metrics is a joint project between the Farmers Market Coalition (FMC) and the University of Wisconsin. Crossroads Farmers Market, the Farmers Market Coalition, and the University of Wisconsin thank you in advance for your time and cooperation. For example, in 2015 we calculated that CFM produce vendors traveled an average of 65 miles to Crossroads. Together, they also donated 3,063 lbs of food to a local Meals on Wheels who delivers nutritious food to homebound seniors. You can learn more about FMC Metrics Project at [www.farmersmarketcoalition.org/farmers-market-metrics](http://www.farmersmarketcoalition.org/farmers-market-metrics).*

Applicants should be enthusiastic about participating in our programs and serving our diverse customer base. We are looking for vendors who are willing to navigate possible cultural and language barriers in order to ensure good sales from week to week. For example, some shoppers like to bargain, as it is a cultural norm for them. Handling such situations requires both patience and proper signage, especially consistent listings of prices. We suggest that medium-large sized vendors have at least two workers at their booth, at least 1 of whom can communicate with our majority Spanish-speaking customer base. We can identify a bilingual community member to work with you if that would be helpful.

Last year, our larger-scale produce vendors averaged \$1,300 per week, small-scale produce vendors averaged \$450 a week, and hot prepared food vendors who came every week averaged \$800. Because word of mouth is the main promotion tool for our (primarily) off-line shopper base, you should expect to have lower than average receipts in the start of the season, and higher than average receipts in July, August and September. Fall is steady.

If Crossroads sounds like a good fit for your business, please fill out the application!



## CROSSROADS FARMERS MARKET

Takoma/Langley Crossroads

Mailing Address: 6930 Carroll Avenue, Suite 426, Takoma Park, MD 20912

Vendor Name(s): \_\_\_\_\_  
 Business Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 Business Phone Number: \_\_\_\_\_  
 Cell Phone Number: \_\_\_\_\_  
 Email: \_\_\_\_\_

Please provide up to two physical addresses for your business' primary point(s) of production.  
 No P.O. Boxes, please.

Primary location #1:	Primary location #2:

Please use the table below to report your **2015** farm acreage information. (*Please write "N/A" if not a farm business*)

<b>Total acres:</b>	
Owned:	
Leased:	
Cultivated or grazed in 2015:	
Percent of total cultivated or grazed acres devoted to 2015 farmers market production ( <i>please estimate to the best of your ability</i> ):	

Do you anticipate devoting fewer, the same, or more acres to production for the **Crossroads Farmers Market** in 2016? (please circle one):

*Less          Same          More*

Requested Stall Space: \_\_\_\_\_ 20'x20' or \_\_\_\_\_ 10'x10'  
 Can you off-load and move your vehicle: \_\_\_ YES or \_\_\_ NO  
 Vehicle: \_\_\_\_\_



## CROSSROADS FARMERS MARKET

Takoma/Langley Crossroads

Mailing Address: 6930 Carroll Avenue, Suite 426, Takoma Park, MD 20912

Other Markets:

---



---

**Type of Producer:**

Farmer

Other (specify): \_\_\_\_\_

Baker

Prepared Foods Producer

Meat Processor

Cheese Maker

**All Producers-** Do you intend to sell up to 25% of product on behalf of another producer? \_\_\_

If so, what products: \_\_\_\_\_

What farm/production facility are these from: \_\_\_\_\_

**Fruit and Vegetable Producers-** Please help us understand the variety of farm products available at **Crossroads Farmers Market** by completing the attached form (Fruit\_Veg\_Checklist) indicating the crops and varieties you sold at this market in 2015 and intend to sell in 2016.

**Other Producers-** What products will you have available at **Crossroads Farmers Market** in 2016:

---



---

Production methods: (e.g. free-range, organic, additive-free, use of preservatives, traditional methods, slow-growth rearing, feed, chemicals). Use a separate sheet if necessary. For breads, preserves, prepared foods: list local ingredient sources if applicable:

---



---

Best time for a visit (time of day, month, etc): \_\_\_\_\_

In 2015, what were your business' TOTAL gross sales at **Crossroads Farmers Market** by category? (Write N/A next to any category of products your business did not sell at this market in 2015. Value-added (or "Processed") Foods include baked goods, pickles, condiments, jams, charcuterie, etc. Ready-to-Eat (or "Hot") Foods are freshly made foods on-site at market.)

<b>Total 2015 gross sales at Crossroads Farmers Market:</b>	<b>\$</b>
Farm product sales:	\$
Value-added sales:	\$
Ready-to-eat food sales:	\$
Other product sales (crafts, services, etc.):	\$



## CROSSROADS FARMERS MARKET

Takoma/Langley Crossroads

Mailing Address: 6930 Carroll Avenue, Suite 426, Takoma Park, MD 20912

Do you anticipate less, the same, or higher total gross sales at this market in 2016?  
(please circle one):    *Less*                      *Same*                      *Higher*

Which of the following best describes the primary operator(s) of your farmers market business (farmers, owners AND marketing associates)? (Please check all that apply):

White (not Spanish, Hispanic, or Latino)  
Spanish, Hispanic, or Latino  
Black or African American  
American Indian or Alaska Native

Asian or Asian American  
Other: \_\_\_\_\_  
Prefer not to answer

If you sold at this market in 2015, please estimate to the best of your ability the total number of pounds of food products, and/or their retail value, that you donated to soup kitchens, food banks, or similar organizations in 2015 while at the **Crossroads Farmers Market** (please write *N/A* if your business did not donate food products at this market in 2014).

Total estimated pounds of food donated: \_\_\_\_\_ pounds

Total estimated retail value of food donated: \$\_\_\_\_\_

Is there anything else you'd like to tell us about your business' needs, or about your experience selling at farmers markets?

