

## Wayland Winter Farmers' Market – 2020

Location: Russell's Garden Center  
397 Boston Post Road  
Wayland, MA 01778  
Saturdays 10 AM to 2 PM  
Sunday Farm Fiber Days 10 AM to 3 PM  
January 11 – March 14, 2020

To apply to participate in the 2020 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 Diane Ledwell ([dledwell@wayland.ma.us](mailto:dledwell@wayland.ma.us) and [health@wayland.ma.us](mailto:health@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 during the market. **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 \$60 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 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 for inclement weather.

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 a relocation of your space to minimize disruption. Please arrive in plenty of time to set up. **No Russell's carts will be able enter the market area after 9:30.**

No sales are allowed before 10 AM. **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 8000 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.

**Will you need electricity? Yes\_\_\_\_\_ No\_\_\_\_\_**

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\_\_\_\_\_**

**Facebook: 'Wayland Winter Farmers' Market'**

**Instagram: 'waylandfarmersmarket'**

**Twitter: 'Wayland Wint/Sum Mkt'**

**Please explain how you would participate:**

**What sets your products apart from those with items in your category?**

## Market Schedule:

Please indicate the weeks you would like to attend. NOTE: The **Farm Fiber Days** are on Sundays and are primarily for fiber vendors. Do indicate if you have an interest. We are seeking prepared foods vendors for these two days.

**Applications are due October 15. We will process your application by November 10th:**

January 11 \_\_\_\_\_

January 18 \_\_\_\_\_

January 25 \_\_\_\_\_

**SUNDAY** January 26 \_\_\_\_\_ (Farm Fiber Day)

February 1 \_\_\_\_\_

February 8 \_\_\_\_\_ (New England Cheese Day)

February 15 \_\_\_\_\_

February 22 \_\_\_\_\_

February 29 \_\_\_\_\_

**SUNDAY** March 1 \_\_\_\_\_ (Farm Fiber Day)

March 7 \_\_\_\_\_ (Massachusetts Farm Wineries Day)

March 14 \_\_\_\_\_

Please direct questions to Peg Mallett ([mallettpeg@gmail.com](mailto:mallettpeg@gmail.com)).

## 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 would bring to the Market: