



GREENMARKET GROWN NYC

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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. Producers may sell produce (including fruit, grain, herbs, legumes, mushrooms, sprouts and vegetables), baked goods, beverages (including milk, soy milk, fruit juice, wine, wheatgrass juice, & herb tea), dairy products, eggs & egg products, cultivated or wild fish and shellfish, grain & grain products, honey & bee products, maple products, meat & meat products, preserves (including jams, jellies, relishes, chutneys, canned & pickled produce), processed foods, vinegar, as well as non-edible animal products (including wool, leather, & candles) and plant materials (including plants, flowers, christmas trees, wreathes, roping, vines, and other arrangements). Requirements for each category are detailed 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: Greenmarket, GROWN NYC, 51 Chambers St. #1231, New York, NY 10007, 212-571-0778 (fax), info@greenmarket.grownyc.org *If approved, a full application will be mailed to you.*

GREENMARKET FARMERS MARKET APPLICATION REQUEST

Producer (Owner): _____ Business Name: _____ Date: _____

Mailing Address: _____

Phone Numbers: _____

Email: _____ Website: _____

Facility Address _____

Type of Facility _____

License & Issuing Agency _____

State _____ County _____

Fishers only: How many commercial fishing boats you own and operate? _____

Where is your dock? _____ What waters do you fish? _____

What licenses do you have? _____

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

What are your current outlets: (e.g. wholesale, retail, storefront, farmstand, CSA, if other please describe)

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 or Corporation)

List all partners & corporate officers, names and titles, and describe their role in the business:

YOUR DIRECT-MARKETING NEEDS:

When are you interested in starting market? _____

How many Greenmarkets would you like within one week? _____

What days of the week are you available for markets? _____

When does your market season begin & end? _____

Do you already have a vehicle that you would use to bring your goods to market? ____ If yes, Length _____ Type _____

At a depth of 10', how wide a display would you need for your products? _____

Where did you get this application request? _____

How did you hear of Greenmarket? If you were referred to us, please tell us by whom.

YOUR PRODUCTS For each of the categories of products you harvest or make and wish to sell at Greenmarket check the appropriate box and provide the requested details (use additional pages if necessary.) The following products may be sold *exclusively by the Farmer or non-farm based Producer of the product.* These are the only three types of products for which we accept non-farm based Producers:

SEAFOOD. List the species you catch, describe any processing.

PRESERVES—Jams & Jellies, Pickles, Chutneys & Preserves. List your products, for each product include quantities, ingredients, source farms and locations where produce is grown. Describe production schedule.

BAKED GOODS. List your products and describe how your product line changes throughout the seasons. In addition, see the Baked Goods specific questions below.

All other products may be sold exclusively by the local farmer that grew or raised it, or made it from ingredients they grew or raised. NO EXCEPTIONS.

PROVIDE PRODUCT DETAILS use additional pages if necessary

PRODUCERS OF BAKED GOODS

Thank you for your interest in selling baked goods at Greenmarket. As you know, Greenmarket is not for profit program created to promote regional agriculture and to ensure a continuing supply of fresh local produce for New Yorkers. We implement this mission through operation of our farmers markets; preserving the integrity of our organization and markets through our Rules is our foremost priority. Baked goods available at Greenmarket must be a showcase for the agricultural products that are available in our region.

For almost 15 years we exclusively considered farmer producers of baked goods. As of April 1, 2010 we began to also consider non-farmer based bakers who demonstrate a strong commitment to regional agriculture and support the Greenmarket Mission. These rigorous and comprehensive rules will ensure that baked goods in our markets support our mission, with enough flexibility to accommodate a variety of different producers and product lines.

See below for excerpt of our Rules and complete the “Baked Goods” part of this questionnaire. Please review the criteria thoroughly, and understand that we will only consider producers of baked goods that demonstrate compliance with these standards.

We look forward working with bakers that support our mission!

Greenmarket Rules Governing Baked Goods as of April 1, 2010

Statement of Intent. Greenmarket believes that Baked Goods contribute to the success of our markets and have since our inception. Baked Goods available at Greenmarket must be a showcase for the agricultural products that are available in our Region. Over the next few years Greenmarket’s goal is to maximize the extent to which our Baked Goods reflect our mission.

- Use regional ingredients where ever possible.
- Source directly from local farms and processors who work with farmers.
- Support a regional grain industry.
- Extend Greenmarket values by using fairly traded products.
- Avoid ingredients that do not support our mission.

Eligibility. Bakers who demonstrate a strong commitment to regional agriculture and support the Greenmarket Mission will be considered for participation at Greenmarket. 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.)

Quality. Baked goods must be fresh.

Continued on the next page

Ingredients.

- **General.** Producers must prepare baked goods from scratch: no commercially prepared dry bases or mixes, dough mixes, crusts, shells or fillings.
- **Grain and Flour.** Farmers baking in license exempt home kitchens are encouraged to use regionally grown and milled flour. Other Producers and Farmers using licensed kitchens must use a minimum of 15% regionally grown and milled grain and flour. (15% of total volume of grain products used to produce baked goods to be sold at Greenmarket).
- **Baked goods containing produce.** Produce that can be grown in the Region, excepting nuts and seeds, must come from Regional farms. At market the Producer's display of baked goods containing produce must include a minimum percentage of '*Regional produce baked goods*': (i) At minimum 75% (visibly three-quarters) for the second and third quarters of the Market Year (July through December) (ii) At minimum 25% (visibly one-quarter) for the first and fourth quarters of the Market Year, January through June. 'Regional produce baked goods' are 'baked goods containing Regional produce as the defining ingredient.'
- **Eggs.** Fresh, whole eggs used in baked goods must come from Regional farms.
- **Fluid Dairy.** 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.
- **Meat.** All meat products used in baked goods must come from Regional farms.
- **Honey and Maple Syrup.** All honey and maple syrup products must come from the region.
- **Certified Organic.** Producers making Certified Organic baked goods may request a waiver from the Director, for Certified Organic ingredients that they are unable to source from the Region.

Points: *In addition to all of the above*, Producers must earn a minimum of 4 points to be in compliance. Points may be earned by

- **Farming:** Producer sells their agricultural product in Greenmarket, as per the Rules. 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. 25%=1point; 35%=2 points; 50%= 3 points >50%=4 points. **0- 4 points**
- **Uses own Farm's Products:** The Producer uses own farm's products in at least 50% of baked goods product line. **1 point**
- **Using all 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 in addition to what is required. (For example: regional fats, cheese.) **1 point for each ingredient**
- **Fairly-Traded Ingredients:** The Producer uses non-Regionally grown produce ingredients (e.g. 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 and storing the ingredients. 50%=1 point;100%=2 points **1-2 points**

GREENMARKET APPLICATION REQUEST: PRODUCTS—BAKED GOODS

Complete the following. Use additional pages if necessary.

Describe your production schedule.

Grain and Flour. Identify % of locally grown grain & flour you use, and identify source.

Produce. Indicate varieties of produce you use, identify farm and location where grown. Indicate % of product line that contains produce. Of the products that contains produce, indicate % that contains produce that cannot be grown in the region (e.g. citrus, olives, chocolate), if any. Use additional pages if necessary.

Eggs. Identify regional farm and location where produced.

Fluid Dairy & Milk. Identify regional farm and location where produced.

Meat. Identify regional farm and location where produced.

Honey & Maple Syrup. Identify regional farm and location where produced.

POINTS. In addition the above ingredients that 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. In the space below describe how your operation and product directly supports regional agriculture and identify what methods you use to earn points. Use additional pages if necessary.