### PLEASE READ AND CHECK THE APPLICABLE STATEMENTS BEFORE SIGNING:

- I have reviewed the updated 2016 Crossroads Farmers Market guidelines and agree to comply with conditions described therein in applying to be a market participant.
- I grow/**produce 100% of the products** I intend to sell at market, **OR**  I grow/produce at least 75% of the products I intend to sell at market. I intend to supplement with products from another local farm. I have included additional products and their production location on my application.
- I am including a **\$35 early-bird application fee** for my application dated by February 14, 2016. For applications submitted after February 14, I am including a \$50 application fee. I understand that applying for participation is not a guarantee of acceptance. I understand that I will hear the decision on my acceptance by March 1<sup>st</sup>, 2016.



## CROSSROADS FARMERS MARKET

Takoma/Langley Crossroads

Mailing Address: 6930 Carroll Avenue, Suite 426, Takoma Park, MD 20912

- I am including a copy of our vendor-appropriate permit (temporary or regular) from Montgomery County Health Department. This applies to those selling eggs, jams, honey, preserves, baked goods and prepared/hot foods.
- I am including a copy of our certificate of insurance.
- I am dedicated to displaying signage and pricing every week, as is legally required.**
  
- Produce Vendors Only.** I am including a copy of my stamps to accept Maryland WIC FVC, FMNP and SFMNP, or, I plan to attend MD WIC training on this date: \_\_\_\_\_.
  
- Egg Vendors Only.** I am including a copy of our permit from Maryland Dept. of Agriculture.
  
- Prepared & Value Added Food Vendors.** I am a prepared food vendor committed to using ingredients from Crossroads' farmers when available. I understand that by making this commitment at the beginning of the season, CFM will help promote these products through weekly email updates and signage.
  - I am including a copy of my food service facility license or a letter from the certified commercial kitchen where I prepare or produce value added foods for sale.
  - I am operating my business under the cottage food law, producing my goods in my home kitchen. I am including a copy of my cottage food label with my application.
  
- All Vendors.** I have read the attached document regarding eligible SNAP food items, and I better understand which market products can be sold to customers using SNAP tokens. Any non-eligible items I might sell are as follows: \_\_\_\_\_
  
- I am interested in selling at a TBD Crossroads Night Market or other Old Town Takoma Park fundraising event in May 2016.**
  
- I understand that as a vendor, at least one Wednesday marketing associate from my farm/business is required to attend **at least two** of the following Crossroads Community Food Network events. I understand that I may select those that are most relevant and/or convenient for me:
  - Wednesday February 17<sup>th</sup>, Basic Pest Management 10am-1:30pm (English) OR 12:30-4pm (Spanish)** Hally & Gabrielle present an introductory training about how to best manage pests and mitigate their damage. We draw on examples of the specific pests YOU see to determine optimal timing and intervention strategies that match your farming approach. Class covers principles of Integrated Pest Management as well as pesticide safety. **Crossroads office, 6930 Carroll**



## CROSSROADS FARMERS MARKET

Takoma/Langley Crossroads

Mailing Address: 6930 Carroll Avenue, Suite 426, Takoma Park, MD 20912

**Ave suite 426, Takoma Park, MD. Includes free lunch catered by Microenterprise participants!**

□ **Wednesday February 24<sup>th</sup>, Basic Nutrient Management**

**10am-1:30pm (English) OR 12:30-4pm (Spanish)** Hally & Gabrielle present a breakdown into soil science, nutrients, and how to capitalize on plant-soil interactions. We will stress what forms of nutrients your plants can use and how to identify nutrient deficiencies before it's too late. This class explores the many types of fertilizers (organic commercial, etc.): those that act immediate and those that contribute to long-term soil health. We will also cover what \*cash crops\* you can grow to improve your soil health! By the end of this class, we hope you see your soil as a capital investment to include in your farm plan and grow better crops. **Crossroads office, 6930 Carroll Ave suite 426, Takoma Park, MD. Includes free lunch catered by Microenterprise participants!**

□ **Thursday March 10<sup>th</sup>, 7-9pm Crossroads Community Food Network Documentaries**

This series of short (vendor) movies explores how food fulfills and unites a community. You will get the opportunity to learn more about your fellow vendors. **Takoma Park Community Center, 7500 Maple Ave, Takoma Park, MD. Refreshments and discussion to follow the screening.** We're also looking for new stories to include, are you interested in being filmed? \_\_\_\_\_

□ **Wednesday April 13<sup>th</sup>, 7-9pm World Café with Diversity Training**

This round table discussion session will include training on the basics about cultural competency to Crossroads Farmers Market staff, vendors, volunteers and shoppers. At this training, we'll be answering questions that relate to cultural competency in our fast-paced, diverse farmers market setting where multiple languages and cultures are encountered each week. For example: What are the communication challenges our staff, vendors, volunteers and shoppers have faced at Crossroads Farmers Market? What are effective ways of working with culturally diverse audiences to help YOU increase business sustainability and sales to a diverse audience? **Takoma Park Community Center, 7500 Maple Ave, Takoma Park, MD. Includes free brunch catered by Microenterprise participants!**

Signature of applicant: \_\_\_\_\_ Date: \_\_\_\_\_

Please return completed application to Michelle Dudley, Crossroads Market Manager at: [mdudley@crossroadscommunityfoodnetwork.org](mailto:mdudley@crossroadscommunityfoodnetwork.org) or

Crossroads Community Food Network, 6930 Carroll Ave, Suite 426, Takoma Park, MD 20912.

We wish you a wonderful season! Thank you for applying with Crossroads!