

The Farmers' Market

at the

Regional Market

"Buy Connecticut Grown today..."



"We'll grow more tomorrow."



101 Reserve Road
Hartford, CT 06114
(860) 527-5047
www.CTGrown.gov/RegionalMarket



INTRODUCTION

The Regional Market in Hartford (HRM), was established and is operated pursuant to Connecticut General Statutes Chapter 425 as a venue for the marketing, sale, and distribution of large quantities of agricultural products grown in Connecticut and beyond for consumption in the state.

The 32-acre state-owned facility, constructed in the late 1940s and early 1950s, encompasses 230,386 square feet of warehouse space, an active railroad spur, and 144 farmers' market stalls, and is the largest perishable food distribution facility between Boston and New York. Its wholesale tenants employ about 500 people and report annual sales of approximately \$200 million. Conveniently located near the intersection of Interstates 91 and 84, it provides easy access from and to all of Connecticut and the entire Northeast.

The HRM is operated by the Connecticut Marketing Authority (CMA) within the state Department of Agriculture as a self-sustaining, non-profit venture funded through fees associated with the use of its warehouse, farmers' market, and other space. CMA members are appointed per Connecticut General Statutes Section 22-63, have and exercise the powers and duties authorized for it by state law, and serve without compensation. The CMA employs an executive director and a small administrative, maintenance, and security staff to provide services that allow the HRM to operate 24 hours a day, seven days a week, 365 days a year.

Among the various sales venues at the HRM is its long-running, early-morning wholesale farmers' market, at which Connecticut farmers, along with other Connecticut based resellers (known as jobbers) offer a wide variety of agricultural products. This farmers' market is particularly well known for its spring plant sales. It also operates throughout the summer, fall, and winter seasons with a wide assortment of fruits, vegetables, eggs, meats, honey, maple, and other farm products.

As the last remaining wholesale farmers market in Connecticut, its farmer vendors sell to other farmers and farm stands, restaurants, retail stores, and members of the public buying in bulk. Surveys show the HRM attracts household customers from all over Connecticut who represent a broad cross-section of ages ranging from 21 to 70+ with annual incomes from less than \$25,000 to \$150,000+, and who spend about three times as much at this market compared to an average farmers' market.

This longstanding, widely known, and unique farmers' market provides Connecticut farmers abundant opportunity to reach a diverse audience and develop a strong, deep, diverse, and loyal customer base.



DEFINITIONS

The following definitions apply to all aspects of this application package and to the rules and operation of the farmers' market at the Regional Market

