



2018 Vendor Handbook

Fairmont Park, Salt Lake City, UT

Wednesday Evenings | 5:00 PM to 8:00 PM | July through September

www.SugarHouseFarmersMarket.org

Sugar House Farmers Market is a Utah non-profit corporation and a federal tax-exempt organization under section 501 (c) (3) of the Internal Revenue Code. Contributions to the market are tax-exempt under section 170 of the code.



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Note

By submitting an application, potential vendors acknowledge they have received, understood, and agreed to follow all the policies and procedures set forth by the Sugar House Farmers Market (referred to as SHFM) as stated herein. SHFM reserves the right to remove any vendor at any time for failure to comply with the SHFM Vendor Handbook. Disregard for any guidelines established in this document will be just cause for action to be taken. SHFM retains the right to prohibit a vendor from participation in the Sugar House Farmers Market, without refund.



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GENERAL INFO

Mission: The SHFM is a non-profit market with the following aimed “To create a family-friendly and educational local market, by providing fresh produce, delicious food and unique Utah products. We strive to support the Sugar House community and come together through food and fun.”

Date and Time: Wednesday evenings | 5:00 p.m. to 8:00 p.m. | July - September

Location: Fairmont Park (1040 E Sugarmont Drive), Salt Lake City, UT

Application Timeline:

- Applications open: April 1, 2018
- Applications due: April 30, 2018
- Notification of application status: May 7, 2018
- Vendor payment due: May 15, 2018
- Proof of Liability Insurance due: June 1, 2018

VENDOR FEES

Application Fee: \$10 per application (non-refundable)

Booth Fees:

See the ‘Becoming a Vendor’ section of this document for a detailed description of Vendor Types.

Featured Vendor (Full-time)	
Farmer/Grower	\$250/season <i>Full-refund at end of season with good attendance.</i>
Other (speciality and material goods)	\$250/season
Drop-in Vendor	
Farmer/Grower	\$15/market
Other (speciality and material goods)	\$25/market
Food trucks	\$50/market
Exhibitors	
Nonprofits	\$20/market
Local Businesses	\$50/market



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BECOMING A VENDOR

The SHFM seeks to encourage the growth of backyard growers, small urban farms and local entrepreneurs to apply. Each application is judged on providing an overall variety of grower's products, locally crafted items and unique offerings. Mass produced and franchised items are not allowed at the SHFM.

All participants apply and are reviewed annually. Vendors are reviewed based on several criteria, including product quality and origin (how and where the product is made/produced), category and space availability, previous attendance and other pertinent criteria. In order to maintain a vibrant and appealing market, a limited number of booth spaces are available in each category with the exception of produce and farm/agricultural products.

Categories:

Farmer/Grower - Sell only fresh, raw, whole, unprocessed, and unprepared food items directly to the final consumer (fruits, vegetables, flowers, grains, eggs and nuts). Value-added products (e.g. salsas, jams, and pickles) may qualify under this category if vendor can prove that products are predominantly grown or gathered from the vendor. Value-added vendors must provide a copy of their Department of Agriculture certificate before selling at the Market (eggs excluded).

Prepared Packaged - Food items that are prepared or processed in any manner before arriving at the SHFM and must come from an approved commercial kitchen. It is the responsibility of the vendor to obtain all of the required permits and approval from the Department of Agriculture before vending in the DFM. A copy of the "Food Establishment Permit" must be provided electronically to Market Management and posted in plain view at the booth.

Prepared Served - Food items that are prepared at the SHFM for immediate consumption fall under Salt Lake Valley Health Department regulation and require a temporary event permit for each day product is sold. Electricity is limited in the park; therefore, it is required that vendors operate without using power or by using solar power. It is important that each vendor understands these regulations and the necessary steps for compliance before submitting an application.

Ranchers/Animal Products - Meat, honey, and dairy products. The vendor must raise the animals being used for this category. Requires a Department of Agriculture certificate before it may be sold at the Market.

Arts & Crafts - All items must be handmade by the applicant in Utah. Pre-Manufactured, mass produced, imported or commercial products will not be considered.



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Food trucks - Prepared food served out of a vehicle or trailer equipped with facilities for cooking and selling food. Size exceeds the standard 10x10 booth size.

Exhibitors - Promotional booth space for local Utah businesses to share programs, products or services with the community. Preference is given to exhibitors who offer give-a-ways, hands-on, and educational activities to draw participants to the market.

Vendor Types:

The SHFM offers two enrollment options for all vendor categories:

- 1) **Featured Vendors:** Full-season commitment with a designated booth space at the market each week.
- 2) **Drop-in Vendors:** Pre-approved vendors who may sign up to attend on a market to market basis. Single day sign up is open from Thursday-Sunday, before each market. Space is limited and not guaranteed.

Featured Vendor Benefits

Let us help you maximize opportunities for exposure, connection and impact!

As a Featured Vendor of the SHFM, your commitment benefits your brand with the following perks:

- Designated booth space at the market each week for consistent exposure and recognition from market customers.
- Consistent advertisement on SHFM social media platforms and blog.
- Opportunity to sign up for volunteer help from SHFM Board Members outside of the market. Help may include pulling weeds at your farm, packaging foods, and anything else you may need an extra hand with!

Farmer Refunds

All full-time farmers and growers receive a **FULL REFUND** at end of season with good attendance!



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How to apply:

We will be processing all our applications using an online system called [FarmSpread](#).

Step 1: Go to FarmSpread to create your [Vendor Profile](#).

The information in your vendor profile will be used to evaluate your application. If additional information is required, a Sugar House Farmers Market representative will contact you. Remember to keep your vendor profile current now and throughout the season. If accepted, your business contact information, product availability, attendance and picture can be viewed by customers on our website. This step can be completed anytime.

Step 2: Select the Sugar House Farmers Market and apply to be a vendor. When the application period is open, log into your FarmSpread vendor profile and apply to the Sugar House Farmers Market. After you complete the application, you will be sent a confirmation email.

[Click here to watch instruction on how to use FarmSpread.](#)

Policies and Procedures

To participate in the SHFM, Vendor must comply with the Policies & Procedures. Vendors who fail to comply will lose their right to participate. No refund shall be provided.

These guidelines reflect the emergent nature of the Sugar House Farmers Market as a movement and a network. As such, this is a living document. The SHFM will oversee modifications that may be necessary from time to time.

Market Set-Up:

Set-Up Hours: Vendors **may begin setting up at 3:30 pm** each Wednesday. Vendors may not set up prior to 3:30 pm. All booths must be **completely set up by 4:45 pm**. If you are late setting up, a warning will be conveyed to the vendor. The 2nd time of late arrival, you may be subject to permanent dismissal. This is a public safety issue.

Set-Up Regulations: Vendors must provide all set up materials (tent, tables, signage, etc.) HVJF will not loan any materials to vendors. Booth space is approximately 10' x 10' canopy style and should be arranged in an attractive and inviting manner. Your booth set up is meant to entice customers to visit your booth. All booths must be properly weighted down (50 lb per leg) for the entirety of the market. Vendors shall keep their booth clean and free of trash and debris. At the end of a market day, Vendors



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shall remove their own trash from the event and leave their space spotless. Prices for all items must be displayed.

Vehicles: Some vendors will be allowed to set up at their vehicle, while others will need to unload and park in the designated vendor parking prior to the market opening. The Market Manager holds the right to determine which Vendors are allowed to set up at their vehicle. It is greatly beneficial to the market to ensure there is enough parking for customers and park users, so vendors who fail to utilize designated the vendor parking area may result in dismissal of the market. There will be no driving within the park between 4:45 pm - 8:00 pm.

