



## Farmer/Vendor Application

Please complete this form in its entirety and return to:

**Lansdowne Economic Development Corporation**  
23 S. Lansdowne Avenue, Lansdowne, PA 19050  
Phone: 610-220-1385

Contact Name: \_\_\_\_\_

Farm/Business Name: \_\_\_\_\_

Farm/Business Mailing Address: \_\_\_\_\_

(City)

(State)

(Zip)

(County)

Business Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Type of Vendor: \_\_\_\_\_ Farm Acreage Total: \_\_\_\_\_

Schedule Preference:  Weekly  Bi-Weekly  Other

Months available: \_\_\_\_\_

Certified Organic:  Yes  No

Would any of your products be from another farm/company?  Yes  No

If yes, what percentage of total products? \_\_\_\_\_ Please indicate items on next page.

Do you have farm liability insurance, which covers incidents that may occur off your farm premises?  Yes  No

Do you have product liability insurance?  Yes  No

If you have answered yes to any of the above liability insurance questions, please provide the following information:

\_\_\_\_\_  
Name of Policy Holder

\_\_\_\_\_  
Policy Number

If selling prepared food, is your kitchen licensed?  Yes  No

*Note: You will be required to provide a copy of your 2010 license if you are accepted as a vendor..*





## **2010 Market Rules**

- All vendors must complete a Lansdowne Farmers Market (LFM) application and be approved by the LFM committee.
- The LFM runs on Saturdays from May 29 to October 30, 2010, with one additional Market on November 20, before Thanksgiving.
- The LFM is open rain or shine.
- The LFM opens at 9 am, and all booths must be set up and ready to sell by that time.
- A call should be placed to the Market Manager if a vendor is going to be late.
- Booths will remain set up for business until 1 pm, when breakdown begins.
- Vendors should notify the Market Manager no later than Wednesday if they are going to be absent from the LFM the following Saturday.
- The Market Manager will determine vendor booth location. Regular vendors will have the same space each week to the extent possible.
- Vendors are to supply their own tables and covers for the tables, as appropriate.
- Booth set-up and breakdown is the responsibility of the vendor.
- Tents are not required but are suggested. If a tent is used, it must be weighted down to avoid wind problems.
- All booth space must be kept clean and is subject to inspection by the Market Manager or a member of the LFM committee at any time.
- Vendors are responsible for collecting and disposing of their garbage off site, not in LFM trash bins, which are for customers.
- Vendors are encouraged to display a sign with their name and location. Vendors are permitted to display or promote locations of other farmers market(s) they participate in as long as the other farmers market(s) do not conflict with the day and time of the LFM.
- Competitive pricing is encouraged; however, pricing is determined by the vendor.
- Vendors may not sublet their space
- Weekly vendor fee of \$30 (plus additional \$10 per space/tent) must be paid by cash or check on the day of the Market. Monthly payment in advance is also possible.
- All vendors must adhere to the goods listed on their application; additions or changes must be approved by the Market Manager in advance.
- Vendors may resell items produced locally by others as long as they do not exceed 25% of their goods, unless otherwise arranged with the Market Manager in advance. Resale may be disallowed if the LFM vendor-grower item is available at the market. All items being resold must be identified with a sign indicating their origin.
- The LFM Committee reserves the right to request changes to vendor merchandise and displays to meet the market needs, including stocking more or less of particular items and changing displays or signage to better promote sales.



## A **SUPER** Market in a **SUPERB** Suburb!

The mission of the **Lansdowne Farmers Market** is to bring fresh, local food to Lansdowne; to foster economic development in the borough; to promote Lansdowne and its events, businesses, artists, and musicians; and to provide a community gathering place.

Every Saturday, 9:00-1:00  
Memorial Day Weekend  
through Halloween  
(plus a pre-Thanksgiving Market)

For more information visit  
**LansdowneFarmersMarket.com**  
or call **610-220-1385**

**A PARTNER OF**



Log on for the where, why & how of local food

# Ten Reasons to Become a Part of the Lansdowne Farmers Market

**Dedicated Leadership:** Entering its fourth year, the Market is sponsored by the Lansdowne Economic Development Corporation, a group committed to improvement of the borough, so it has dedicated local oversight and support.

**Quality Vendors:** The Market has vendors in produce, meat, dairy, pantry items, plants and flowers, coffee, baked goods, and vegan and prepared food.

**Growing Customer Base:** The Market attracts 500 to 1,000 customers weekly, from Lansdowne and much farther. Attendance increases every year, and new shoppers discover the Market every week.

**Marketing & Promotion:** More than \$7,000 was spent in 2009 promoting the Market, including postcard and multiple ad mailings to households in two counties, posters, banners, signs, and an active website. We also do cross marketing with a neighboring town's farmers market.

**Proven Results:** Despite the weak economy of 2009, all returning vendors reported an increase in sales between 5% and 20% over 2008. For some local storefronts with Market booths, their Market income is typically half their day's revenue.

**Support Staff:** The Market has a manager on site every week and a committee of volunteers for planning, behind-the-scenes work, and assistance in setup and breakdown.

**Online Presence:** In addition to having a website, the Farmers Market is the focus of an e-newsletter that mails to over 2,000 addresses each week during the Market season.

**Arts & Culture:** The Market hosts a different artist and musician each week, giving regular shoppers something new to look forward to.

**Special Events:** The Market sponsors at least one special event each month, such as Community Day, Dog Day, and Fall Festival, to attract more people and to serve area groups and residents.

**A Bright Future:** With the addition of tables and chairs in 2008, customers began spending more time and money at the Market. It has become the community destination the LEDC envisioned and the town wanted.