



# CITIPARKS

## FARMERS MARKETS

The Basics.....	2
Where are your markets located?.....	2
What are the dates and hours of operation? .....	3
What can I expect at each CitiParks Farmers Market? .....	3
Squirrel Hill Farmers Market (Sundays, 9am-1pm).....	3
East End Farmers Market (Mondays, 3pm –7pm*) .....	3
Carrick Farmers Market (Wednesdays, 3pm-7pm*).....	4
Northside Farmers Market (Fridays, 3-7pm*) .....	4
Rules, Requirements, and Fees .....	5
What are the market rules/expectations? .....	5
What are the requirements to become a vendor?.....	5
Do I have to have insurance to become a vendor? .....	5
What if I don't have all of the required documentation at this time? .....	5
How much does a space cost? .....	5

❓ Carrick .....	5
❓ Northside.....	6
❓ Squirrel Hill .....	6
❓ Squirrel Hill Winter Session .....	6
Are discounts and/or payment plans available? .....	6
The Application Process .....	6
How do I apply to the CitiParks Farmers Markets? .....	6
When do I need to apply by?.....	6
What documentation do I need to submit? .....	7
What do you look for in a successful application? .....	7
The Selection Process.....	7
How do you select vendors for each market? .....	7
When will I hear back from you?.....	7
What if there's no space for me at the market that I apply to? .....	8
Additional Information .....	8
Do you accept SNAP/market tokens/senior vouchers/WIC, etc.? .....	8
How are the markets advertised? .....	8
Who should I contact if I have more questions? .....	8
Can I resell products? .....	8
What are your labeling requirements? .....	9
What do I need to bring to market? (tent, table, etc.) .....	9
What if I can't make it to all the market dates? .....	9
Can I share a space with another vendor? .....	9
I'm interested in starting a business so I can vend at a farmers market but don't know where to get started. Do you have any suggestions about how to get started? .....	9

## The Basics

### Where are your markets located?

- Squirrel Hill – Beacon/Barlett Parking Lot
- East End – Liberty Green Park - 100 Larimer Ave.
- Carrick – Carrick Community Dairy Pavilion - 1529 Brownsville Rd.
- Northside – Allegheny Commons East Park - East Ohio St. & Cedar Ave.

## What are the dates and hours of operation?

- Squirrel Hill – Sundays, 9am-1pm
  - May 11, 2025 – November 23, 2025 \*Optional Winter Market Dates December 7, 14, and 21.
- East End – Mondays, 3pm –7pm (3-6pm after daylight savings, 11/2)
  - June 2, 2025 – November 17, 2025
- Carrick – Wednesdays, 3pm-7pm, (3-6pm after daylight savings, 11/2)
  - June 4, 2025 – November 19, 2025
- Northside – Fridays, 3-7pm (3-6pm after daylight savings, 11/2)
  - May 11, 2025 – November 23, 2025

## What can I expect at each CitiParks Farmers Market?

### Squirrel Hill Farmers Market (Sundays, 9am-1pm)

Beginning in 2014, Squirrel Hill is our largest and most attended CitiPark Market, often considered our ‘flagship’ market with the highest number of legacy vendors. Vendors who are new to the Squirrel Hill Farmers Market are prioritized if they have at least one year's previous experience at another medium to large sized market. Vendors with no market experience are not likely to be accepted without good proof that they can supply large volumes and work in a relevant, fast-paced setting.

- Size – 64 stall spaces, 35-40 vendors
- Foot traffic
  - Spring – 1200-2500
  - Summer 2000-4500
  - Fall – 1200-1800
- Limited vendor parking
  - Often requires unloading vehicle and parking outside market
- Events:
  - Mother’s & Father’s Day Photobooth
  - National Farmers Market Week
  - Community Organization Tabling with Squirrel Hill Urban Coalition and others

### East End Farmers Market (Mondays, 3pm –7pm\*)

*\*3-6pm after daylight savings*

The East End Farmers Market has taken place for over 30 years throughout several of Pittsburgh's East End neighborhoods and in 2021 relocated to Liberty Green Park in the East Liberty Neighborhood. The East End Farmers Market serves a steady patronage of mostly senior citizens and local community members. This is a great opportunity for new vendors with limited market experience looking to build their business capacity. Vendors considering applying to this market should be aware that consistent attendance is necessary for a returning customer base.

