**Farmer's Market Committee:**
Katy & Michael McGrath, Curb Masters
Brad Ovial, ECR President
Ray Santillo, Chamber of Commerce
Jillian Court, Chamber of Commerce
Wendy Barensfeld
Cindy Morabito
3D's Produce Farm & Market
Pam Lovich
Sperdute Farms

February 13, 2018

**Greetings from the Farmers' Market Committee!**

The 2017 season was a great success again because of our outstanding group of vendors. The opening day of the 2018 Ellwood City Farmers' Market will be Saturday, June 2, 2018 and the final day of the Market will be Saturday, October 6, 2018 (with the option of an extra Saturday, October 13th).

This year we will begin charging a nominal vendor fee to be used to subsidize our advertising and market promotion budget. We are able to continue to fund a majority of our advertising, the insurance and operational costs with grants and private donations. We will once again have live music every week, which we feel really adds to the festive market atmosphere and generates more sales for you!

We would like to remind all our food vendors that you must be sure to comply with all PA Food Code licensing and registration requirements. You should call Mr. Dave Custozzo, EC Boro Health Inspector (724-601-5055), or Mr. Tony Arvelo (724-443-1585), our region's food sanitarian (if outside the EC Boro) with the PA Department of Agriculture, to make sure you are in compliance with all regulations.

- **All food vendors must display a copy of their health inspection in their booth and it must be visible to the public at all times.**
- **Vendors may not bring pets with them to the market.**
- **The market is weekly; if you intend to come other than weekly please note that on the application.**
- **We will again have a "Featured Vendor" spot available to for-profit and non-profit organizations.**

We continue to encourage you to emphasize the local nature of your products by clearly labeling what you sell. This is a very valuable sales tool for you. Customers enjoy shopping at the Farmers' Market knowing the things they buy are produced by a person with a name and a face they can identify with, and a location close to home! Anything you can do to emphasize this local, personalized touch can help generate more sales, including having a great sign with your name, location, and picture of your farm, offering a hand-out or business card and offering a full range of your products every week so customers can count on you and make you a part of their weekly shopping list.

We also solicit your help in identifying possible new vendors who can help add to the mix of the market. The more great vendors we have, the more customers will come. Talk up the market to your friends and neighbors, please. We think we are one of the best anywhere due to you, our fantastic vendors.

We are looking forward to receiving your application and vendor fee no later than May 1st. It won't be long now to the market's opening day and the ringing of the bell!

Thank You

Ellwood City Farmers' Market Committee