Electricity is not available for the SHFM. If you require electricity for your merchandise, you are required to provide your own generator. All generators must be muffled to respect Sugar House residents, merchants and customers. (Suggested generator - Honda EU3000is or equivalent). Without refunding vendor fees, SHFM may request a vendor to leave if the vendor's generator is deemed too loud. Vendors attempting to use electricity outlets located on or near Fairmont Park buildings will be immediately removed from the market without refund. These outlets are for SHFM use and may not be used by market vendors without prior SHFM approval.

No vendor is allowed to leave prior to 8:00 p.m. This is for the safety of the public and other vendors, as well as the prestige of the market. If Vendor sells out of product, they must set up a sign indicating they have sold out.

Vendor Requirements:

Attendance: Because of the importance of keeping a full and active farmers market, all Featured Vendors are expected to attend the farmers market each week for the full season. Drop-in vendors are expected to attend each scheduled date, and should not request dates they cannot attend. An absence is considered unexcused if a vendor fails to notify the Market Manager within 48-hours before the market or does not show up to the market without notification. **Vendors who have two or more unexcused absences will be removed from the market.**

Vendors not able to attend a scheduled market date are required to notify the SHFM Market Manager with as much notice as possible. See contact info for more necessary information. Featured vendors are required to notify management of planned absences on the market application & in an email prior to date. Unforeseen emergencies will be taken into consideration on a case by case basis. Cancellation or no show date fees are not refunded or waived. Attendance will be STRICTLY enforced.

Liability Insurance: All SHFM vendors are required to have a current Certificate of Liability Insurance for the minimum amount of \$1,000,000 on file with SHFM. This certificate must be submitted by all approved vendors by June 1, 2018. Failure to do with forfeit your application. **Sugar House Farmers**



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Market must be listed as additional insured and certificate holder. Please note that a copy of your insurance policy does not satisfy this requirement. An updated certificate will need to be provided to SHFM for any policies renewed during the market season. You may have your insurance agent mail or email a copy of the certificate directly to SHFM. Insurance requirements will not be waived for any vendors.

Sales Tax: It is each vendor's responsibility to know if they are required to collect and remit Utah Sales Tax. SHFM does not accept responsibility for vendors who fail to meet this obligation. Vendors who are required to remit sales tax must have a valid Sales Tax Permit. Failure to respond and reply to sales tax inquiries by the Internal Revenue Service will eliminate vendors from future participation in the SHFM. For questions, please call the Utah State Tax Commission Special Events Unit at (801) 297-6303.

Health Inspection: All SHFM vendors are required to comply with the Salt Lake County Health Department and the Utah Department of Agriculture and Food regulations governing the preparation, handling, and presentation of food. Prepared food vendors are responsible for obtaining all necessary licenses and permits required by the State of Utah.

Vendors are encouraged to contact the appropriate department with any questions or concerns regarding product regulations, licensing, and fees. SHFM is not responsible for health permits and inspections.

Clean-up and Trash Removal: All vendors are responsible for cleaning their stalls at the end of each market. All garbage must be removed. Garbage MAY NOT be placed in any city trash bin, private dumpsters, event trash box, or left on the curb. These are for customers only. Failure to follow these standards is a violation of these policies and procedures and repeat offenders may be removed from the market without refund of dues. Prepared food vendors will be charged an additional \$50 per space for trash maintenance fee due to the extra waste created. Additional trash maintenance fees will be applied if necessary.

Other Policies & Information:

Products: Items sold at vendor booths must reflect what was approved in their application. Resale of products is prohibited. Market staff has the right to ask a vendor to remove products not preapproved in the initial application process.

Severe Weather Protocol: The SHFM is held rain or shine, and vendors are expected to attend regardless of weather. Announcements of cancellation due to severe weather will be made to vendors via phone, text and email on the day of the market. With regard to the personal safety of vendors, patrons, and the general public SHFM will determine if or when a closure or cancellation of the market is



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imminent. The message and pertinent information will be broadcast to onsite vendors via verbal announcement.

