



## **Taste NY at Todd Hill Outdoor Market Vendor Rules 2026**

### **Todd Hill Outdoor Market Mission**

The mission of the Todd Hill Outdoor Market is to enhance, improve and support the local agricultural economy and growth of small New York based businesses in the food, beverage, and textile industries. The market shall promote marketing and entrepreneurial skills of local farmers and vendors; provide an outlet for direct sales of agricultural and food, beverage, or textile specialty products to consumers; provide opportunities for farmers and vendors to engage in Agri-tourism and online sales; and educate consumers on the products, farms, artisanal goods, and diversity of agriculture in New York State.

The Taste NY at Todd Hill Outdoor Market (THOM) is operated by Cornell Cooperative Extension Dutchess County (CCEDC) with funding from NYS, and with the advice of the Todd Hill Advisory Committee. CCEDC is a 501(c) 3 exempt organization. CCEDC staff will conduct market research, development, and analysis; farmer to consumer education; vendor brand incubation, and organizational programming.

The Outdoor Market is located in the median of the Taconic State Parkway at Todd Hill Road (4640 Taconic State Parkway North, Poughkeepsie, NY 12603, Mile Marker 47). It operates during the growing season through mid-October (weather permitting). Refer to dates on application.

Please note the format of the 2026 Outdoor Market has changed from previous years. The 2026 Todd Hill Outdoor Market shall host vendors weekend days Friday – Sunday and Monday holidays, from Memorial Day Weekend through November 1st. Vendors are encourage to state availability of any and all weekend dates that suit them.

### **Vendor Applications**

- Vendors must apply prior to each season whether or not they have been vendors in the past. Past acceptance is no guarantee of approval for the next Outdoor Market term.
- References are required for new vendors.
- New vendors must provide (2) professional contacts as reference; past or present farmers' or makers' market managers, fellow vendors or farmers, wholesale buyers, or other agri-business or Agri-tourism contacts qualify.
- Vendors are required to provide a list of all past and present farmers' markets in which they have participated.
- Applications received by Tuesday, March 31st shall be given preferred placement. The first 2026 THOM weekend begins on Friday, May 22nd, the last THOM weekend begins on October 30th, 2026
- Applications can be submitted throughout the season, however applications for the first market on May 22nd will not be acceptable after April 30th, 2026.
- Acceptance for any market is at discretion of CCEDC program staff.
- All non-agricultural and value-added vendors must submit product samples or photos including packaging and labels they wish to sell. Explanations of methods of production and product sourcing must be submitted with the application. Products manufactured or sourced from New York are required for this market.
- Vendor applications will be reviewed to ensure that new vendors are a good fit for the Outdoor Market, its mission, and meets customer demand.
- No vendor is guaranteed product or sector exclusivity. Decisions regarding competitive products will be made at the discretion of the CCEDC program staff.

### **Product Requirements**

- All agricultural products must be grown and/or processed within New York State.
- All food, beverage, and textile value-added product offerings must be produced with a majority of agricultural product that was grown and/or processed in NYS.

### **Agricultural Merchandise**

- All agricultural products must be grown or wild-gathered by the farmers/vendors and/or their assistants, unless pre-approved by CCEDC program staff.
- Vendors are encouraged to participate together as space is very limited. Anything sold or sourced from other farms must be clearly labeled as such. Those farmers sharing space and labor may be given preference to facilitate a larger array of products sold at the Market. All products offered must be listed on the application.

### **Inspection**

- All vendors' farms and/or businesses are subject to inspection by the CCEDC program staff for the sole purpose of confirming conformance with the Outdoor Market Vendor Rules and policies.
- Failure to submit to such an inspection may result in suspension of a vendor's eligibility to participate in the Outdoor Market.

