



IRONDEQUOIT FARMERS' MARKET



Dear Vendor Applicant,

Thank you for your interest in joining the Irondequoit Farmers' Market! We are thrilled by your enthusiasm for local commerce and community engagement. Below, we have outlined important details about our market to help you navigate the application process.

Market Schedule and Locations: The Irondequoit Farmers' Market operates year-round on Thursday evenings.

- **Main Season:** May - October from 4:00 PM to dusk.

Market Participation Requirements: Please note that all items sold at the Irondequoit Farmers' Market must be handmade, homegrown, or otherwise crafted by the vendor. This commitment ensures high-quality, locally-focused market experience for our community and support the mission of fostering local agriculture and artisanship.

Application and Market Rules: Attached, you will find the 2026 Market Rules. These rules are a vital part of your application and are incorporated into the vendor agreement. By submitting your application, you confirm that you have read, understood, and abide by the 2026 Market Rules.

Application Submission Requirements: To participate in the Irondequoit Farmers' Market, your completed application must include the following. Please note that submitting an application does not guarantee participation. If your application is accepted, you will receive a written notice via email and payment will be due at this time.

1. A copy of your Tax Identification Number (Tax ID)
2. Proof of Liability Insurance
3. Any additional documents listed on our website. All required paperwork must be submitted and approved prior to participating. Failure to provide these documents may impact your eligibility as a vendor.

We value your commitment to our market community and are here to support you throughout the application process. Should you have any questions or require further assistance, please feel free to contact our Market Manager at irondequoitmarket@irondequoit.gov or call 585-336-6073.

Thank you for considering the Irondequoit Farmers' Market as a platform for your business. We look forward to the possibility of welcoming you to our market family.

Warm regards,

Shanna Butler

Special Events Coordinator

Town of Irondequoit, Department of Recreation

Irondequoit Farmers' Market 2026

Vendor Application

Market Address: 1280 Titus Ave, Rochester, NY 14617

Mailing Address: 450 Skyview Centre Pkwy, Suite 200, Rochester, NY 14622

585-336-6073 | irondequoitmarket@irondequoit.gov



Contact Information (Please Print)

Legal Business Name (dba, LLC or Inc.)

Principal Owner

Address _____ City _____ Zip _____

E-mail (required) _____ Phone _____

Website/ Social Media How long have you been in business?

Emergency Contact Name _____ Phone _____

Type of Vendor (NYS Farmer, Artisan, Prepared Foods, Other Foods)

Farmers Only: Acreage cultivated in fruits/vegetables: Total tillable acreage:

Please list all products you hope to sell at the market. Please include the following information: 1. Type of Product/Menu (include dietary options), 2. If applicable, address where grown or produced if different from the above address, 3. If applicable, Quantities (e.g., approximate acres, row feet, animal numbers, processed product amounts). Please use additional space if necessary. Unlisted products are not guaranteed approval and may not be sold.

Space Requirements (Spaces are 10x10 with the exception of food trucks and carts).

Truck/ Cart Size (Length x Width x Height): _____

Electric Needs (Select all that Apply- Limited Availability)

Standard 120V 240V Other

240V Other

Other

Vendor Availability Main Season Dates

May	June	July	August	September	October
7	4	9	6	3	1
14	11	16	13	10	8
21	18	23	20	17	15
28	25	30	27	24	

MARKET SCHEDULE

- **Main Season:** May through October.
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VENDOR FEE

Season Dates	Main Season (23 Weeks)	Per Week At the Market Manager's discretion		
Vendor Fees Artisans, Farmers, Other Foods,	\$250 (\$10.87 per week) <input type="checkbox"/>	\$20 per week <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Truck & Cart Fees Prepared Foods Please indicate which plan	Main Season (10 Dates Max) <input type="checkbox"/> \$350	\$40 Per Week <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I am a returning vendor <i>Prior participation does not guarantee acceptance.</i>	2025 Season <input type="checkbox"/>	Prior to 2025 Season <input type="checkbox"/>	
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*** The NYS Agriculture Department strongly encourage participation in the W.I.C. Farmers' Market Nutrition Program & Senior Nutrition Program. You need to register for both programs through the NYS Ag. Dept.	Do you intend to participate in the W.I.C.? Yes No	If an FMNP Farmer, Stamp ID #: _____	Do you intend to participate in the Senior Nutrition Program? Yes No
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Please indicate the date you anticipate starting to sell at the market _____

Do you expect to miss any markets after you start? If yes, which dates? _____

Payment: Vendors must make full payment within two weeks after receiving confirmation from the Market Manager regarding acceptance. All fees must be paid in their entirety by the vendor's first day of sale. If payment in full is not received by one week from the date of the market a \$25 late surcharge will be applied for every week late. A \$20 administrative fee is charged for all checks returned or for insufficient funds. You will receive a receipt sent to your provided email.

Checks should be made out to: Irondequoit Farmers' Market

Additional Attachments: Please include a photo of your vehicle/ display booth.

Payments may be mailed to:

Shanna Butler, Special Events Coordinator
450 Skyview Centre Pkwy, Suite 200
Rochester, NY 14622

Credit Card Payment (Can Call Payment In):

Name on Card: _____

Zip Code: _____

Credit Card #: _____

Exp. Date: _____

CVV: _____



IRONDEQUOIT FARMERS' MARKET



2026 IRONDEQUOIT FARMERS' MARKET RULES AND REGULATIONS

I. Market Governance

- **Rwt rquq** The Irondequoit Farmers' Market is committed to fostering community wellness, supporting local farms and businesses, and creating an engaging community gathering place. These rules and regulations govern all vendors' participation to ensure a safe, fair, and successful market for all.
- **O cpci go gpw** The market is coordinated by the Town of Irondequoit, with operational responsibilities managed by the Department of Recreation. The Market Manager, supported by town staff, is responsible for overseeing daily operations and vendor coordination.
- **O ctngv' O cpci gt 'Tgur qpuldklslgu** The Market Manager ensures compliance with market rules, reviews and approves vendor applications, and enforces market policies.

II. General Operations

- **O ctngv' Ugcuqpu'cpf 'Uej gf wng**
 - **O ckp' Ugcuqp**
 - **F cwgul' O c{ "/ "Qeqdggt**
 - **Nqecvlqp** Town Hall Campus, 34: 2 "Vkwu' Cxg
 - **J qwt u** Vj wtuf c{ u. "6-22' RO "/ "f wum
- **Emqwt gu** Vj g'o ctngv'y knidg'erqugf "qp'Lwn" 2. The Market is open rain or shine, except during severe weather conditions. Vendors will be promptly notified in case of closure. Any changes to the schedule or location will be communicated to vendors.
- **O ctngv' Communication:** The Market Manager will send out regular updates via email with any relevant market news, closures, or changes. Vendors are required to keep their contact information current to receive these communications.

IRONDEQUOIT FARMERS' MARKET

III. Vendor Policies

- **Approved Products Only**: Vendors may only sell products listed in their application. Any additions must be approved in writing by the Market Manager at least one week before they are offered for sale. Unlisted products are not guaranteed approval and may not be sold.
- **Vendor-Produced Goods**: Vendors must sell products they or their employees have grown, produced, or handcrafted. Reselling is prohibited except under specific conditions. Direct sales products (e.g., Scentsy, LuLaRoe) are not permitted at the Market.

Reselling Conditions:

- **Market Needs:** If no vendor currently sells a particular item, another vendor may purchase it from a nearby farm (within 100 miles of Irondequoit) and sell it, with written approval from the Market Manager at least one week before each sale.
- **Transparency:** Reselling vendors must display the name and location of the original producer at their booth.
- **Manager Discretion:** The Market Manager may allow reselling of agricultural or artisan products if it fulfills a specific market need and supports the Market's mission.

- **Vendor Selection**
 - All applications are reviewed and priority is given to small-scale, returning vendors, and Irondequoit vendors.
 - Vendors are preferred to be located within 100 miles of Irondequoit, NY.
 - Selection is based on product quality, returning vendors, market needs, and consistency in attendance.
 - Vendors not selected initially may be contacted if openings arise during the season.
- **Attendance Commitment:** Vendors are expected to attend all market days indicated on their application. If an absence is unavoidable, vendors should notify the market manager at least a week prior to the anticipated absence, if possible. Attendance history may impact future application approvals. No refunds are given for vendor missed market dates.
- **Fair Pricing:** Vendors must set fair prices for themselves, customers, and fellow vendors. Price fixing and gouging are strictly prohibited.
- **Permits and Certifications:** All products must meet federal, state, and local regulations. Vendors must provide and post necessary permits, licenses, and certifications, including NYS Certificate of Authority for taxable items. Vendors must meet health department and agriculture requirements.
- **Food Truck Safety:** Food trucks using propane fuel must complete a Rochester Fire Department Fire Safety Class. Proof of class completion must be provided.
- **Labeling Requirements:** All pre-packaged items must be labeled per NYS regulations. Certified organic products may only be labeled as organic, with certification documents displayed at the booth.

