

# The 9<sup>th</sup> West Farmers Market Vendor Handbook for 2015

## General Market Information

Dates and Times: Sunday, June 14<sup>th</sup> through Sunday, October 11<sup>th</sup>, 2015 (18 Markets total)  
Jordan Park outside the International Peace Gardens  
1060 South 900 West Sundays, 10:00 am to 2:00 pm

## Market Product Categories

### Growers

- Gardeners (defined as produce grown on one acre or less of land space)
- Farmers (defined as produce grown on more than one acre of land space)
- Both categories sell whole, raw vegetable, fruit, and nut produce.
- **The grower, a relative of grower, or an employee of grower must be the seller. Resale of produce is not allowed.**

### Processed Food Vendors

- **Edible products that are prepared in a location not at the market site**
- Examples of processed foods are: breads, preserves, cheese, frozen tamales, etc.
- **The producer, a relative of the producer, or an employee of producer must be the seller. Resale of products is not allowed without prior approval.**
- Certain Specialty food items that are of unique or cultural value, such as olive oil or yerba matte, will be considered by the Selection Committee for entry to the market. Businesses registered with Buy Local First seeking to market specialty foods will be given priority.
- **All processed food vendors must have a current Food Handlers Permit.**
- Important! Please be aware that all processed foods must be prepared in accordance with Salt Lake Valley Health Dept. regulations. All processed foods must be prepared in a commercial grade kitchen that is in compliance with these standards. No processed foods sold at the 9<sup>th</sup> West Farmers Market may be prepared in personal, household kitchens.
- Processed food artisans must be registered with the Utah Department of Food and Agriculture and must provide a copy of their current registration certificate with their application, or to the market coordinator prior to participating in the market.

### Prepared Food Vendors

- **Must have an SLCHD event license**
- **Edible products that are prepared at the 9<sup>th</sup> West Farmers Market site.**

- Examples of prepared foods are: hamburgers, salads, coffee, tacos, sandwiches, etc.
- All prepared food vendors must comply with the Health Department and Department of Agriculture standards and hold current Food Handlers Permits. Contacts are listed on the last page of this handbook for obtaining Food Handlers Permits. You will also find the contact information for the Dept. of Agriculture and Salt Lake Valley Health Department so that you can insure that you will be in compliance with all requirements for prepared food vendors.

### Artisans and Craft Vendors

- Arts and crafts products must be handmade by the vendor, a relative of the vendor who sells the products. Resale of arts and crafts is not allowed. Items which are purchased and then assembled into a finished product are allowed.
- By signing the vendor verification form (located in the vendor application packet), all vendors agree to the guidelines of selling only what they produce themselves.
- Examples of arts and crafts products are: handmade soaps and lotions, handmade bags and purses, handmade greeting cards and other original artwork for home decorating, handmade candles and potpourri, handmade jewelry, etc.

### Local Businesses (Buy Local First members)

- Local businesses, which are members of Buy Local First Utah, may apply as vendors either to sell their products at the Market, or to advertise their products and/or services
- The Buy Local First Utah campaign seeks to promote economic and business development and will support and enhance the ability of these businesses to succeed and prosper.
- Local businesses will be restricted to once a month unless prior approval has been made, in order to allow as many businesses as possible to participate, and to afford market customers exposure to a broad range of local businesses.

### Non-Profits

- Local non-profits may apply for booth space to promote their mission and to raise awareness in the community about the services and programs they offer.
- Non-profits may set up donation jars, sell products to raise money for their organization, and put out sign-up sheets to allow interested members of the public to get more involved with the organization.
- Each non-profit will be allowed free booth space as often as they wish, with the condition that they inform through calendar of events, websites, or newsletters that they will be with us.
- All non-profits that participate in the Market are required to help further promote the Market by listing/linking the 9<sup>th</sup> West Farmers Market on their website. If a non-profit does not have a website, this does not apply.