- Size – 15 stalls, 7-10 vendors
- Foot traffic
  - Spring: 150-250
  - Summer: 250-400

- Fall: 120-150
- Accessible Vendor Parking
  - Usually able to park directly next to or near market stall
- Events:
  - Grand Opening Celebration
  - Live Music Entertainment
  - Park Activities
  - National Farmers Market Week
  - Community Organization Tabling

### Carrick Farmers Market (Wednesdays, 3pm-7pm\*)

*\*3-6pm after daylight savings*

The Carrick Farmers Market is undergoing some exciting changes in 2025! With Assistance from the Environmental Protection Agency, the Carrick Farmers Market is being reimagined to better serve the Pittsburgh South Hills community. This market makes for a great opportunity for South Hill business wanting to make a positive impact on their local food systems and new vendors wanting to start small and grow capacity.

- Size – 5-8 stalls, 3-7 vendors
- Foot Traffic:
  - Spring: 150-25
  - Summer: 250-400
  - Fall: 120-250
- Limited Vendor Parking
  - Not including produce vendors, often requires unloading vehicle then parking outside market
- Events:
  - Grand Opening Celebration
  - National Farmers Market Week
  - Community Organization Tabling with Carrick Community Council

### Northside Farmers Market (Fridays, 3-7pm\*)

*\*3-6pm after daylight savings*

One of the longest operating markets in Pittsburgh, CitiParks Northside Farmers Market is a historical community hotspot that serves Pittsburgh's Northside residents as well as Allegheny Health Network Hospital workers. Located in a beautiful park with plenty of shade, the Northside Market hosts exciting market events to draw in patronage. Vendors applying for the Northside Market should be open to understanding the local context and prepared to serve patrons from diverse socioeconomic backgrounds, ensuring an inclusive and positive market experience for all.

- Size: 50+ stalls, 25-40 Vendors
- Foot Traffic
  - Spring: 800-1300
  - Summer: 1200-2000

- Fall: 500-800
- Accessible Vendor Parking
  - Usually able to park directly next to or near market stall
- Events:
  - Grand Opening Celebration
  - Beer Gardens and Live entertainment – Last Fridays of Each Month
  - Park Activities
  - Children's Museum Tabling and Activities
  - Community Organization Tabling with Northside Leadership Council and others
  - National Farmers Market Week

## Rules, Requirements, and Fees

### What are the market rules/expectations?

- See the [Rules and Requirements document](#)

### What are the requirements to become a vendor?

- In order to be eligible for City of Pittsburgh Farmers Markets, applicants must sell products they grow, produce, and make. Each Vendor's application must include: a comprehensive product and/or crop list of offerings, an insurance policy, and any relevant licenses or permits for Seasonal Food sales.

### Do I have to have insurance to become a vendor?

- All Farmers Market Vendors must carry insurance for general liability and property damage, as well as liability coverage in no less than \$1,000,000 personal/ \$2,000,000 aggregate for the duration of the Farmers Market Season. The policy must name the City of Pittsburgh as 'Additional Insured'. A copy of the insurance and its expiry date must be provided with the application.

### What if I don't have all of the required documentation at this time?

- Applications without the Certificate of Insurance and other permits relevant to the basic operation of the business will be waitlisted or denied.
- One Exception: Seasonal Food Facility Permits need to be provided by May 1, 2025.
- Vendors without complete documentation submitted before the market season begins will not be able to participate.

### How much does a space cost?

- **East End**
  - **Full Time Vendor:** Number of Markets 24 – 17 | \$10/Market
  - **Part Time Vendor:** Number of Markets 16 – 10 | \$12/Market
  - **Drop-In:** Number of Markets 9 or less | \$14/Market
  - *Additional Stall* | \$5/Market
- **Carrick**
  - **Full Time Vendor:** Number of Markets 25 – 17 | \$10/Market
  - **Part Time Vendor:** Number of Markets 16 – 10 | \$12/Market

- **Drop-In:** Number of Markets 9 or less | \$14/Market
- *Additional Stall* | \$5/Market
- **Northside**
  - **Full Time Vendor:** Number of Markets 27 – 22 | \$18/Market
  - **Part Time Vendor:** Number of Markets 21 – 13 | \$20/Market
  - **Drop-In:** Number of Markets 12 or less | \$22/Market
  - *Additional Stall* | \$13/Market
- **Squirrel Hill**
  - **Full Time Vendor:** Number of Markets 29 – 25 | \$20/Market
  - **Part Time Vendor:** Number of Markets 24 – 14 | \$22/Market
  - **Drop-In:** Number of Markets 13 or less | \$25/Market
  - *Additional Stall* | \$15/Market
- **Squirrel Hill Winter Session**
  - Dates 12/7, 14, 21 | \$20/Market | \$15/Additional Stall/Market

