



Westwego Farmers & Fisheries Market
484 Sala Ave, corner of Fourth Street * Westwego, LA 70094
Office: 504-341-3424 ext 209 * Cell: 504-390-7020
Mailing Address: 419 Avenue A * Westwego, LA 70094

New Applicant Application Information

Thank you for your interest in becoming a vendor at the new Westwego Farmers & Fisheries Market. In order to make the process as fair and simple as possible, we have assembled the following procedures for new vendor/product review that everyone must go through in order to sell at the Westwego Farmers & Fisheries Market.

Please remember that Westwego Farmers & Fisheries Market is a farmers market, not a flea market or a craft market. We provide booth space for crafters but our primary goal is produce, seafood, fruit and food products. Upon visiting the market, if you see empty spaces, please do not assume that we have spaces available. Frequently we have an open space that is for one of our produce vendors who is waiting for a crop to come in. We try to accommodate as many vendors as possible and still maintain the proper balance in the market. We appreciate your understanding and cooperation.

Please carefully read the information in this packet, fill out the application and return it to us at the address above.

Procedures

1. Each vendor should fill out the application form completely which describes the criteria for acceptance as a Market Vendor. The Market Coordinator is responsible for screening each potential vendor's application. Vendors in Category 1 have the largest percentage of spaces available. While products in Category 1 need not be submitted for review, vendor's facilities must be inspected by Market Coordinator prior to admission to the Market. Applicants in Category 2, 3 & 4 must submit products for review. **Applications that are not completely filled out will be disqualified.**
2. A review committee of the Westwego Farmers & Fisheries Market will receive Market Coordinator reviewed vendor forms.
3. Vendors will be notified of acceptance or rejection.
4. All vendors are responsible for paying their own sales tax.

Criteria

Products in the Westwego Farmers & Fisheries Market are reviewed and placed into three (3) food based categories and one (1) non-food based category. Additionally, the Market is pledged to achieve a balance of products. The market's ideal breakdown for food based items is 60% Category 1, 20% Category 2 and 20% Category 3. Category 4 consists of non-food items such as arts & crafts. All new vendor farms, production facilities or boat will be inspected prior to acceptance to the Market.

Category 1

Products in Category 1: Raw vegetable and fruits; edible plants; eggs; honey; shelled beans and peas; cut washed and unwashed vegetables; nuts; garlic; spices; grains; herbs; bedding plants. Producers in Category 1 submit applications to Market so Market Coordinator can seek verification from Louisiana and Mississippi Cooperative Extension as a genuine grower in the region.

Category 2

Products in Category 2: They utilize two primary packaging formats: plastic bags or glass/plastic bottles and jars and include: Native wines; herbal vinegars; pastries; cookies; cakes; cheesecakes; chocolate; fruit syrups; jellies; jam; herbal and vegetable spreads; focaccias; panninis, pies; stuffed breads; fresh pasta; fresh juice; and cider.

Category 3

Products in Category 3: Raw and frozen meats (beef, lamb, mutton, pork, goat); raw and frozen poultry; raw and frozen game bird and rabbit; raw and frozen fin fish and seafood (crustaceans, fish, turtle, alligator); Live seafood (shellfish, crustaceans, oysters); fluid milk and fresh dairy products; cheese; canned and pickled products, cured sausage and meat.

For Category 2 & 3 producers

You must submit sample of your product. The item(s) to be sampled should:

- a. Include at least one locally grown ingredient and/or demonstrates a linkage to the Southeast Louisiana, New Orleans & Westbank region's cultural heritage.
- b. Be a product that can be marketed during more than one season.
- c. Products must be submitted for review in the exact form they will be offered for sale. They must be packaged, labeled with the company/individual name, address and telephone number ingredients. Products must be labeled with the intended price for sale.
- d. Prospective vendors will be notified in ample time the tastings will occur at the market.
- e. **All vendors of prepared foods must have liability insurance and provide a copy of the declaration page to the Market Coordinator.**

Category 4

Category 4 is for art; crafts; jewelry; baskets; other handmade/homemade items; non-edible plants and flowers. All products, other than plants, **MUST** be crafted the artisan. No items purchased from catalogs, stores, etc are allowed.

Remember: You are only allowed to market the products that you have indicated on this form and that you have been approved to sell either through inspection, tasting or Cooperative Extension approval. This measure is not meant to stifle creativity but to maintain a sustainable product mix in the Market and the authenticity of the Market's mission as a grower's and fisherman's market. Should you expand your line of products please contact the Market Coordinator for review/approval.

If your product is not invited into the Market, it may not reflect upon the quality of your product. Rather, products are chosen based upon the Market's stated criteria and specific needs for a balanced product mix. Although some products are delicious, they may not lend themselves to this forum due to outdoor conditions of the Market.

For more information or questions please contact Cathy Paillet, Market Coordinator at 504-341-3424 x 209 or 504-390-7020 or by email at cathyp@cityofwestwego.com.