



GROWN NYC GREENMARKET
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Thank you for your interest in Greenmarket. Our mission is to promote regional agriculture and ensure a continuing supply of fresh local produce for New Yorkers. Greenmarket supports farmers and preserves farmland for the future by providing regional, small family farmers with opportunities to sell their fruits, vegetables and other farm products to New Yorkers. We are the largest farmers market network in the country. Greenmarket started in 1976 with one market in Manhattan and has since grown to over 40 locations with at least one in every borough of New York City.

Greenmarket has Regulations which govern eligibility, products that may be sold, and what is expected of our Producers. Our Regulations make Greenmarkets unique for farmers and other food producers *and* for New Yorkers who wish to buy home-grown, local foods. What follows are some important elements from our Regulations.

Producer-Only. We provide regional growers with an opportunity to sell their home-grown produce in open-air farmers markets directly to New York City consumers. Furthermore, Greenmarket is a public service. Many markets are located on public property, often on sites where other commercial activity is limited. Greenmarket operates on these sites in part because our farmers markets are for regional farmers and other regional food producers to sell their local farm products.

- Greenmarket is a Producers' market, thus you may only sell what you grow or produce.
- Producers must be in full control of the production of all products.
- The Producer is expected to come to market him/herself.
- Producers may apply as individuals, families, and family corporations, or not-for-profit educational organizations. Cooperatives are not eligible.

Region. Producers must be located within our Region, a circle extending 120 miles to the south, 170 miles east and west, and 250 miles north of New York City. (See map.)

Product Integrity. Produce must be fresh and of high-quality. Producers may not sell irradiated or genetically modified produce.

Eligible Products. Regional Farmers may apply to sell what they grow and what they make from what their harvest, including produce (fruit, grain, herbs, legumes, mushrooms, sprouts and vegetables), beverages (including milk, soy milk, fruit juice, wine, wheatgrass juice, & herb tea, wine, beer, cider and spirits), dairy products, eggs & egg products, cultivated or wild fish and shellfish, grain & grain products, honey & bee products, maple products, meat & meat products, processed foods, vinegar, as well as non-edible animal products (including wool, leather, & candles) and plant materials (including plants, flowers, holiday trees, wreathes, roping, vines, and other arrangements). Regional farmers and regional food producers may apply to sell baked goods and preserves (jams, jellies, relishes, chutneys, canned & pickled produce) they make from locally grown ingredients. Local commercial fishers may apply to sell fish they catch or raise in Mid-Atlantic waters. Detailed requirements are in our Regulations.

If you would like to include Greenmarket in your future direct-marketing plans, please provide the requested information on the following pages, so that we may begin your application. Send your completed application request to: GrowNYC Greenmarket PO BOX 2327 New York, NY 10272, fax 212-788-7900(fax), or email info@greenmarket.grownyc.org *If approved, a full application will be sent by mail.*

GREENMARKET NON-FARMER APPLICATION REQUEST

Non-farming Producers may be considered for only three types of products: Seafood, Baked Goods, & Preserves. All other products may be sold only by the local farmer that grew it or made it from ingredients they grew or raised.

Owner/Producer (legal name) First

Last

Date:

Business name (legal name):

Mailing Address:

City, State, Zip

Phone:

Email

Tell us about your business (size of operation, history, etc)

What are your sales outlets? (e.g. wholesale, retail, storefront, bakery counter, farmstand, farmers markets, CSA.)

Have you ever sold in open-air markets before? If yes, which ones?

Why are you interested in selling at Greenmarket?

How is your business structured? (e.g. Sole Proprietorship, Family Partnership, Corporation)

List all owners, members, officers, and partners names and titles

When are you interested in starting market?

When does your market season begin & end?

BAKED GOODS.

Bakers who demonstrate a strong commitment to regional agriculture and support the Greenmarket Mission will be considered for participation at Greenmarket. In order to be considered, producers of Baked Goods must comply with our rules, including eligibility, production, and ingredient sourcing. Developed by Greenmarket and our advisory committee, these rigorous and comprehensive rules ensure that baked goods in our markets support our mission, with flexibility to accommodate a variety of different baked goods producers and product lines.