SNAP Program: The SHFM is a Supplemental Nutrition Assistance Program (SNAP) authorized farmers markets. In addition, SHFM participates in the Utah Double Up Food Bucks (DUFEB), a nutrition incentive program that helps SNAP recipients take home more fruits and vegetables while supporting Utah farmers and growing local economies. The program works by matching SNAP benefits - dollar-for-dollar, up to \$10 per market day - for purchasing locally-grown fruits and vegetables at participating farmers markets and farm stands. Eligible vendors will be required to complete a separate agreement to accept Double Up tokens at the market from authorized SNAP participants in exchange for fresh fruits and vegetables grown within the state of Utah in accordance with market and program guidelines.

Vendor Conduct: All vendors are expected to respect each other. If a problem occurs, you must alert the Market Manager immediately. The SHFM reserves the right to ask any vendor to leave for disorderly conduct and inappropriate behavior. The SHFM welcomes all regardless of race, creed, color, sex, religion, sexual orientation, age, nationality or ability.

Vendor fees: Featured Vendors are required to pay for the entire season before May 15, 2018. Drop-in vendor fees are due prior to setting up for the market day(s) you are scheduled to attend. Online payments are preferred, but checks are acceptable with approval from the Market Manager. Refunds will not be provided for missed market days.

Advertisement: The SHFM logo will be sent to vendors to promote participation in the SHFM on all social media accounts and at outreach events the vendor attends. All vendors are expected to help promote the market on each account with active presence.

Low Waste Policy: SHFM is committed to being an environmentally friendly, low waste market. Participation in the SHFM means you accept and agree to adhere to our low waste policy. The SHFM will be encouraging reducing, reusing, and recycling throughout the event. Vendors will not be allowed to use non-recyclable materials such as Styrofoam for public use. SHFM encourage the use of biodegradable plates, utensils and cups as well as reusable bags.

Acceptable Items: Paper, Cardboard, Biodegradable ware (for example corn starch based), Aluminum, Glass

Unacceptable Items: Plastic Bags, Styrofoam

Receptacles for disposal of recyclables will be provided at the event.

Legal Agreement:



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By renting a space at the Sugar House Farmers Market, all vendors agree not to hold SHFM, its members, staff, or board of directors responsible for damage of any kind. Vendors assume all responsibility for the operation of their booth, and any damages or injuries that may occur in that area during normal hours of market operation or from consumption of products or goods. This includes all lawsuits, demands and claims including court costs, legal fees, and damages. Vendors are also responsible for any loss or damages SHFM may incur on their behalf including, but not limited to court costs and attorney fees. All merchandise will be handled and displayed at the vendor's risk and SHFM assumes no responsibility for theft, accident or natural disaster.

The vendor agrees to indemnify and hold the sponsors of the Sugar House Farmers Market harmless in regard to all liability for any damages to personal property, for any loss of life or personal injury or theft of property that may be sustained in connection with this event. I further give approval for SHFM to use photographs taken at this event, which might include my work, for publicity purposes.

IMPORTANT CONTACTS & RESOURCES

Sugar House Farmers Market

POB 521876, SLC, UT 84106

www.sugarhousefarmersmarket.org

Natalie McHale, Market Director

director@sugarhousefarmersmarket.org

Nichole Mathews, Market Manager

manager@sugarhousefarmersmarket.org

Amy Buchanan, Board Chair

boardchair@sugarhousefarmersmarket.org

Salt Lake County Health Department

General Information

385-468-4100

Salt Lake Valley Health

Department Food Protection

Phone (801) 313-6620

<https://slco.org/health/food-protection/>

Utah's Own Program

www.utahsown.org

Utah Department of Agriculture

Division of Regulatory Services

(801) 538-7152

www.ag.utah.gov

Utah State Tax Commission

Special Events Unit

(801) 297-6303

specialevent@utah.gov

<https://tax.utah.gov/sales/specialevents>



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