



## **Flavors of the Valley 2017 Vendor Information**

Flavors of the Valley 2017 is the 16<sup>th</sup> annual celebration of local foods in the Upper Valley. Flavors is a marketing opportunity for local farms and farm-related businesses, showcasing the Upper Valley's bounty and promoting local food consumption. It is a great opportunity to meet your customers, find new customers, and make professional connections with other vendors.

**Flavors of the Valley, 11 am - 3 pm  
Sunday April 9, 2017, Hartford High School Gymnasium  
White River Junction, VT**

Vendor Registration Deadline is March 17. After this date we cannot guarantee table choice or inclusion in promotional outreach materials.

Register online at [www.VitalCommunities.org](http://www.VitalCommunities.org).

If you have questions about vending at Flavors of the Valley, please call Nancy LaRowe at 802.291.9100 x106, or [Nancy@VitalCommunities.org](mailto:Nancy@VitalCommunities.org).

We look forward to seeing you at Flavors!

Nancy LaRowe  
Valley Food & Farm Coordinator  
Local First Alliance Manager

Rachel Darrow  
Events Coordinator

### **Who are Flavors Attendees?**

Every year, half of Flavors attendees are coming for the first time, drawn by our extensive publicity and marketing. In 2016 we had more than 800 attendees from around the region, with the highest number from Hanover, Lebanon, Norwich, and Hartford. Attendees were evenly spread in income, age, and regularity of buying local foods. All are interested in meeting local farmers and food producers, talking about farms and the food system, and tasting samples.

## Who are Flavors Vendors?

Flavors is a marketing and sales opportunity for farms and farm-related businesses in the Upper Valley of Vermont and New Hampshire. Vendors are a mix of farms, value-added producers, specialty food producers, restaurants, grocers, and non-profit organizations. We typically have 50-60 vendors. Vendors frequently partner together, such as farms providing ingredients for restaurant samples.

## The Venue

Flavors is held at the [Hartford High School](#) gym, in Hartford, Vermont. Conveniently located off I-91 Exit 12, just one block off Route 5. The gym has easy access for vendor off-loading and we have volunteers to assist in carrying materials. Detailed directions will be sent with your confirmation packet.

## Vendor Hours

The venue opens for vendor setup at 9 a.m. and set-up must be completed by 10:30 am. Vendors are expected to remain at tables and be greeting the public until 3:30 pm, when breakdown can begin. Public admission is from 11 am - 3 pm.

## Table Options and Fees

Registration Fees:	8' table	4' of an 8' table
Farms Subsidized fees possible for farms in operation under 2 years. Contact Nancy at 802.291.9100 x106 for details.	\$100	\$70
Locally Sourcing Restaurants and Businesses	\$100	\$70
Non-profit Organizations	\$150	N/A

Your total allotted space is a full 8-ft table or four feet of a shared 8-ft event table with 2 chairs behind it. Most vendor tables abut other tables on at least one side. The gym is arranged in three aisles, tables are either in front of folded bleachers or rented drapes (see photos below). Toaster ovens, convection ovens, propane stoves, griddles, crock-pots, warming trays, and sterno flames are all allowed. The electric service is installed specifically for this event, so it is important for us to know and plan for any large electrical load appliances. Please note that kitchen facilities are not available. No live animals are permitted at the event. Please specify how many electrical outlets you will need when registering.

Vendor fees include admission for two staff; all other support staff must register as paid attendees.

### Vendor feedback from prior years

- “As a new business, we wanted to market ourselves and our food. We met new potential clients. Everyone was nice and helpful.”
- “Experienced staff. Excellently promoted.”
- “Good public relations, people look for us, get a few new customers each year.”
- “We are here today to promote our product. This was a wonderful experience.”



### Criteria for Vendors

Flavors promotes the Upper Valley’s working landscapes. Therefore, all vendors must be located within the Vital Communities 69 town service area of Vermont and New Hampshire, integrate farm

products from our service area into their products, or work with Upper Valley farmers. (See our website for details on our service area, [www.vitalcommunities.org/about](http://www.vitalcommunities.org/about)). Vendors are expected to comply with all required state regulations and licensing, and have Product Liability insurance.

**Farm Vendors** are those who raise food or farm products, and sell products for sale in our service area. These vendors are eligible for the half-table option. Food sampling is not required for farms, but is a traditional part of the event and is expected by attendees. One good option is to partner with a participating restaurant/grocer vendor.