Farmer	A person engaged in farming as defined by Connecticut General Statutes (CGS) Sec. 1-1q (see below) who produces all of the farm products he offers for sale
Jobber	An individual who buys and resells farm products.
Agriculture Farming	Per CGS Sec. 1-1q: Except as otherwise specifically defined, the words "agriculture" and "farming" shall include cultivation of the soil, dairying, forestry, raising or harvesting any agricultural or horticultural commodity, including the raising, shearing, feeding, caring for, training and management of livestock, including horses, bees, poultry, fur-bearing animals and wildlife, and the raising or harvesting of oysters, clams, mussels, other molluscan shellfish or fish; the operation, management, conservation, improvement or maintenance of a farm and its buildings, tools and equipment, or salvaging timber or cleared land of brush or other debris left by a storm, as an incident to such farming operations; the production or harvesting of maple syrup or maple sugar, or any agricultural commodity, including lumber, as an incident to ordinary farming operations or the harvesting of mushrooms, the hatching of poultry, or the construction, operation or maintenance of ditches, canals, reservoirs or waterways used exclusively for farming purposes; handling, planting, drying, packing, packaging, processing, freezing, grading, storing or delivering to storage or to market, or to a carrier for transportation to market, or for direct sale any agricultural or horticultural commodity as an incident to ordinary farming operations, or, in the case of fruits and vegetables, as an incident to the preparation of such fruits or vegetables for market or for direct sale.
Farm	Per CGS Sec. 1-1q: The term "farm" includes farm buildings, and accessory buildings thereto, nurseries, orchards, ranges, greenhouses, hoopouses and other temporary structures or other structures used primarily for the raising and, as an incident to ordinary farming operations, the sale of agricultural or horticultural commodities. The term "aquaculture" means the farming of the waters of the state and tidal wetlands and the production of protein food, including fish, oysters, clams, mussels and other molluscan shellfish, on leased, franchised and public underwater farm lands. Nothing herein shall restrict the power of a local zoning authority under chapter 124.
Farm Products	Per CGSs Sec. 22-6r(7) "Farm products" means any fresh fruits, vegetables, mushrooms, nuts, shell eggs, honey or other bee products, maple syrup or maple sugar, flowers, nursery stock and other horticultural commodities, livestock food products, including meat, milk, cheese and other dairy products, food products of aquaculture, as defined in subsection (q) of section 1-1, including fish, oysters, clams, mussels and other molluscan shellfish taken from the waters of the state or tidal wetlands, products from any tree, vine or plant and their flowers, or any of the products listed in this subdivision that have been processed by the participating farmer, including, but not limited to, baked goods made with farm products.
Connecticut Grown	Per CGS Sec. 22-6r(5): "Connecticut Grown" means produce and other farm products that have a traceable point of origin within Connecticut. Per CGS Sec. 22-38: Only farm products grown and eggs produced in Connecticut shall be advertised or sold in Connecticut as "Connecticut Grown". Any person who sells any farm product as "Connecticut-Grown" at a farmers' market in this state shall offer such product for sale in the immediate proximity of a sign that is: (1) Readily visible to consumers, (2) not less than three inches by five inches in size, and (3) in a form that is substantially as follows: THIS FARM PRODUCT IS CONNECTICUT-GROWN. THIS FARM PRODUCT WAS GROWN OR PRODUCED BY THE FOLLOWING PERSON OR BUSINESS: (INSERT NAME AND ADDRESS OF PERSON OR BUSINESS). The lettering on any such sign shall be of such a size, font or print that is clearly and easily legible. Such a sign shall accompany each type of farm product that any such person sells as "Connecticut-Grown". Any person who violates the provisions of this subsection shall receive a warning for the first violation and for any subsequent violation shall be fined one hundred dollars for each violation.



HRM FARMERS' MARKET RULES

Inspections may occur to verify vendor compliance

Only Connecticut businesses will be approved as vendors.

Approved vendors and their employees shall be governed by and obey all regulations of DoAg/CMA, and shall comply with all laws, ordinances, requirements and regulations of federal, state, and local agencies. **Approved vendors must attend a mandatory vendor meeting conducted by DoAg prior to selling any product at the farmers' market each season.** See last page for meeting schedule.

Each approved vendor may set up within and sell from their assigned stall location as determined and identified by DoAg/CMA. Vendors may not set up or sell from farmers' market aisles or anywhere else outside their assigned stall boundaries. Stalls assigned to an approved vendor are not transferrable to any other business or entity.

No vendor shall leave on the grounds any refuse or garbage of any kind, including but not limited to plants, pots, trays, produce, boxes, pallets, plastic wrap, food, food containers, and/or other waste. Trash cans and a dumpster are available within the farmers' market area for vendor use. Under no circumstances shall any waste be piled up outside of or next to these receptacles. Violators will be subject to dismissal from the farmers' market for the season and immediate forfeiture of all farmers' market stall use-agreements and fees for that season.

Farmers' market vendors must adhere to all applicable rules and regulations, including but not limited to the following:

- **Proper labeling** of all items offered for sale, **including the name and address of the farm that grew/produced the product**, is required during all farmers' market hours. **Retail pricing is required on weekends from 6:00 to 9:00 a.m.** All items offered for sale must also adhere to all other applicable DoAg/state/federal labeling requirements.
- Vendors selling by weight must use scales approved by the Connecticut Department of Consumer Protection.
- Vendors selling taxable items must have the appropriate permit issued by the Connecticut Department of Revenue Services and provide a copy with their application.
- Vendors selling nursery stock (hardy trees, shrubs, vines, and herbaceous perennial plants) must submit a copy of their nursery registration and/or nursery dealers permit issued by the Connecticut Agricultural Experiment Station with a copy of their application.
- Vendors selling beer and wine must display a valid Connecticut liquor permit and provide a copy with this application.
- Proof of FDA registration must be provided with a copy of the application, if applicable.
- Vendors and their employees shall abide by all Hartford Health Department regulations.
- Vendors must submit with their application a list of all products to be offered for sale, using the attached form.
- Farmers must submit a map (supplied by your county FSA office) indicating the production areas with their application.
- Approved **farmer vendors found selling products they did not grow/produce** will be subject to immediate dismissal from the farmers' market for the season and immediate forfeiture of all farmers' market stall use-agreements and fees for that season.
- **Any vendor applying to sell any products they do not grow/produce must apply as a jobber** for a full-season (12-month) stall use-agreement.
- All jobbers must have available for inspection for each product they did not grow/produce an invoice listing the product description, date of purchase, seller's name and phone number.



