

Clearwater's Great Hudson River Revival '12

Artisanal Food & Market Application

Festival Dates: **June 16 and 17, 2012**

Location: **Croton Point Park, Croton-on-Hudson, Westchester County, NY**

www.ClearwaterFestival.org

Clearwater's Great Hudson River Revival has been promoting environmental awareness in the Hudson Valley for over 32 years and currently reaches approximately 6000 audience members in size per day. Beautiful Crafts, environmental action, music on seven stages, dancing, storytelling, children's programming, a working waterfront, sailing on the 106' sloop Clearwater, activism, a green living expo and delicious food – all fill the grounds of Croton Point Park the third weekend of June. This festival works towards Zero Waste.

The **Artisanal Food & Farm Market** at the Clearwater Festival features local farmers, small-scale food processors, and nonprofit educational organizations based in the Hudson Valley and the surrounding regions, from the Adirondacks to sea. The Market supports vendors who sell products grown and processed with a consciousness of ecology, sustainability, fair labor and food justice. New to the festival this year, food and farming nonprofit organizations are also invited to have a booth in the Artisanal Food & Farm Market to educate the public about their mission and their organizations.

The **Artisanal Food & Farm Market** will be again be located on the North Field of the festival grounds. Other activities located on this field include the Sloop Stage (music programming all day), the Tideline Education Tent (one of Clearwater's education tents), the Working Waterfront (small boats displays and water-based activities), the Circle of Song (audience participatory format music stage), and the sloop *Clearwater* and schooner *Mystic Whaler* (where audience members can take rides on spectacular tall ships). Confirmed vendors will be given a total of three (3) weekend festival vendor passes. Additional passes are available for purchase at reduced rates.

Vendor Application deadline: February 10. Vendor Notification: After February 27.

If accepted, contract and payment is due by **April 6** for listing in souvenir festival Program Book.

Festival Set-up: Friday June 15th (from 2PM to 8PM) and/or Saturday June 16th (6AM - 8:00 AM only). Vendors leaving Saturday night may re-enter Sunday between 6AM and 8AM only. New this year, late arrivals Saturday and Sunday morning may be instructed by the Parks Department to park at the Croton Train Station and take the shuttle to the festival grounds.

Artisanal Food & Farm Market Requirements:

1. Vendors supply their own chairs, tables, displays, extension cords and rain cover.
2. No pets other than working service dogs.
3. Styrofoam materials must be carried in and out, not disposed of on site.
4. Those camping with their booths must take down their tents by 8:30am each day.
5. Park closes at 11 pm on Friday. Vehicles may not drive in or out between 11 pm Fri. and 6 am Sat.
6. Vendors may not give or share their space to another vendor without permission from the market coordinator(s).
7. Vendors must keep their booth open the entire duration of the festival.
8. The Artisanal Food & Farm Market must meet our environmental and zero waste standards. Any and all disposable serviceware, including cups, utensils, plates, and other take-out containers, must be ASTM, BPI, or USCC Certified Compostable items only. Vendors using products other than those specified will be prohibited from making sales until the items are obtained for the festival. *Vendors are strongly encouraged to reduce packaging and disposable service ware through the use of items that are reusable or edible.* All vendors are required to properly sort and handle their waste from the event into three categories: compost, recycling, and trash.
9. Vendors are expected to abide by the Sanitary Code of the Westchester County Dept. of Health. If you are intending to serve or prepare food on-site, you should be familiar with the Temporary Food Service Permit application process and guidelines. For more information or to view the Temporary Food Service Application, please visit: <http://health.westchestergov.com/images/stories/pdfs/foodservicetemporaryapplication.pdf> or call the Westchester County Health Department, Bureau of Public Health Protection: 914-864-7331.

Please return this application as soon as possible. If you write to farmmarket@clearwater.org we will answer your questions as soon as possible.

Best wishes,

Creek Iversen & Lisa Mitten

Artisanal Food & Farm Market Coordinators

farmmarket@clearwater.org

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Artisanal Food & Farm Market Application

To apply, please fill out this application and mail or fax to:

Clearwater – attn: “Artisanal Food & Farm Market”
724 Wolcott Avenue, Beacon, N.Y., 12508
fax: 845-831-2821

Deadline: February 10, 2012. Notification after February 27.