#### Are discounts and/or payment plans available?

- To ensure financial inclusion for farmers and vendors, the following options are offered:
  - **Installment-based payment plans:** Two of four-installment payment plans to reduce upfront fees for vendors experiencing financial constraints.
  - **Special Pricing Discounts:** Discounts will be granted on a first come, first served basis for a fee reduction of up to 50% of the Vendor Fee. Vendors in their first two seasons of farmers market sales are prioritized for the fee reduction. Some categories considered for fee reductions include:
    - **Urban Growers-** someone who lives and grows food within the Pittsburgh city limits.
    - **Neighborhood Small Business-** A locally owned, small business restaurant, value-added, grocery, or small business that is located within ½ mile of the Market in which are confirmed.
    - **Businesses owned by historically disenfranchised identities-** This includes, but is not limited to, race, ability, sexuality, gender identity, and citizenship status.
- Vendors interested in either or both of these options will need to apply for them by submitting a [Payment Plan & Special Pricing Discount Application Form.pdf](#). Deadline March 31, 2025.

## The Application Process

### How do I apply to the CitiParks Farmers Markets?

- <https://www.pittsburghpa.gov/Recreation-Events/Events/Farmers-Markets/Farmers-Market-Vendor-Registration>
- Paper Application TBA

### When do I need to apply by?

- **Application Opens**.....Wednesday, January 15th
- **1st Priority Deadline**.....Friday, January 31st
- **2nd Priority Deadline**.....Friday, February 14th
- **Accepted Vendors Notified**.....Friday, February 28th

- **Applications Submitted After Feb 14<sup>th</sup>....** Acceptance on a rolling basis

### What documentation do I need to submit?

- All Farmers Market Vendors must carry insurance for general liability and property damage, as well as liability coverage in no less than \$1,000,000 personal/ \$2,000,000 aggregate for the duration of the Farmers Market Season. The policy must name the City of Pittsburgh as 'Additional Insured'. A copy of the insurance and its expiry date must be provided with the application.
- All food safety practices must adhere to city, county, state, and federal guidelines. **Vendors are responsible for securing necessary permits and must submit them with the application.**  
**Exception: Seasonal Food Facility Permits need to be provided by May 1, 2025.** Such rules and regulations must be practiced where relevant during Market operations. Any Vendor who is found to be out of compliance by the proper authority is not eligible to attend any Markets until compliance is regained. These may include:
  - Health Department Licenses and Permits:
    - Annual Permit for Permanent Structure Food Facilities
    - Annual Permit for Limited Food Establishment
    - Seasonal Food Facility Permit
  - Food Safety Plan – FSMA <https://www.fda.gov/food/guidance-regulation-food-and-dietary-supplements/food-safety-modernization-act-fsma>
  - PA Liquor Control Board licensing and requirements.
  - Organic certification for products claimed to be organically grown.
  - State sales tax permit, where applicable.
  - Health and labeling regulations that apply to preserves, honey, cider, baked goods, canned goods, eggs, dairy products, meats, etc.
  - Certification of scales by the department of weights and measures.
  - Pesticide licensing, application, and safe use.
  - For Pennsylvania Department of Agriculture Permitting go to: [Food Safety \(pa.gov\)](https://www.pa.gov/food-safety)

### What do you look for in a successful application?

- Complete and up to date required documentation.
- Unique product/service offering with consideration for the communities that the market serves.
- Demonstration that you can meet the product needs of the market for which you apply.
- Consistent availability.

## The Selection Process

### How do you select vendors for each market?

- The Market's job is to create a vendor mix that serves the community, ensures best chance at financial success for vendors, and is compelling to customers. The cornerstone of a market is its legacy, or returning vendors, especially produce and farm goods.

### When will I hear back from you?

- Accepted vendors will be notified on Friday, February 28th.
- Applications Submitted After Feb 14<sup>th</sup> will be notified within 2 weeks of application submission.

### What if there's no space for me at the market that I apply to?

- Efforts will be made to accept vendors in compliance with our Rules and Regulations. If a Markets capacity is full, the Farmers Market Team may reach out to suggest attendance for a limited numbers of market dates, request to limit or change your vendor offerings, propose you apply for a different CitiPark Farmers Market or waitlist your application and reach out if the need for your product offering arises.