### Youth Entrepreneurs

- To qualify as a youth entrepreneur, vendors must be 17 years old or younger.
- **All products sold must be created by the vendor. Resale of products is not allowed.**

### Mixed Product Vendors

- Vendors may apply to sell a variety of items that are not exclusive to any one category

### Yard Sale Day Vendors

\_On the last day of each month, we have a Yard Sale Day. Regular vendors of the market may bring yard sale items on that day each month without any extra charge. If yard sale vendor only, the fee is for your booth space, same dimensions as one of the regular vendors. No medications, partially used health products, or food items other than fresh grown produce, should be sold by the vendor, due to health and safety issues.

### Market Entertainers and Performers

- Those wishing to do some type of performance at the market must complete the Entertainer/Performer application, which is separate from the main Vendor Application.
- Performers who sell any performance merchandise, such as CD's, posters or tee shirts, are responsible for their own taxes.
- Performers are allowed to put out a "tip jar" during their performance.
- Performers are encouraged to bring their own signage and any other information about their performance that they would like to share with the public audience.
- A small portable PA system is available with power

## **Market Participation**

### Market Attendance and Booth Assignment

- In order to be assigned a permanent space at the Market, vendors must commit to attend the entire 2015 market, 18 markets total. Vendors who commit to 18 markets will receive a 50% discount on the vendor fee. **The total amount must be paid in advance.**
- A permanent space is beneficial to a vendor because it creates consistency for customers, who will know exactly where to go each week to find specific products. Customers are more likely to return each week to a booth that they know will be in the same place each time.
- However, we recognize that some produce is simply not available during certain times of the season, so vendors will not be able to attend if they do not have produce that is in season.
- If you are unable to commit to all 18 markets, simply select the dates you will be available to attend and we will assign you a booth accordingly. However, we will not be able to guarantee that you will be given the same space at each market.
- We also offer a 33% discount for commitment to 10 or more markets and reserved space may be arranged as scheduling allows with the Market Coordinator. **The total amount must be paid in advance.**

### Sellers at the Booth

Items sold at the 9<sup>th</sup> West Farmers Market are to be sold by the maker, grower or artist, a family member of said maker/grower/artist, or employee of said maker/grower/artist. We feel this is important for the customer to be able to connect with the vendor and their products. Family members or farm representatives are also allowed to sell their own products at your booth. (example, if you have a booth selling crocheted items, and your child makes jewelry and wants to sell with you, it is allowed. Please make sure you list their products on the application, even if they are only going to be there a few times.)

If you have a Market day where you or a member of your family/farm cannot be present, please contact the Market Manager to make other arrangements. Contact information for the 9<sup>th</sup> West Farmers Market and Market Manager can be found on the last page of this handbook.

### Signage

- We strongly encourage you to make your own signs to create as strong a presentation as possible. Not only do colorful and eye-catching signs add to the visual sense of the Market, but research at Farmers' Markets indicates that those vendors whose presentation is organized and whose signage is clear and easy to read sell more products. Also, advertise where you will be on any social media you are connected with: Facebook, Twitter, websites, calendars, and more. We will post monthly flyers on line, you are welcome to copy the flyers to your own sites and email.
- Customers also like to know about the products they are purchasing and the vendors they are supporting. Vendors are encouraged to create brief messages about themselves and/or their products so that customer will be more interested and feel a more personal connection to the products. An example of such information would be a one-page summary of the vendor and the product, including why the vendor makes or grows a specific product, how long the vendor has been producing the product, etc. This sheet can then be laminated and displayed at the vendor's booth.

### Booth Aesthetics

- Customers are more likely to patronize booths that are organized, approachable and visually appealing. This means that the more unique style that you can add to your booth to set it apart from other booths, the more likely you are to profit.
- Some helpful tips on booth display and design are available from People's Market at any time, and are also a part of our orientation and trainings.

### Organic Growers

- Organic growers should sign their booths accordingly. It will help customers to easily locate the type of produce they are looking for. Reminder – You may only sign your booth as organic if you are State Certified! Contact information for organic guidelines is available on the last page of this handbook.

### **General Market Policies**

1. The 9<sup>th</sup> West Farmers Market welcomes all regardless of race, creed, color, sex, gender, religion, sexual orientation, age, nationality or marital status.
2. The 9<sup>th</sup> West Farmers Market reserves the right to refuse participation to vendors who do not comply with Market rules and regulations or do not meet Market standards which include, but are not limited to, following all local, city, state, and federal laws and regulations.
3. Booth size is approximately a 10x10 space. Booth space will be marked out prior to booth set-up.
4. Vendors must notify the Market Manager by phone or email at least 24 hours in advance if they will not be attending the Market.
5. Market staff has the authority to move and reassign vendor spots to enhance or facilitate Market operations.
6. Vendors are responsible for maintaining a clean and safe booth space during the Market and for cleaning their space before leaving.
7. Price, terms of sale, etc. are between buyer and seller only.
8. Vendors are asked to list all items to be sold on the Application, for the jury committee to approve, even if vague, such as jewelry, crocheted items.
9. Any vendor who the Market staff feels is not complying with the Market rules may be asked to leave. The vendor may in turn petition to be re-accepted to the Market if approved by the 9<sup>th</sup> West Farmers Market Selection Committee.
10. All sellers agree to abide by fair business practices. Selling should be done at your booth, not wandering about the market, in front of other vendor booths. Youth groups from the Sorenson Unity Center are allowed to go to each booth and give out samples of their product to our vendors.
11. Any required sales tax collection and remittances are the sole responsibility of the sellers.
12. The 9<sup>th</sup> West Farmers Market/People's Market is not liable for any injury, theft, or damage to either the buyer or seller, or their property, arising from or pertaining to preparation for or participation in the 9<sup>th</sup> West Farmers Market. Regardless of whether such injury, theft, or damage occurred prior, during, or after the 9<sup>th</sup> West Farmers Market, sellers further agree to indemnify and hold the 9<sup>th</sup> West Farmers Market/People's Market harmless for and against any claims for such injury, theft or damage.
13. Seller assumes full liability for the products they market or sell and hereby agrees to hold the 9<sup>th</sup> West Farmers Market/People's Market harmless against any claim of injury or damage by any buyer, seller, or other persons resulting from the use, consumption, disposition, display, or marketing of seller's products.
14. The Market opens at 10:00 am. Please do not sell any products before this time! We ask that all vendors be set up and ready to sell by 10:00am. Market personnel will be on sight by 8:00am each Sunday to begin set up.

15. See the Market staff if you do not have an assigned space. Please do not choose your own space.

**16. Vendors may not drive or park their vehicles on the grass. No exceptions.** Farmers with trucks may back their trucks against the curb and set up a table on the grass from which to sell their produce.

17. Market will go on rain, snow or shine. When weather is storming, we have the option of using the covered picnic area.

18. All tents/canopies must be secured to the ground with weights. Staking is not permitted. Any vendor not prepared with appropriate weights will be required to take down their canopy for safety.

19. All permits (temporary sales tax license, food handlers' permits, business license, etc.) are the sole responsibility of the vendor.

20. The 9<sup>th</sup> West Farmers Market believes your participation is critical to all of our events. We will try to accommodate your needs and requests to the best of our ability. The efforts you take in preparing for each one of our events is greatly appreciated.

**Please Note:**

- Food handlers permits are required for food vendors, and processed foods must be prepared in a certified commercial kitchen.
- Prepared and processed food vendors will need to provide a copy of their current registration certificate from the UDAF with their application.
- All vendors are responsible for their own taxes. The 9<sup>th</sup> West Farmers Market will not supervise the tax process.
- The 9<sup>th</sup> West Farmers Market accepts food stamps. All raw and processed food vendors will need to be prepared to accept food stamp tokens in addition to cash payment methods. The process is easy, free, and will be fully explained to these vendors prior to the beginning of the Market. We also have credit/debit card services for vendors who do not have their own. Even if you have your own credit card service, if a customer is using the wooden People's Market tokens, the vendor is to accept the tokens. Tokens can be turned in to the Market booth for cash. Any vendor with over \$30 in tokens will be paid by check from the Market. Only food, food producing plants and seeds, meeting the criteria may be purchased with the food stamp tokens.

