



2020 VTFMA Membership Application

2020 membership runs the 2020 calendar year. Please submit by March 1, 2020 to ensure that your market is included in all statewide promotions.

VTFMA members must complete the VT Farmers Market Survey before their application is approved. You can find the survey at www.vtfma.org/join-us or you can email jennie@nofavt.org for instructions.

CONTACT INFORMATION

Two-way communication with your farmers' market is critical to VTFMA's impact. Your Market Manager/Primary Contact is VTFMA's primary method of reaching your leaders and vendors.

Market Name: _____

Mailing Address: _____

City: _____ State: Vermont Zip: _____

Market Manager/Primary Contact (This information will be listed publicly in promotional materials)

Name: _____ Title: _____

Market E-mail (to be listed publicly): _____

Primary Contact E-mail (if different than above): _____

Phone: _____ Can this phone number be listed publicly? _____

Secondary Contact (optional)

Name: _____ Title: _____

E-mail: _____ Phone: _____

Market Website: _____

Market Facebook Page: _____

MARKET INFORMATION

*If your market has multiple summer locations/days, you should list these separately.
We will contact markets in September for winter market information.*

SUMMER MARKET(S)

Market Location 1 (as listed in promotions, e.g. Town Hall): _____

Street Address 1 (to be located on google maps, e.g. 40 Main St.): _____

City: _____ State: Vermont Zip: _____

Day: _____ Date: ____/____/____ : ____/____/____ Time: _____ to _____

Market Location 2 (as listed in promotions, e.g. Town Hall): _____

Street Address 2 (to be located on google maps, e.g. 40 Main St.): _____

City: _____ **State:** Vermont **Zip:** _____

Day: _____ **Date:** ____/____/____ : ____/____/____ **Time:** _____ to _____

WINTER MARKET(S) - Please indicate your intentions for the 2019-2020 winter season. We will be requesting specific market information in September.

☐ We will definitely be having a winter market ☐ TBD ☐ We will **NOT** be having a winter market

MARKET VENDORS & DATA COLLECTION

Number of *unique* vendors at your market: _____

Does your market require a certain percentage of vendors to be “agricultural?”

☐ Yes ☐ No ☐ Other (specify): _____

If yes, what percentage and how does your market define “agricultural?” _____

Does your market require vendors selling value-added products (e.g. crafts, prepared foods) to have a certain percentage of their raw materials be locally sourced?

☐ Yes ☐ No ☐ Other (specify): _____

If yes, how do you communicate this to your vendors? _____

Does your market require vendors to grow or make their own products (i.e. is your market producer only)?

☐ Yes ☐ No ☐ Other (specify): _____

How does your market collect gross sales data from vendors? Check all that apply.

- ☐ We collect paper slips from vendors at each market
- ☐ We collect sales data online from vendors after each market
- ☐ We estimate sales based on market activity
- ☐ We do not collect gross sales data
- ☐ Other (specify): _____

How often does your market collect gross sales data from vendors?

- ☐ Weekly
- ☐ Bi-weekly
- ☐ Monthly
- ☐ At the end of the season
- ☐ Other (specify): _____

Does your market collect data on AGRICULTURAL sales? ☐ Yes ☐ No

PREPARED FOOD sales? ☐ Yes ☐ No

CRAFT/ARTISAN sales? ☐ Yes ☐ No

The VT state legislature is interested in the total number of acres of land in use by vendors at farmers markets (i.e. the land they use to grow/make their products, not the land used at the actual market). This information will help the VTFMA apply for a wider range of grants and funding.

How many total acres of land is utilized by vendors of your market? _____

MARKET ASSISTANCE & DEVELOPMENT

Are there any workshops or trainings you would like to see offered (i.e. using FM Tracks, Quickbooks, etc.)?

What is your markets primary goal for the 2020 season? _____

Is there anything specific you'd like to see the VTFMA Board work on this upcoming year? _____

Does your market receive any of the following support? Check all that apply.

- ☐ Interns
- ☐ Volunteers
- ☐ Business sponsors
- ☐ In-kind donations
- ☐ Grants

What are the top two challenges facing your market this coming season? Choose two.

- ☐ Market site issues
- ☐ Vendor complains about market
- ☐ Leadership turnover
- ☐ Too few farmers/vendors for market(s)
- ☐ Too few shoppers for market(s)
- ☐ Low EBT/3SquaresVT participation levels
- ☐ Other (specify): _____

MEMBERSHIP DUES

Membership dues are based on the total number of unique vendors at your market. If you hold a summer and winter market with the same vendor(s) attending both, you should count them only once.

*Please make checks out to NOFA-VT (write your farmers market name and "VTFMA" in the Memo line) and send this application and dues promptly to: **VTFMA | c/o NOFA-VT | PO Box 697 | Richmond, VT 05477***

- ☐ New Market: **\$0** (*Fees for markets starting in 2020 will be waived for their first year*)
- ☐ 1-15 vendors: **\$75**
- ☐ 16-35 vendors: **\$125**
- ☐ 36+ vendors: **\$200**

\$ _____ Total Amount Enclosed