**All other vendors** must purchase and use local food and farm products; or use local foods as key ingredients in processed foods; or support local agriculture in the organization's mission and programs. (E.g., bakers using local flours, co-ops selling local products, chocolatiers using local butters, organic certifiers, etc.)

**Fiber Vendors & Farm-Related Businesses** are those who produce fiber or have a product integrally connected to local farms or food systems (e.g. wool, compost, wood products, agricultural books). **Nonprofit Vendors** must support Upper Valley agriculture in the organization's programs (e.g. NOFA-VT, NH Department of Agriculture, Food, & Markets). Food sampling is not required for these vendors, but sampling of some kind is encouraged. One option is to partner with a participating farm vendor.

**All restaurant/grocer/caterer vendors** are required to sample their delicious wares and display a list of local farms and farm products that you procure throughout the year. Partnering with a participating farm vendor is encouraged. See details below about forming vendor partnerships.

## Getting the Most out of Flavors for your Business

### Marketing

The goal of Flavors is to connect farms and food businesses with customers. We promote Flavors of the Valley widely and pull attendees from around our region and we continue to attract new attendees to the event. We promote via print, radio, social media, and e-mail. Our promotion includes promoting vendor businesses, highlighting products, telling stories about vendors, and generally being enthusiastic about the amazing food system in our region.

### Sales

Vendors may not sell food for consumption at the event. The event provides free tasting for attendees. Vendors are encouraged to sell gift certificates, CSA shares, and products to

take home such as: frozen meats, preserved foods, bagged produce, cheese, soap, jam, etc. WiFi is available for the use of Square or other online payment systems.

### **Sampling**

Tasting of locally grown products is a traditional highlight of Flavors. Attendees pay an admission charge and expect to sample local foods from a majority of vendors. Food samples encourage attendees to stop at your table and learn about your farm or food business. All restaurant/grocer/caterer vendors are required to provide food samples, and all others are encouraged to provide samples.

Food samples should contain locally grown food. Samples for event attendees should be bite-sized—not meal portions. Due to Hartford High School policy, alcohol may not be served or sold (but may be used in cooking).

Some years we have more than 1000 attendees, so please plan on bringing at least 1000-1500 samples.

Even if you run out of samples, you must stay for the duration of the event to talk to attendees about your business. If you are not sampling food, bring other products to give out, whether that is brochures, handmade soaps, magnets, stickers, small plants, or....

Valley Food & Farm staff are happy to help you decide what is best to attract attendees to your table.

Food sampling advice from past vendors:

- “My advice would be to bring LOTS!”
- “Go small with the size of the samples and make it something that can be done quickly.”
- “Be prepared for at least 1000 samples, and lots of promotional materials. Most people wanted to know where to buy our products.”
- “Keep it simple, and if you are also selling at your table, have one person to sell/chat and one to serve samples”

### **Servingware**

To keep trash at a minimum, we ask attendees to bring their own small plate, fork, and napkin. We urge you to plan your food samples with this in mind. Edible platforms/finger foods are highly recommended. “Edible platforms are the way to minimize trash. I saw vendors offering chicken salad on crackers, mini ice cream cones, honey sampled on pretzel sticks, and cheese cubes.”

### **Vendor Partnerships**

Vendor partnerships are a great way to showcase and demonstrate the use of local ingredients. If you are a specialty food producer, chef, value-added producer, or grocer, partnering with a participating farm on the day of Flavors can help build excitement about your business.

In a restaurant/farm partnership, for example, the restaurant might use the farm's parsnips in a soup. The two vendors will have adjacent tables, to cross-promote. Chefs can partner with multiple vending farms.

To partner, choose a farm or restaurant located in the Valley Food & Farm service area with which you already have an established business relationship. Or, Vital Communities can help you make a new connection. At your request we will provide you with a list of registered vendors who would like to be partnered for the event. When any two businesses form a partnership for this event, they have full responsibility for the details of their partnership.

**Checklist for partners:**

- What products are being provided by the farmer?
- What recipe/s will the chef/grocer prepare for sampling?
- Will the farmer/producer also be providing samples of their own product? E.g., will the producer sample plain cheese cubes, while the partner chef samples cheese quiche?
- Is the restaurant purchasing the farm products or is the farm providing them at no charge?
- Will you each have your own table at the event? Do you want your tables adjacent to each other? If you are sharing a table, how will you divide the space and the registration fees?

Please contact us with any questions. We look forward to speaking with you about how Flavors can be a good fit for your business.