



# 2023 VTFMA Membership Application

2023 membership runs the 2023 calendar year. Please submit by March 31, 2023 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 Instagram 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    Venmo    Checks

**WINTER MARKET(S)** - Please indicate your intentions for the 2023-2024 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/businesses that sell at your market over a whole season: \_\_\_\_\_

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?” \_\_\_\_\_

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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 market's primary goal for the 2023 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 2023 will be waived for their first year*)

1-15 vendors: **\$75**

16-35 vendors: **\$125**

36+ vendors: **\$200**

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