Violation by any vendor of any applicable rules and/or regulations will result in immediate dismissal from the HRM farmers' market and in immediate forfeiture of all farmers' market stall use-agreements and fees for that season

APPLICATION INSTRUCTIONS

Include along with the appropriate farmer vendor or jobber vendor application all of the following items applicable to your operation:

- Payment (Check Only)
- Insurance Certificate
- Sales and Use Tax Permit
- Crop Production Report
- Crop Production Map
- Permit/License from Connecticut Department of Consumer Protection
- Nursery Certificate from Connecticut Agricultural Experiment Station
- Connecticut Liquor Permit
- Jobber's Resale Listing of Products Offered for Sale

Incomplete applications will not be accepted.

Return application with payment and all applicable certificates, permits, licenses, reports, maps, and resale listings in person or by mail to

**Attention: Richard Macsuga
Connecticut Department of Agriculture
165 Capitol Avenue, Room 127
Hartford, CT 06106**

Call 860-713-2544 or email Richard.Macsuga@ct.gov with any questions.



HRM Farmers' Market Temporary Use Application

FARMER VENDOR

Contact Name: _____

Business Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Business Phone: _____ Cell Phone: _____

Email: _____

Number of Acres/Sq. Feet in Production: _____

Type of Business (Check One): Sole Proprietor Partnership LLC

Corporation Cooperative Other: _____

I request a Farmers' Market Stall Use-Agreement at the HRM for: (Check One):

12 months **Between 3 and 11 months**

(Applicant must check off months and days on attached calendar)

of Stalls Requested: _____ # of Months Requested: _____

Stall Number(s) Requested, if any Preference: _____ (see attached map)

Please provide vehicle(s)/trailer(s) information that will be used during the HRM farmers' market:

Make/Model/Type(s): _____

Marker Plate(s): _____

Check here if you DO NOT wish to be listed on DoAg's wholesale grower website listing

I have read and understand the rules enclosed in this packet. I will submit all requested documents and payments required for my participation in the Hartford Regional Farmer's Market.

Signature

Date

By affixing my signature to this statement (General Statutes of Connecticut, Vol. 13, Sec. 53a – 157b under penalty of false statement (*) in the second degree: Class A misdemeanor). I acknowledge that I have read it and/or have had it read to me and it is true to the best of my knowledge and belief.



HRM Farmers' Market Temporary Use Application

JOBBER VENDOR

Contact Name: _____

Business Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Business Phone: _____ Cell Phone: _____

Email: _____

Type of Business (Check One): Sole Proprietor Partnership LLC

Corporation Cooperative Other: _____

Number of Acres/Sq. Feet in Production, If Any: _____

of Stalls Requested: _____

Stall Number(s) Requested, if any Preference: _____ (see attached map)

Please provide vehicle(s)/trailer(s) Information that will be used during the HRM farmers' market:

Make/Model/Type(s): _____

Marker Plate(s): _____

I have read and understand the rules enclosed in this packet. I will submit all requested documents and payments required for my participation in the Hartford Regional Farmer's Market.

Signature

Date

By affixing my signature to this statement (General Statutes of Connecticut, Vol. 13, Sec. 53a – 157b under penalty of false statement (*) in the second degree: Class A misdemeanor). I acknowledge that I have read it and/or have had it read to me and it is true to the best of my knowledge and belief.

Check off each month and circle days you are applying to sell at the farmers' market. To better promote the market, we need to know when each vendor will be there.

