

Schenectady Greenmarket, Inc. **Vendor Selection Criteria**

Schenectady Greenmarket is a place to buy fresh local produce and artisan goods in a festive community atmosphere. We are building a future in which Schenectady Greenmarket is an integral part of downtown's cultural landscape, connecting farm and city to create a responsible, sustainable food system.

Schenectady Greenmarket is committed to creating a diverse marketplace with the highest quality products produced locally. Although the market will not be bound to apply a particular set of selection criteria in every instance and must reserve unconditional discretion to accept or refuse anyone as a vendor, the board considers many factors when evaluating vendor applications.

Agriculture

- Priority is given to those regional farmers and producers who bring product to market that is 100% grown and harvested on farmland in and surrounding Schenectady, New York, that they own and/or operate
- Preference will be given to local producers when space becomes available at the market, without compromising quality
- Farmers have priority over processed and on-premise prepared foods
- Farmers who use environmentally responsible and sustainable growing, breeding, raising and harvesting methods will also have priority
- Farmers with the ability to provide produce during and/or throughout the winter

Product quality, presentation and customer service

- Consistently high product quality: fresh and flavorful
- Products grown or processed using genetically-modified seeds may not be sold at the market
- Clean and attractive displays
- Courteous, strong customer service and knowledgeable staff
- Foster a connection between the vendor and the consumer

Conduct and compliance

- History of compliance with market rules and federal, state and local regulations
- Positive vendor conduct toward customers, fellow vendors, market staff and volunteers
- Timely submission of application, fees, licenses and other market correspondence

Product balancing

- Products that are unique or unusual
- Products not already represented in the market
- Duplicate products may be denied entry
- Product not readily available through national distribution channels
- Product allows Schenectady Greenmarket to offer products at different price points to accommodate a diverse customer base

Food safety

- Adheres to the highest standards in production and handling

Space availability

- Admission is subject to space availability

Market needs

- Product complements the market's mission—ie. demonstrates our direct producer to consumer values and reflects seasonal availability of products
- Support of the local community (food donations, participation in local events, etc.)
- Support of market events (fundraiser, community programming demonstrations, etc.)

Seniority and history of participation

- Preference may be given to returning vendors
- Attendance record
- History of compliance with market rules
- Willingness to support/promote market
- Cooperation and enthusiasm

Artisan quality

- Unique and handmade of the highest quality

Labeling/packaging

- Legal requirements (weight, ingredients, etc.)
- Low environmental impact
- Aesthetics

Crafts/cosmetics

- Ethical sourcing on ingredients
- Minimal preservatives, only safe synthetics
- Avoid ingredients from suppliers that conduct animal testing

Processed foods: value-added farm foods, non-farm processed foods and hot food concession

Processed food and hot food concessions must be submitted for evaluation. Products are evaluated on the following factors:

Ingredient sourcing (in order of priority)

- Priority is given to products sourced locally and directly from their producers. Vendors are encouraged to source at least 25% of their raw ingredients from local sources.
- Grown by processor
- Sourced from market vendors

Production and distribution

- Priority will be given to products processed by the vendor over products by a second party or co-packer.
- Product that is distributed nationally may be denied entry.