IRONDEQUOIT FARMERS' MARKET

Vendor Policies (cont'd)

- **Electricity Needs:** Vendors with electrical needs must include them in the application. The Market cannot guarantee electricity availability for all requests.
- **Signage:** Vendors must display signage indicating their operation's name, location, prices, and products.
- **Displays and Setup:** Vendors must arrive no earlier than 2:00 PM for setup. All booths must be fully set up by 3:45pm and dismantled within one hour after closing. Vendors are responsible for providing necessary equipment, maintaining a clean and accessible display, and securely anchoring canopies. To protect everyone at the market, all pop-up tents must be anchored with weights. This is a required safety measure regardless of weather. Sales must occur only within designated spaces, and displays may be adjusted if needed. Market Management reserves the right to reassign vendor spaces as necessary. Smoking, vaping, and pets are prohibited.
- **Insurance Requirements:** All approved vendors must hold liability insurance with the Town of Irondequoit named as additional insured. Insurance must include at least \$1,000,000 in general and product liability. Proof must be provided.
- **Arrival and Departure:** Vendors may arrive **no earlier** than 2:00 PM for setup and must be fully set up before 3:45 PM. Vendors should dismantle booths and clear their space within one hour after closing.
- **Photography and Media:** The Irondequoit Farmers' Market may have photographers or videographers present to document the Market for promotional purposes. Vendors give permission for their booth, products, and likenesses to be included in Market-related materials unless otherwise stated.
- **Social Media Guidelines:** Vendors are encouraged to promote their participation in the Market on social media but must do so respectfully and in line with the Market's mission. The use of the Market's name or logo requires prior written approval from the Market Manager.
- **Product Quality:** Products must be of high quality and maintained off the ground. Vendors are responsible for ensuring all items meet required standards.
- **Sale of Alcohol:** The sale of alcohol is prohibited unless approved by Market Management.
- **Waste Removal:** Each vendor is responsible for removing any refuse, unsold products, and garbage from their booth at the end of each Market day. All vendor trash must be disposed of off-site. Vendors are encouraged to minimize waste by using sustainable packaging, reducing single-use plastic, and recycling materials.
- **Respectful Conduct:** Vendors must treat customers, market staff, and fellow vendors with respect. Amplified sound, use of profanity, shouting, or calling out to attract customers is prohibited. To ensure a welcoming and inclusive environment for all, vendor booths are not intended for political campaigning or discussions. Please respect this policy during your attendance. Vendors must refrain from activities that could be considered political campaigning, including but not limited to: Distributing campaign materials, displaying signs or buttons, soliciting contributions, or endorsing candidates.

IV. Allowed Products

- **Agricultural Products:** Locally grown fruits, vegetables, dairy products, meats, flowers, plants, honey, maple products, New York State wines, eggs, herbs, and related items.
- **Art and Hand-Crafted Goods:** Handmade products made by the vendor.
- **Pre-Packaged Goods:** Prepared by the vendor, with appropriate licensing. Pre-packaged items must be labeled in accordance with NYS label requirements.

Please note, the Irondequoit Farmers' Market does not grant exclusivity for any product type or vendor. While efforts are made to offer a balanced selection, multiple vendors may sell similar items, allowing customers a range of choices.

V. Food Service Vendors

- Vendors must submit a copy of their Monroe County Health Department permit and display it during the Market.
- Food vendors using propane must be inspected by the Town Fire Marshal.
- Grease must be removed from the market site.
- Food must be protected from contamination during storage, preparation, and display.

VI. Rule Violations, Penalties, and Grievance Procedure

- **Notification:** The Market Manager will notify vendors in writing of any rule violations, outlining required corrective actions and timelines.
- **Consequences:**
 - Warnings: For minor or first-time violations.
 - Fines: Up to \$50 for repeated or serious violations.
- **Termination:** For severe or repeated violations.
- **Grievance Procedure:** Vendors can submit a written request to the Market Manager for a decision on market issues. The Market Manager will provide a written response within **10 business days**.
- **Administrative Review:** If unsatisfied with the decision of the Market Manager, vendors may request a review from the Town Supervisor within **5 business days** of receiving the Market Manager's decision. The Town Supervisor will review the request and provide a written decision within **10 business days** of receiving the request. The review will be based on all information and documentation submitted by both the vendor and the Market Manager. The decision of the Town Supervisor is final and binding.

IRONDEQUOIT FARMERS' MARKET

ACKNOWLEDGMENT OF IRONDEQUOIT FARMERS' MARKET RULES AND REGULATIONS

*Please return this page **only**, with your signature, to acknowledge receipt of the Irondequoit Farmers' Market Rules and Regulations.*

I, the undersigned, hereby acknowledge that I have received a copy of the Irondequoit Farmers' Market Rules and Regulations. By signing below, I confirm that I have read, understood, and agree to abide by these rules while participating in the Market.

I further acknowledge that I am responsible for ensuring compliance with all applicable federal, state, and local laws and regulations, including tax laws and public health requirements, while participating in the Irondequoit Farmers' Market.

I understand and accept that the Market Manager and the Town of Irondequoit reserve the right to amend these rules, and any changes will be promptly distributed to each vendor for review and adherence.

Print Name: _____

Signature: _____ Date: _____