2016

JANUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

MARCH

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Hartford Regional Market - Farmers' Market Layout Map

		T3	Shed	195	282	280	278
	T5	T2		197	286		?
?	T4	T1		199	288		
	2	1		201	290		
	4	3		203	292		
	6	5		205	294		
	8	7		207	296		
	10	9		209	298		
	12	11		211	300		
	14	13		213	302		
	16	15		215	304		
	18	17		217	306		
	20	19		219	308		
	22	21		221	310		
	24	23		223	312		
	26	25		225	314		?
	28	27		227	316		
	30	29		229	318		
	32	31		231	322		
	34	33		233	324		
	36	35		235	326		
	38	37		237	328		
	40	39		239	330		
?	42	41		241	332		
	44	43		243	334		?
	46	45		245	336		
	48	47		247	338		
	50	49		249	340		
	52	51		251	342		
	54	53		253	344		
	56	55		255	346		
	58	57		257	348		
	60	59		259	350		
	62	61		261	352		
	64	63		263	354		
	66	65		265	356		?
					358		
					360		
					362		
					364		
					366		

COVERED STALLS

Aisle

Aisle

Sweet Life Parking/Driveway

? = Light Pole

CONTACTS

Connecticut Marketing Authority/Regional Market

Linda Piotrowicz, Executive Director
101 Reserve Road
Hartford, CT 06114
Office: (860) 527-5047
Security: (860) 490-3154
www.CTGrown.gov/RegionalMarket

RELATED STATE AGENCIES

**Connecticut Department of
Consumer Protection (DCP)**
Food and Standards Division
Frank Greene, Director
165 Capitol Avenue
Hartford, CT 06106
(860) 713-6160
www.ct.gov/dcp

**Connecticut Department of
Revenue Services (DRS)**
Kevin B. Sullivan, Commissioner
25 Sigourney Street
Hartford, CT 06106
(860) 297-5962
www.ct.gov/drs

**Connecticut Agriculture
Experiment Station (CAES)**
Dr. Theodore G. Andreadis, Director
123 Huntington Street
New Haven, CT 06511-20166
(203) 974-8500
www.ct.gov/caes

RELATED FEDERAL AGENCIES

U.S. Food and Drug Agency (FDA)
Hartford Regional Post
135 High Street, Room 230
Hartford, CT 06103
860-240-4289
www.hhs.gov/about/regions/fdaner.html

USDA Farm Service Agency (FSA)
Bryan Hurlburt, State Executive
Director
Connecticut State Office
344 Merrow Road Suite B
Tolland, CT 06084
(860) 871-4090
www.fsa.usda.gov/FSA/stateOffices

RELATED LOCAL AGENCIES

Hartford Health Department
131 Coventry Street
Hartford, CT 06112
(860) 757-4700
<http://hhs.hartford.gov/default.aspx>

MANDATORY VENDOR MEETINGS

Approved vendors must attend a mandatory vendor meeting conducted by DoAg prior to selling any product at the farmers' market each season.

You may attend either of the meetings listed below. You must attend one.
Please circle the one you will attend.

AGENDA

The Application
(what needs to be completed and why)

Rules of Operation

Promotional Campaign for 2016

Vendor Questions

Friday, March 11, 2016
10:00 to 11:00 a.m.

Middlesex County Extension Center
1066 Saybrook Road (Route 154)
Haddam, CT

Directions:

From the north: Take Route 9 South, pass Middletown, to Exit 10. Follow the ramp to the first light and turn right onto Route 154 (South). The office is 5.7 miles south on the left just past the post office.

From the south: Take Route 9 North to Exit 7, Route 82 extension. Follow the route 82 extension to the 'T' (flashing light) and turn left onto Route 154 North. The office is 2.9 miles on the right.

From the east: Take Route 82 West across the Haddam swing bridge. Take a right at the 'T' onto Route 154 North. The office is 2.5 miles on the right.

Tuesday, March 15, 2016
6:00 to 7:15 p.m.

Connecticut Agricultural Experiment Station
Valley Laboratory
153 Cook Hill Road
Windsor, CT

Directions:

Traveling south: Take Exit 37, at the end of ramp, turn left on Bloomfield Avenue (Route 305, East). Take first right Cook Hill Road. First driveway on the right.

Traveling north: Take Exit 37, at the end of the ramp, turn right on Bloomfield Avenue (Route 305, East). Take first right Cook Hill Road. First driveway on the right.