## **Setup and Departure**

- Vendors shall arrive at the Outdoor Market in time to set up and be ready for customers at the designated start time. Vendors are required to off-load, set-up, and move their vehicle prior to the start of the market. Late admittance is at the discretion of the Market Manager. Vendors arriving late on a regular basis may be subject to termination of the Vendor Agreement by the manager and/or CCEDC programming staff and prepaid rent fees will not be refunded.
- Setting up and operating outside of the set market hours for early and late sales is at the discretion of the Market Manager. Vendors are not permitted to set-up or sell product prior to the arrival of the Market Manager. Vendors arriving too early or conducting sales before/afterhours may be subject to termination of the Vendor Agreement by the manager and/or CCEDC programming staff.
- Vendors are to park only in areas designated by the Market Manager. All vendors will have assigned booth spaces and shall occupy only those spaces.
- Each vendor must display a sign stating the vendor's business or farm name and the location of the business or farm or production facility.
- Prices for all items will be clearly displayed at all times either on a board or on individual items.
- Vendors must wait until the Outdoor Market closing time to start packing up their spaces and take down their tents.
- Vendors must remove unsold product and clean up their spaces before leaving the Outdoor Market. A fine of \$40 per occurrence may be imposed by CCEDC for violation of this rule. Vendors are responsible for hauling out their own garbage items; vendors are not permitted to use dumpsters at the Todd Hill site.
- Vendors must be clear of the site within an hour after the close of the Outdoor Market unless other arrangements are approved by the Market Manager(s). A fine of \$40 will be imposed for violation of this rule.

## **Products and Sales**

- Agricultural vendors agree to sell primarily produce, eggs, animal proteins, cheese and value-added items produced on their farm or at their business. Vendors should list for public view any locally sourced ingredients if applicable.
- Products/produce from other farms/businesses (unless the vendors are sharing the space) cannot exceed 20% of what the vendor offers for sale and must be preapproved. Produce and products from locales other than the vendor's farm or business must be clearly identified as such, and the names and locations of the makers of those products must be also listed.
- The following products can be sold at the market:
  - Fresh foods such as eggs, fish, fruits, greens, meat, mushrooms, poultry, seafood, vegetables.
  - Prepared foods such as baked goods, beer, ciders, dairy products and cheeses, dried foods, frozen desserts, herbs, herbal products, honey, jams, jellies, juices, maple syrup, pasta, pickles, prepared meals, relishes, salsa, sauces, smoked meats and fish, soups, teas, cold beverages.

- Alcohol backed by off-site licensing from SLA (liquor, beer, hard cider, wine, mead, hard seltzer). Alcohol must be sold as closed container and cannot be consumed on premise.
- Specialty products such as artwork, candles, camping supplies, flowers, glassworks, jewelry, leather goods, metalworks, pet wares and treats, plants, porcelain, pottery, potions, soaps, tabletop decorative items, textiles, travel guide materials, woodworks.
- All types of products shall be reviewed and approved by CCEDC program staff.
- Sale of products not listed above: must be approved at least one week in advance by CCEDC program staff.
- Vendors may not sell as a franchise or use franchise trademarks, logos, etc., at the Outdoor Market, unless approved by CCEDC program staff. Vendors may not sell franchised products for other suppliers.
- All products sold at the market must be of high quality. If CCEDC program staff deem any product inferior in quality the vendor agrees to withdraw the product immediately or sell for a discounted price.
- Radical price cutting of top-quality produce is prohibited. Poor quality or overripe produce must be labeled as such and can be sold for a discounted price.
- Selling of dairy products, eggs, meats, canned goods, alcohol and other processed or potentially hazardous products must meet all legal requirements.
- Highly perishable foods, prepared foods and specialty products must be refrigerated/stored in compliance with all applicable laws.
- All produce displayed for sale must be at least 12" off the ground with the exception of large or heavy items such as pumpkins.
- Vendors must offer customers at least two forms of payment options (e.g., cash and check, or cash and credit, cash and Venmo) that are clearly labeled as options.
- Open air retail market guidelines as set forth by the New York State Department and the CDC must be adhered to on site. Failure to do so will result in dismissal.
- All vendors will complete market sales report forms provided by the Farmers' Market Manager at the close of the market day. Reporting is required and failure to return reports daily may result in termination of Market privileges and no refund of market fee will be given.
- Outdoor Market vendors also participating as Taste NY Todd Hill store vendors are required to match the prices of any of their products sold. It is recommended that dual market vendors balance their products between the two marketing channels.
- Artisans and craft producers may apply.