If accepted, contract and payment due by April 6th, 2012 for listing in souvenir festival Program Book

Farm/Business/Nonprofit name: _____ Non-Profit? Y N

Primary Contact: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____ Telephone #: (____) _____

E-Mail: _____ Website: _____

Mobile phone #: (Office use only) _____ Year Founded: _____

Standard spaces are 10' x 10'. You must provide your own tent, table(s), chairs and rain cover.

_____ **\$400** (10'x10') Small scale food processors and similar businesses that grow less than 50% (by weight or volume) of their own ingredients.

_____ **\$200** (10'x10') Farmers and small scale food processors that grow 50% (by weight or volume) or more of their ingredients from their own farm(s).

_____ **\$200** (10'x10') Not-Profit organization selling product(s).

_____ **\$100** (10'x10') Not-Profit organization not selling product(s).

_____ **\$30** electric add-on (please note we do not have 220v electric available). Please describe (in detail) your electric needs:

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1. **Mission** – Describe the objectives of your food or farm business/organization, as they relate to local, sustainable, and/or fair food practices.

2. **Products for Sale** – List below all of the different items that you intend to sell and their unique characteristics. Be specific about the product (ie. if you are selling baked goods, specify what kind). Specific characteristics of your products are helpful such as: sugar free, handmade, gluten free, raw, locally grown or processed, fair trade, farmer’s pledge, certified organic, or made with certified organic ingredients, etc. What distinguishes your product that makes it appropriate for the Artisanal Food and Farm Market? If you are a non-profit selling non-food product, list and describe the products you are selling.

3. **Ingredients**

a. List ingredients that you grow yourself. Describe your growing practices. Specify if they make up more than 50% of the ingredients of a specific product.

b. List ingredients that you source locally, and from where.

c. List ingredients that are sourced from sustainable growers, from where, and how they are sustainable.

d. List ingredients that are fair trade, from where they are sourced, and how they meet fair trade criteria.

4. If you are a not-for profit organization with an educational/outreach booth, how will you educate the public?

5. Educational Sessions in the Market Square - The personal customer-to-vendor relationship that results in education, consciousness-raising, and networking is an important component of the Artisanal Food and Farm Market, and one that vendors and customers alike gave positive feedback about last year. To maximize those interactions, this year the market will feature a central “market green” space designated for pre-scheduled, publicized sessions of education/outreach/demonstrations by our vendors, interspersed with interactive entertainment and acoustic music by festival performers. We highly encourage all vendors to sign up to lead a 20-minute session (that could be as simple as a product tasting and discussion, or as complex as a lecture on genetically-modified seeds, or as interactive as a craft project with wool) at the “market green” space on one or both days of the festival. Those vendors that do sign up will receive greater publicity with the various promotions of the educational series. Please indicate if you are interested in being featured at the educational market green for one to two sessions of 20 minutes or longer, and we’ll contact you.

interested

not interested

If you are interested, what describe what you’d like to teach:

5. What else do you grow at your farm / sell at your business / promote at your nonprofit?

6. How do you intend to package your products for sale at the festival? Be specific regarding packaging materials and their sustainability.

7. In recent years, 6,000 people attend the festival each day. Are you accustomed to vending at events of this size? (Several of our vendors last year sold out of their product on the Saturday and spent most of Saturday night and early morning preparing more food for Sunday).

8. Do you sell at other markets in the area? Which ones and for how long?

9. Do you have a NYS Department of Ag & Markets license? If yes, please send a copy with your application form.

Yes

No

10. Do you intend to distribute food samples at and during the festival? If yes, will you prepare these samples on-site or at your processing facility/kitchen/farm, etc?

11. Do you currently hold a Temporary Food Service Permit with the Westchester County Health Department?

12. How did you hear about the opportunity to be a part of the Artisanal Food and Farm Market?

13. Do you know of any other farms, food businesses, or nonprofits who may be interested in participating in this market? If so, please provide a point of contact, business name, email address and/or phone number.

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