



# 2021 VTFMA Membership Application

2021 membership runs the 2021 calendar year. Please submit by March 31, 2021 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](http://www.vtfma.org/join-us) or you can email [Andrew@nofavt.org](mailto:Andrew@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/role: \_\_\_\_\_

Market E-mail (to be listed publicly): \_\_\_\_\_

Primary Contact E-mail for VTFMA (if different than above): \_\_\_\_\_

Phone: \_\_\_\_\_ Can this phone number be listed publicly? \_\_\_\_\_

**Secondary Contact** (optional)

Name: \_\_\_\_\_ Title/role: \_\_\_\_\_

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

**What payment forms does your market accept?** Only select options that your market already can accept.

SNAP/EBT                       Credit/debit                       Crop Cash                       Farm to Family

**WINTER MARKET(S)** - Please indicate your intentions for the 2020-2021 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): \_\_\_\_\_

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.

Approximately, how many total acres of land is utilized by vendors of your market? \_\_\_\_\_

**How is your market organization structured?**

- state incorporated non-profit
- 501(c)3 non-profit
- For-profit corporation
- Under a "parent" organization
- Cooperative
- Sole proprietorship
- Other (specify): \_\_\_\_\_

**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
- 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 2021 will be waived for their first year)
- 1-15 vendors: **\$75**
- 16-35 vendors: **\$125**
- 36+ vendors: **\$200**

\$ \_\_\_\_\_ Total Amount Enclosed