Bakers with fixed retail outlets in New York City are not eligible. (A fixed retail outlet is a stationary commercial location open to the public, and does not include temporary retail locations such as carts, fairs and farmers markets, or wholesale sales to stores and restaurants.)

Identify all of your fixed retail outlets and locations.

What permits, licenses and registrations do you have?

Facility Address

Type of Facility

Is this your own or a shared facility?

Describe your production schedule.

How does your production and ingredient sourcing change throughout the year?

Baked Goods Product Line

Product line and at market inventory of baked goods containing produce must include a minimum percentage of baked goods products that feature regionally grown produce ingredients: (i) At minimum 75% from July through December, and (ii) At minimum 25% January through June.

List all products, each variety and flavor separately. For each item & variety/flavor identify the season it is available, list produce ingredients (e.g. fruit, vegetables, mushrooms, nuts, seeds, citrus, chocolate, olives) as locally-grown or not locally-grown.

Item & Variety	Season Available	List Locally-Grown Produce Ingredients	List Not Locally-Grown Produce Ingred.

Baked Goods Ingredients.

Producers must prepare baked goods from scratch: no commercially prepared dry bases or mixes, dough mixes, crusts, shells or fillings.

Grain and Flour. Non-farming baked goods producers and farmers baking in licensed kitchens must use a minimum of 25% Regionally grown and milled grain and flour. (25% of total volume of grain products used to produce baked goods to be sold at Greenmarket). Farmers baking in license exempt home kitchens are encouraged to use regionally grown and milled flour.

Identify the flours and grains you use to make your baked goods, for each provide the % it comprises of your total grain and flour volume, identify which are locally grown, and the source.

Produce. Produce that can be grown in the Region, excepting nuts and seeds, must come from Regional farms. Identify the farms and locations where your locally-grown produce ingredients are grown.

Eggs. Fresh, whole eggs used in baked goods must come from Regional farms. Identify regional farm and location where produced.

Fluid Dairy & Milk. Fluid milk products used in baked goods must come from Regional farms. Producers are encouraged to use other dairy products from Regional farms when available. List the milk and fluid dairy you use in your baked goods, identify regional dairy farm and location where produced.

Meat. All meat products used in baked goods must come from Regional farms. List the meats used in your baked goods, identify regional farm and location where produced.

Maple Syrup. All maple syrup products must come from the region. List types used in baked goods, identify regional farm and location where produced.

Honey. All honey products must come from the region. List types used in baked goods, identify regional farm and location where produced.

Baked Goods Points.

In addition to the ingredients that all bakers are required to source from regional farms, all Farmers and non-farm based Producers (“Other Producers”) who wish to sell Baked Goods must earn at least four points. While evaluating new applications, preference will be given to bakers that exceed the minimum requirements.

Points may be earned by:

- **Farming:** Producer sells their agricultural product in Greenmarket. At least 50% of the Producer’s display at market is agricultural product. **2 points**
- **Grain/Flour:** Sources Regional Grain and Flour more than minimum required. Points awarded by percent of all flour used for Greenmarket products that is sourced from the Region. 30%=1 point; 35%=2 points; 40%= 3 points >50%=4 points. **Variable points**
- **Uses own Farm’s Products as ingredients:** The Producer uses own farm's products in at least 50% of baked goods product line. **1 point**
- **Using only Regional Produce and Products:** The Producer uses no ingredients from out of Region (e.g. lemons, coconut, chocolate, etc.) **1 point**
- **Other Regional Ingredients:** The Producer uses Regionally grown and produced ingredients beyond what is required. (For example: regional fats and cheese. No points earned for using required ingredients.) **1 point for each ingredient**
- **Fairly-Traded Ingredients:** The Producer uses non-Regionally grown produce ingredients (eg: chocolate & cocoa, citrus, nuts & seeds) that are 100% fairly-traded. **1 point for each ingredient**
- **Milling:** The Producer mills at least 50% of their flour. **1 point**
- **Processing:** Does the work of processing the ingredients. (e.g. pitting and processing whole fruit for out of season use, rendering leaf lard, etc. No points earned for storing pantry ingredients, or mixing and baking products.) 50%=1 point;100%=2 points **1-2 points**

Referencing the above bulleted list, detail how you earn at least four points.