



WILD AMERICA  
NATURE FESTIVAL

## FARMERS MARKET PROSPECTUS

JULY 29, 30, & 31, 2022

### THE FESTIVAL

The Wild America Nature Festival is hosted by Panama Rocks Scenic Park. The mission of the Wild America Nature Festival is to raise awareness of the wild America that surrounds us through education and art, encourage sustainable enjoyment of the environment, and promote conservation of our natural world.

### ELIGIBLE APPLICANTS

The Farmers Market at the Wild America Nature Festival allows two types of vendors:

1. Farmers who sell fruit, vegetables, greens, meat, cheese, honey, maple syrup or other such farm products that are grown or produced within 75 miles of Panama, NY are eligible to participate. The intention is for farmers or farms to sell their own products (limited spots available); and
2. Locally produced food intended for off-site consumption (jams, jellies, cheese, pie, dog treats, etc.).

### SHOW CONTRACT & FEE

Applicants must send by U.S. Mail a signed show contract by June 30, 2019. Each organization hosting a booth at the Farmer's Market at the Wild America Nature Festival will receive two (2) complimentary Adult Weekend Passes. You must fully and accurately represent the complete range of items you wish to sell.

There is NO FEE for farmers selling farm products that they grow to participate. There is a \$50 fee for vendors selling locally produced food for off-site consumption.

Vendors may sell both farm products that they produce and locally produce food intended for off-site consumption. Whether you will owe a show fee or not will depend on which classification of products you intend to sell the most of (*a booth with mostly fresh produce and some jam is classified as a farmer; a booth with mostly jams and jellies and some fresh fruit is a vendor selling food for off-site consumption*). IF YOU HAVE ANY QUESTIONS PLEASE CONTACT US.

### FARMERS MARKET DETAILS

Farmers Market spaces are located outdoors on the grounds of Panama Rocks Scenic Park, a unique geologic formation and old growth forest in Chautauqua County. Each space measures 10' x 10' accommodating the standard size show tent. If a larger space is needed, please let us know on your application. We will attempt to accommodate your needs.

Vendors must provide ALL of their display materials. No tables, chairs, or electricity are provided. Your display system must reflect a high level of professionalism. No messy backspace storage will be tolerated. Participants will be assigned a set up time that they must honor. Unloading may occur at or near the assigned space but parking is away from the exhibit area. Pets are not allowed on the premises.

## **CLASSES, WORKSHOPS, & OTHER ACTIVITIES**

Education through classes, workshops, and activities is an integral part of the Wild America Nature Festival. Vendors in the Farmers Market may teach workshops or classes at the festival by separate application.

## **SALES TAX COMPLIANCE**

Except for maple sugar candy, most items sold by farmer vendors are tax exempt

([https://www.tax.ny.gov/pubs\\_and\\_bulls/tg\\_bulletins/st/listings\\_of\\_taxable\\_and\\_exempt\\_food.htm](https://www.tax.ny.gov/pubs_and_bulls/tg_bulletins/st/listings_of_taxable_and_exempt_food.htm).)

Vendors that are not tax exempt are individually responsible for collecting and reporting New York State Sales Tax. Out of state exhibitors must obtain a temporary New York State Sales Certificate prior to arriving at the festival. Going online is the best way to secure your NYS Tax Certificate and we urge you to allow plenty of time for processing. Go to: [www.nys-permits.org](http://www.nys-permits.org). Note that the State requires you to apply no sooner than 90 days and no later than 20 days prior to the event.

## **NYS/USDA COMPLIANCE**

Farmer vendors must comply with NYS Agriculture & Markets requirements (and/or USDA/FDA requirements for products sold from food processors outside New York State) on food labeling and food production.

## **ACCOMODATIONS**

Vendors can enjoy the many wonderful local accommodations that Chautauqua County has to offer. The Chautauqua County Visitor's Bureau lists local accommodations at [www.tourchautauqua.com](http://www.tourchautauqua.com).

A limited number of festival participants are permitted to camp on the grounds of Panama Rocks for the duration of the festival. Priority will be given to out-of-town exhibitors. Those wishing to camp will be assigned a set-up time on Friday before the festival and must break down their campsite on Sunday evening. Modern public restrooms are available. Electricity is not available at campsites, but charging stations will be provided before and after festival hours.

## **OTHER TERMS AND CONDITIONS**

The Wild America Nature Festival and Panama Rocks Scenic Park considers your application a commitment to exhibit if you are selected. Accepted applicants are expected to participate with the full understanding of all the terms and conditions listed. This is a high quality festival. No discounted "sale" prices may be indicated and no seconds or damaged goods may be sold.

**AT THE DISCRETION OF THE WILD AMERICA NATURE FESTIVAL, VENDORS WILL BE ASKED TO REMOVE ANY GOODS FOUND TO BE OUT OF CHARACTER WITH THE APPLICATION SUBMITTED.**

Further festival information will be sent via e-mail to accepted applicants one month prior to the festival date. Applicants are urged to print hard copies of both the Prospectus and Show Contracts and retain one copy of the Contract for their own files.

## **PRODUCT LIABILITY INSURANCE AND WAIVER OF LIABILITY**

All Farmers Market vendors will be required to submit proof of appropriate product liability insurance before they are allowed to sell food items at the festival. The Wild America Nature Festival may also request proof of general liability insurance.

As a festival partner [*festival partners include all exhibitors, vendors, entertainers, organizations and individuals hosting information booths, workshops, classes, and activities, and any individual or organization submitting a contract in order to be involved or associated with the festival in any way*], you agree to take full legal liability and responsibility for the safety of yourself, your property, your employees and/or assistants, and all festival guests and their property due to your involvement in the festival. You hereby release from

any and all legal liability and agree not to sue or make a claim against, and to indemnify, defend and hold harmless the Wild America Nature Festival and Camp-At-The-Rocks LTD [Panama Rocks), and all owners, officers, members, agents and employees, lessors and lessees of these organizations for any and all claims for damage, injuries, death to yourself or any person or property, including all defense costs, attorney's fees, and other expenses of any type, without limitations, caused by or resulting from your actions or presence at the Wild America Nature Festival and Panama Rocks Scenic Park. By submitting a contract to the festival, you acknowledge that you have carefully read this agreement and fully understand its contents and the terms. This contract shall be legally binding upon you, your heirs, your estate, assigns, legal guardians, and your personal representatives. Any legal action relating to the Wild America Nature Festival or Camp at the Rocks LTD will be brought in the New York State Supreme Court, County of Chautauqua, or the United States District Court for the Western District of New York.

**QUESTIONS MAY BE ADDRESSED TO:**

Jonathan Weston  
General Manager, Panama Rocks  
Email: jonathan@panamarocks.com

**MAIL YOUR CONTRACT AND FEE(S) TO:**

Wild America Nature Festival  
Panama Rocks Scenic Park  
PO Box 219  
Panama, NY 14767