### **Compliance**

- Vendors must comply with all laws, ordinances and regulations of the United States and the State of New York.
- Vendors must obtain all required licenses or certifications, and these must be available for inspection at the Farmers' Market.
- Goods may be sold by weight, volume, container/package or count. All weights, measures, packaging, and labeling must comply with all applicable laws.

- Vendors must provide insurance certificates that name Cornell Cooperative Extension Dutchess County as the certificate holder prior to the first date of sale for each season and appearance at the Outdoor Market. Please see more specific information in the application.
- All vendors must abide by NYS DOT regulations pertaining to travel on the Taconic State Parkway. Vendors may apply to NYS DOT for a permit which allows a commercial vehicle to travel on the TSP. CCEDC program staff will provide this form upon request. The permit requests and appropriate permissions are the responsibility of the vendor.
- Vendors shall comply with open air retail market guidance for COVID related operation of outdoor markets.

### **Space Assignments and Upkeep**

- Vendors are assigned a space at the market by the Market Manager subject to change at discretion of the Market Manager. This is a carry in, carry out Farmers' Market. Vendors are responsible for keeping their space clean and neat at all times and carrying out all large cardboard packaging used to deliver product. All vendors are required to carry their own broom & pan and must thoroughly sweep any vending black top, sidewalk and/or grass area free of organic matter, paper and other debris at the end of the day and dispose of it elsewhere.
- Vendors are not permitted to discard garbage or packing materials in the dumpster at the site.

### **Conduct**

- Vendors must always conduct themselves in a professional and courteous manner. The Outdoor Market Manager can require a vendor or an employee of a vendor to leave if their conduct is deemed inappropriate.
- The Taste NY at Todd Hill Outdoor Market strives to maintain a smoke-free environment. Vendors who smoke can only do so at least 15 feet from the Farmers' Market selling area.
- Cornell Cooperative Extension Dutchess County has the right to expel a vendor for any violation of the terms of the agreement or for any conduct by the vendor deemed detrimental to the professional and safe operation of the market by CCE Staff.

### **Display and Signage**

- All vendors must keep their tents, merchandise, equipment, vehicles, displays and signage within the space assigned to them. Pedestrian flow cannot be impeded by the vendor's setup. Vendors must set up their space in a manner that does not block the customers' view of or impede access to other vendors in any way.
- Tents/canopies must be secured at all times. All vendors are required to provide and use weights to ensure tents cannot blow over. Empty containers/jugs, to be filled with water on site and tied to tents, are suggested. Containers/jugs, sandbags, or other methods, to be provided by the vendor, will be inspected

weekly by the Outdoor Market Manager. A fine of \$40 will be imposed for violation of this rule.

- Signage: All vendors must display at eye level a sign that states the name of the farm or business, and the location. This signage should be approximately 4.5 square feet, e.g., an 18"h x 36"w banner. All Vendors must also display items and prices. This may be on a separate board (like dry erase or chalkboard), or on the main banner, or labeled product groupings may be priced clearly for all shoppers to recognize.

## **Rents**

- All rents are based on 10' x 10' space per market day.
- Rent per market day is \$50.00 USD.
- Full season vendors receive a discounted rate of \$45/market day (10%).
- Full season vendors will pay rent 1x/month on or before the beginning of the month for all proposed dates that month.
- Full season or rotational vendors who wish to pay entire season up front (due by May 21, 2026) will receive 18% discounted rate of \$41/market day x all proposed dates.
- \*Additional tent length will only be allowed if Market Manager permission is granted, there is a \$5 additional fee per linear foot.