**2015 9<sup>th</sup> West Farmers Market Vendor Fees and Booth Location**

Payment needs to be made at the time of application. Any vendors who have not paid in advance will not be allowed to set up at the Market.

**Payment Options:**

- All fee payments must be submitted upon receipt of invoice and before the date of the Market the vendor will be attending.
- If you wish to commit to all market days and receive a reserved booth space and the 50% discount, you must pay the total discounted fee before the first market.
- If you wish to commit to 10 markets, you will receive a reserved booth space based on scheduling availability and a 33% discount. You must pay the total discounted fee before the first market.

**Refund Policy:** The 9<sup>th</sup> West Farmers Market expects a solid commitment from vendors in order to plan for and operate a highly successful Market, and we would prefer to not have to refund any fees. We ask that all vendors exercise consideration for the Market when they are making their commitments to market dates. A 50% refund will be given if you cancel before the Market begins on June 14<sup>th</sup>, 2015. No refunds will be given after this date.

**Booth Location:**

- Once you have been accepted into the Market, you will receive an acceptance packet, which will include: an acceptance letter, an invoice for the markets you have selected to attend, and other informative material to aid with vendor preparations.
- If you have a booth space number/location (if you have committed to either 10 or 24markets), the spaces will be assigned after payment.
- If you have not selected the 10 or 18-market option, then you will need to check in at the 9<sup>th</sup> West Farmers Market Administration Booth prior to each market you attend in order to be assigned a booth space. Please do not select your own space! The Market Administration Booth will be located in an area that is easy to recognize when you enter the Market.

**Rates:**

**Arts/Crafts, Mixed Products, Food Vendors:**

|   |              |
|---|--------------|
| Registration for 10 markets with 33% discount | \$134/season |
| Registration for 18 markets with 50% discount | \$180/season |
| Home Gardeners 1/2 table space                | \$5/market   |

Weekly Vendors – Current season application on file (due prior to booth set-up)  
\$20/market

Weekly Vendors – No current application on file. Must be approved by Market Manager/Supervisor (due prior to booth set-up)  
\$25/market

**Youth Entrepreneur Vendors**

Weekly Rate (no discount) \$1/market

Buy Local First Businesses Weekly Rate (no discount) \$20/market

Non-Profits Free, any of the market season dates, with the understanding that they will help promote the Market by advertising the Market on their websites, if available

**Market Entertainers/Performers Free**

## **Important Contact Information and Resources**

**Salt Lake Valley Health Department** (Food Handlers Permits and Commercial Kitchens)  
Food Protection 788 East Woodoak Lane (5380 South) Murray, UT 84107  
Phone # (801) 313-6625 or 313-6620 Fax # (801) 313 6609 Website [www.slvhealth.org](http://www.slvhealth.org)

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**Utah Department of Agriculture** (for information on Cottage Kitchens laws)

Division of Regulatory Services (801) 538-7124 [ag.utah.gov](http://ag.utah.gov)  
Utah's Own Program (801) 538-4913 [www.utahsown.org](http://www.utahsown.org)  
Organic Food Program (801) 538-7141

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**Salt Lake City Business Licensing**

451 South State Street #218 Salt Lake City, UT 84111  
Phone # (801) 535-6644 Fax # (801) 535-7750

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**State of Utah Tax Commission Special Events Division 2**

10 North 1950 West Salt Lake City, UT 84134  
Phone # (801) 297-6303 Fax # (801) 297-6358

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9<sup>th</sup> West Farmers Market/People's Market address is: PO Box 1921 Salt Lake City, UT 84110  
Phone # (801) 448-6758  
Website: [www.9thwestfarmersmarket.org](http://www.9thwestfarmersmarket.org)  
Email: [marketmanager@slcpeoplesmarket.org](mailto:marketmanager@slcpeoplesmarket.org) or [president@slcpeoplesmarket.org](mailto:president@slcpeoplesmarket.org)