## Additional Information

### Do you accept SNAP/market tokens/senior vouchers/WIC, etc.?

- Yes! Food benefits are facilitated by a local area non-profit named Just Harvest. Thanks to a Food Justice Fund grant, Just Harvest will **double SNAP benefits at all CitiParks Farmers Markets in the 2025 Season**. To apply or learn more, please visit <https://justharvest.org/fresh-access/> or contact Amanda Sloane, Fresh Access Coordinator at [amandas@justharvest.org](mailto:amandas@justharvest.org)

### How are the markets advertised?

- Pittsburgh CitiPark Farmers Markets are a city governed market program under the City of Pittsburgh Parks and Recreation Department. CitiParks Farmers Markets use CitiParks' social media channels and website. The Farmers Market Team works with the Parks Department Communications Specialist to showcase all markets and their offerings including, but not limited to: events, seasonal produce, market services (such as composting and SNAP exchange), and other market goods.
  - Social media: Instagram - @citiparks, Facebook - @citiparkspgh
  - Bus stop posters: In partnership with the Pittsburgh Regional Transit Authority
  - Canvassing: In partnership with neighborhood associations and Pittsburgh community hot spots
  - Cross posting: In partnership with community partners.

### Who should I contact if I have more questions?

- Please send an email to the Farmers Market Team at [farmersmarkets@pittsburghpa.gov](mailto:farmersmarkets@pittsburghpa.gov). We make an effort to answer inquiries within 24 hours.

### Can I resell products?

- Consignment and resale are allowed if the farmer Vendor applies for permission to resell and is granted written approval prior to the intended resale date. Any products anticipated to be resold should be submitted to the Farmers Market Team through the "Farm Products for Resale" field in the application. If a product for resale was not listed during the application process, the Vendor can submit a Resale Product Request Form at least 24 hours prior to intended resale date.
- All farm products sold at CitiParks Farmers Markets must meet the Local Requirement.
- All approved consignment or resold farm products are required to be labeled with the name of the producer and their location with signage provided by the City at all times during Markets. Resales and resold products not approved through the proper procedure and/or without proper signage will be grounds for disciplinary action. See "Rules Violations" section of this document for more detail.



### What are your labeling requirements?

- All products must be listed on signage indicating business name and location.
- All approved consignment or resold farm products are required to be labeled with the name of the producer and their location with signage provided by the City at all times during Markets.
- Health and labeling regulations apply to preserves, honey, cider, baked goods, canned goods, eggs, dairy products, meats, etc.
- Pre-packaged and prepared items must comply with applicable labeling laws.

### What do I need to bring to market? (tent, table, etc.)

- Vendors are responsible for all of their needed supplies and equipment including, but not limited to; tables, tents, tent weights, scales, chairs, stands, signage, bags, card readers, change, PPE etc.
- Anything that you need to do business, you will need to provide.
- CitiParks Farmers Markets provide on-site signage, bathrooms, first aid, bottled water on hot days, and any materials for special events.

### What if I can't make it to all the market dates?

- CitiParks is willing to work with you on a part time or drop-in basis. Just sign up for the market dates you are 100% committed to attending. Market Vendors commit to the Market Season according to their approved application dates, unless other agreements have been made with the Market Manager.
- Vendors who repeatedly arrive late or miss market days will be subject to warnings and potential dismissal from the market.

### Can I share a space with another vendor?

- Accepted Vendors may not sublet, assign, or transfer their space.
- However, spaces may be assigned to multiple businesses or cooperatives for the same Market date with written and prior approval. To obtain approval, all participating vendors must submit individual applications, be accepted independently, and provide a detailed space-sharing plan.

### I'm interested in starting a business so I can vend at a farmers market but don't know where to get started. Do you have any suggestions about how to get started?

- Understanding how a market's customer base relates to your product offering will make for a successful, realistic start. If you'd like more information about the CitiParks Farmers Markets, please see the 'What can I expect at each CitiParks Farmers Market?' section. Visit the markets you're interested in, stay organized, compliant, and communicative with administrative bodies, and persevere!
  - Great, free introduction webinar: <https://extension.psu.edu/farmers-markets-how-to-be-a-successful-market-vendor>
  - <https://extension.psu.edu/farmers-market-licensing-requirements>
  - <https://extension.psu.edu/dos-and-donts-for-selling-at-farmers-markets>
  - <https://extension.psu.edu/farmers-market-food-safety-online>
  - Marketing resources: <https://extension.psu.edu/business-and-operations/farm-markets/marketing>
  - <https://extension.psu.edu/in-market-getting-ready-for-the-farmers-market-season>
  - <https://extension.psu.edu/developing-a-business-plan>