## **Rent Payments**

- Rent is due at the start of each month or market, depending on vendor type.
- Partial payments must be approved in advance by the CCEDC program staff.
- By signing the contract to participate as a vendor, you are agreeing to attend the Outdoor Market on the proposed and approved dates unless otherwise agreed upon. Vendors will be held responsible for the rent for the desired dates agreed to in the application. If a vendor must pull out of the market, the vendor will be held responsible for any further rents due. This can be reviewed in the case of extenuating circumstances that have been discussed with the Market Manager and/or CCEDC program staff.

## **Insurance**

- All vendors must carry at least one million dollars in liability coverage for the Taste NY at Todd Hill Outdoor Market and must carry auto liability. (see sample COI)
- CCE should be named as the Certificate Holder and Additional Insured. A copy of all insurance certificates for the Market is due upon acceptance into the Market and must be submitted to the CCEDC staff.
- Vendors cannot sell at the Farmers' Market without insurance certificates on file and insurance must be kept current throughout the season.

## **Absentee Policy**

- By signing the contract to participate as a Vendor, you are agreeing to attend the Outdoor Market on desired and assigned dates as stated in the application. All

Outdoor Market dates within your stated commitment in the application will be strictly adhered to and rents will be charged.

- Vendors must notify the Outdoor Market Manager at least 48 hours in advance if they are unable to attend a scheduled Outdoor Market Day for illness or other extenuating circumstances. Call outs and cancellations within 48 hours of the beginning of the block will not be refunded rent (Example: Call out after Wednesday at 1 pm for a Saturday market will not be excused; the block begins on Friday in this example). If and only if the Market Manager can schedule a suitable replacement for the open spot will rent refund be considered.
- Vendors will be responsible for rent on all the days they are scheduled to attend the Outdoor Market whether they appear there or not.
- Rent will be considered in arrears if it is unpaid.
- Unexcused absences will be considered during the application review process for the next Outdoor Market date and next annual application review.

### **Cancellations**

- The market manager has the right to cancel a market due to dangerous weather conditions or unforeseen events such as road closures on the Taconic Parkway, accidents or electrical outages at the Todd Hill market.
- If the market date is cancelled, management may offer make-up dates, or apply prepaid rent toward the next month's dates. This will be determined on a case-by-case basis and Market Manager availability.

### **Enforcement and Violations**

- Vendors who suspect that another vendor is violating any Outdoor Market rules should report the matter to the Market Manager and/or CCEDC program staff. Vendors should not attempt to address violations themselves.
- The Market Manager will be responsible for researching reported violations and will discuss such with the CCEDC program staff if needed to best resolve an issue.
- Violations of any market rules will be handled by the Market Manager who will give a verbal warning to the vendor for an infraction of the rules.
- If a Vendor receives two verbal warnings, CCEDC program staff may expel the vendor.

### **Communication**

- The Market Manager and/or CCEDC program staff will be responsible for communicating any significant changes or news through email to vendors. Additionally, they will reach out to vendors with phone calls as needed.
- The Market Manager will be the first line of communication for any Farmers' Market issue or concern.

### **Solicitations**

- The Outdoor Market does not allow solicitation, entertainment, informational and advocacy activities, unless approved by the Market Manager and/or CCEDC program or as part of the scheduled Outdoor Market programming.
- Vendors may not use their own space for advocacy or informational displays unless approved by the Market Manager.

### **Pets**

- No pets are allowed in the Outdoor Market area or in the parking areas during Farmers' Market hours. The Outdoor Market Manager reserves the right to expel a patron who has an uncontrolled animal. Please notify the Market Manager if any vendor observes such behavior.

### **Entertainment**

- The Outdoor Market Manager may arrange for entertainment and educational demonstrations to take place at the Outdoor Market. Vendors who want to bring entertainment to the Outdoor Market or participate in demonstrations should coordinate with the Market Manager and/or CCEDC program staff to suggest or schedule such activities.

### **Amendments**

- These rules may be amended from time to time by CCEDC. These rules may be subject to change without notice.