

# Wayland Winter Farmers' Market – 2018

Location: Russell's Garden Center  
397 Boston Post Road  
Wayland, MA 01778  
Saturdays 10 AM to 2 PM  
January 6 – March 10 (10 weeks)

To apply to participate in the 2018 Wayland Winter Farmers' Market, you must complete and return this application to Russell's Garden Center.

All sellers of processed, cooked, packaged or mixed-ingredient foods must provide the Wayland Board of Health with an **additional application packet**, and all parts returned **directly to them** at:

**Wayland Board of Health**, 41 Cochituate Road, Wayland, MA 01778.  
Contact Patti White (pwhite@wayland.ma.us) if you have questions, or call the Board of Health at 508-358-3617. **Please do not apply to the Board of Health until your application has been approved by the Market Manager.**

The **name** of your farm/business must be visible. **Prices** must be clearly displayed so that customers don't have to ask the cost of items. All signage must be in place before your sales begin.

Sellers must submit a list of items to be sold at the market. Produce purchased wholesale is not permitted. Only approved items may be sold. **If additions are made during the market season, they must be approved.**

There is a \$50 fee for each week you attend; **Do not send any payment until you have received a confirmation of dates from the Wayland Winter Market.**

**Payment for all dates attending must be received by December 15 or your spot will become available to vendors on the Waiting List.**

Checks should be made out to "**Russell's Garden Center**" and mailed to 397 Boston Post Road, Wayland, MA 01778. Checks written in another name will incur a charge of \$40, and the original check will not be returned.

Inclement weather may force us to cancel the market. If it is obvious that the Market should be cancelled on Friday evening, we will get the word to you by 8 PM. If the weather is uncertain, we will make the final decision by 5 AM on Saturday morning. You will receive an email and it will also be posted on the 'Wayland Winter Farmers' Market' and 'Russell's Garden Center' Facebook pages. No refunds will be given.

You are welcome to set up any time after 7:30 AM and must be fully set up and ready by 9:40 AM (with your vehicle ALREADY relocated to a location indicated by the Market Manager) and remain set up until the close of the market at 2 PM. Vendors arriving late may result in relocation of your space to minimize disruption. **No Russell's carts will be able to enter the market area after 9:30.**

No sales are allowed before 10 AM. Vendors are required to remain set up until 2 PM, even if all products have been sold. **If you offer samples, you need to bring your own small receptacle for trash.**

Please notify the market manager by 9 AM on the Thursday before the market if you are unable to participate that week. We will be sending out an email to over 7000 recipients and want to make sure customers know who they will see each Saturday. Many shoppers travel a long distance to get to Wayland! Please call 508-358-2283 ext. 336. There will be no reimbursement of fees for absences.

Vendors are encouraged to share information and photos of their business so that we may promote you in our email and inspire shoppers to visit your booth. **Are you willing to take the time to share information? Yes\_\_\_\_\_ No\_\_\_\_\_**  
**Do you use social media and mention markets you attend? Yes\_\_\_\_\_ No\_\_\_\_\_**

Please indicate the weeks you would like to attend.  
We will let you know no later than November 15th:

January 6 \_\_\_\_\_

January 13 \_\_\_\_\_

January 20 \_\_\_\_\_

January 27 \_\_\_\_\_ (Farm Fiber Day)

February 3 \_\_\_\_\_

February 10 \_\_\_\_\_ (Massachusetts Farm Wineries Day)

February 17 \_\_\_\_\_

February 24 \_\_\_\_\_ (Farm Fiber Day)

March 3 \_\_\_\_\_ (New England Cheese Day)

March 10 \_\_\_\_\_

## Contact information:

Farm/business name \_\_\_\_\_

Primary business contact name \_\_\_\_\_

Person/s at market \_\_\_\_\_

Cell phone numbers of those attending \_\_\_\_\_

\_\_\_\_\_

Email address (include both owner and person at market)

\_\_\_\_\_

\_\_\_\_\_

Website \_\_\_\_\_

Facebook page \_\_\_\_\_

Twitter \_\_\_\_\_

Instagram \_\_\_\_\_

Business phone \_\_\_\_\_

Business address \_\_\_\_\_

\_\_\_\_\_

Please list the items you will be bringing to the Market:

Shoppers come to the Market seeking diversity. Not all vendors will be able to attend weekly and there may be another vendor with an item similar to your own. If you are uncomfortable selling in this market environment you should not apply to the Market. We will make our best effort to give you the same location on the weeks you attend, though this cannot be guaranteed (this is especially true on our 4 Special Event days).

I have read the application and agree to abide by the rules stated in the application.

Name\_\_\_\_\_

Signature\_\_\_\_\_ Date\_\_\_\_\_

**The Wayland Winter Farmers Market approves and accepts this application for the inventory items list above; pending full fees are received by December 15<sup>th</sup>. Unfortunately, due to late payments in past years we can no longer make exceptions.**

Market Manager signature \_\_\_\_\_ Date \_\_\_\_\_

A copy of this approval will be returned to you by email.

Please email to [mallettpeg@gmail.com](mailto:mallettpeg@gmail.com) or mail to: Peg Mallett, Russell's Garden Center, 397 Boston Post Road, Wayland, MA 01778  
Questions? 508-358-2283 ext.336

**Vendors are entitled to a 15% discount on purchases at Russell's Garden Center (on Saturdays) for the duration of the season. (exception: gift certificates and already discounted items)**

Get more exposure for your business  
by using social media:



'Wayland Winter Farmers' Market'



'WaylandWintMkt'



'WAYLANDFARMERSMARKET'

**Russell's website:**

<http://www.russellsgardencenter.com/html/winterFarmersMarket.html>