



Crossroads Farmers Market is looking for you

The best place to have a farmer's market – on a real, working farm!

During the pandemic in the spring of 2020, Crossroads Farm started hosting an outdoor farmers market. The weekly event brought the community out to 'the crossroads', a Long Island agricultural landmark, where they could safely get fresh air, conversation, and high-quality products to nourish their bodies and souls.

Going into its fourth year at the crossroads, the farmers market at Crossroads is slated to be more interactive for shoppers, providing them a place to shop, learn and relax. We will be working more with the community to offer other reasons to visit the market (ie cooking demonstrations, exercise programs, composting drop off site, music, etc.) and have a media campaign ready to help the farmers market grow. With a new name and a media campaign plan is ready to take off as the place to visit on a Saturday.

Crossroads Farm offers numerous opportunities for small businesses to interact with their 6,000 plus followers. We are looking for committed makers to participate in our 2023 season and are open to creative ways to do that.

Location

Crossroads Farm, 480 Hempstead Ave, Malverne, NY 11565

Crossroads Farm is conveniently located right off Exit 17S Southern State Parkway. It is easily accessible to the city and Nassau County residents. Visits to the farm are free and there is adequate parking.

Market Rules

Farmers Market at Crossroads Farms is governed by the Crossroads Farm Advisory Council, on behalf of the Nassau Land Trust.

Contact Information

Kathy Scalzo, Market Manager

Farmers Market Crossroads Farm, 480 Hempstead Ave, Malverne, NY 11565

Responsibilities of the Farm to Vendors

In return for participating in our farmers market, we have designated a market manager to:

- Create a safe and enjoyable farmers market experience for all by following the Rules and Regulations of Crossroads Farm during market hours
- Assure the orderly and efficient operation of the market
- Review vendor applications and handpick a sustainable mix of products for the market
- Set the market calendar and schedule for participating vendors, including a special events calendar
- Publicize the market and YOU via social media, local publications, website, and cooperations with organizations



Vendor Responsibilities

- Social media** As part of Crossroads Farmers Market, you are required to help promote the market. This can come in the form of your own original post or sharing a post, using the hashtags #bestfarmersmarket #organicfarm #farmersmarket and tagging @xroadsfarmliny
- Contact Information:** If you hire a worker to staff your tent, we need contact information for both the owner of the business and the worker. Good communication is essential for keeping our market safe and well run.
- SPACE ASSIGNMENT:** You will be assigned a space by the market manager on a first come first serve basis, as space is available. Space in the market is not guaranteed, nor is it guaranteed that daily vendors will be assigned the same space each week that they are in the market. As a part of the market, you must be set-up on time and wait till closing time to breakdown. Vendors may be asked to use street parking for the 2023 season.
Set-Up Vendors may arrive up to 1 hour prior to opening to begin setting up, so you can be ready by the time we open. You must have 35-pound weights on each leg of your tent, or you will not be allowed to setup. The farm can be windy and it is a danger to everyone when a tent blows over. Consider weighting your table as well. All products must have prices available for customers.
Breakdown Vendors must remain set up until market closes unless prior permission by the market manager is given. Vendors must have their market sites dismantled, packed up, and cleaned within one hour of the market closure. You are responsible for taking your empty boxes with you.
- Sustainability Practices:** Our host, Crossroads Farm, is a NOFAA Certified Organic Farm that utilizes biodynamic farming techniques. As part of their Crossroads Farmers Market, you are asked to “think green” in your packaging and promotions. Plastic utensils, straws, and clamshell packaging should be avoided. Follow plastic bag regulations.
- Professionalism:** Direct all disputes to the Market Manager or appointee in a timely fashion. All vendors and employees should be dressed in appropriate attire (nothing offensive or derogatory). No offensive language or music will be tolerated. Either can lead to removal from Market.
Any person, vendor or employee may at any time alert the Market Manager of any behavior within the market that directly impacts the environment of the market. All reports will be kept confidential and may not be revealed without the approval of the individual making the report. This confidentiality clause is to ensure that reports of untoward actions can be made in a safe way to sustain a positive workplace.
- Clean up and remove any trash at conclusion of market. Leave your site clean
- Attendance:** The Farmer’s Market operates on a rain or shine basis, with the exception of severe weather, where you will be notified. The safety of our vendors and shoppers is top priority. There is no refund for the market closing due to inclement weather.



Vendors are required to attend **every** market day that they sign up for, unless prior notice is given. Absences are detrimental to the market as a whole. We do recognize that emergencies happen. We ask that in such a situation, as much notice as possible is given prior to the absence. The vendor must notify the market manager, Kathy Scalzo 917-8732616 as soon as possible and no later than the day before the market. After two consecutive absences with no notice, the Farmers Market reserves the right to terminate the vendor with no refund. No more than three absences are allowed annually.

8. No vendor shall be permitted to return to the market once they have received a written notice of removal by the Market Manager or her appointee. A written notice may be considered as received by the vendor if it is transmitted by mail, text, email, or hand delivered directly to a vendor or a vendor's employee.
9. These Rules and Guidelines will take effect June 3, 2023. These rules and guidelines should be distributed to any/all staff representatives of your business participating in Crossroads Farmers Market.
10. Any vendor that is unable or unwilling to abide by these rules and guidelines may immediately terminate their relationship with Farmers Market at Crossroads Farm.

TO APPLY: Submit attached application and payment (checks payable to "Crossroads Farm" or online <https://www.crossroadsfarmliny.com/olshop>) to:

Crossroads Farm
ATTN: Farmers Market Manager
480 Hempstead Ave
Malverne, NY 11565

Note: Submission of application is not a guarantee of acceptance. You will be notified via the e-mail provided if there is any problem with your application, and for clarification of dates scheduled.

Further Questions? Kathy Scalzo marketmanager@nassaulandtrust.org