

2016

Downtown Farmers Market

A Project of Urban Food Connections of Utah

Policies and Guidelines

The Downtown Alliance started the Downtown Farmers Market (DTFM) in 1992 to create a new tradition in downtown Salt Lake City by providing an opportunity for local growers, food and craft artisans to sell directly to the public. Additionally, we sought to add the energy and vitality of a market to aid in the development of the neighborhood surrounding Pioneer Park. The DTFM has had great success connecting Utah's rural and urban communities, and the neighborhood surrounding Pioneer Park has become one of the most interesting culinary districts in Salt Lake City. This year marks our 25th anniversary, and we will celebrate with another delicious season packed with local flavors!

The primary focus of the DTFM is to strengthen and support small local farms and businesses as they bring their fresh products directly to the public. Our farmers and growers offer fresh and local fruits and vegetables as well as a wide variety of flora, bulbs, dairy, eggs, meat, honey and other agricultural products. In 2009, the Harvest Market was added to give farmers an additional opportunity to sell produce during the most bountiful time of the year. The scaled-down Harvest Market is open August – October on Tuesday evenings. In 2012, we launched the Winter Market at Rio Grande, further expanding opportunity for small growers and producers and increasing the amount of local goods available to the public in the winter months.

Our mission extends beyond our growers to encompass the broader community of business. A secondary focus of the DTFM encourages entrepreneurs in the areas of homemade crafts and new food businesses. These types of vendors have found a wonderful niche here, broadening the customer experience and strengthening the DTFM's presence in the community. In 2003, the Downtown Art and Craft Market was established and now operates adjacent to the DTFM on Saturday mornings to accommodate the increased demand for local goods and venues to sell them. The result is a unique Utah experience—a window to our region.

A direct result of strong support from the local community has allowed the DTFM to evolve into one of the West's largest community markets. Recently, the DTFM has added canning education and farm tours to our programming efforts. These projects have furthered our efforts to connect the urban population to local food sources by allowing our audience to rediscover the traditions of food preservation and experience the passion and demands of a modern farm life in rural Utah. As an organization, we continue to grow and find ways to support our community. The Downtown Farmers Market now operates under Urban Food Connections of Utah, the newly created 501(c)3 not-for-profit organization that will manage the DTFM, its educational programs, and the future year-round public market in downtown Salt Lake City. Our markets include the Downtown Farmers Market (Saturdays, June - October), the Downtown Art and Craft Market (Saturdays, June - October), the Downtown Harvest Market (Tuesdays, August - October) and the Winter Market at Rio Grande (Saturdays, November - April).

Types of Vendors at the Market

- Farmer/Grower (produce only)--- eligible for full season or day stall
- Mixed-product (produce AND processed food or craft)
- Food (either packaged or prepared for immediate consumption)
- Bakery (full-scale bakery)
- Nonprofit Organization

Art and Craft Vendors apply to the Downtown Art and Craft Market. Additional information is available on our Web site (slcfarmersmarket.org)

The **grower** category is for raw, unprocessed produce, plants and flora raised within **250 miles of Salt Lake City. No reselling is allowed**; products must be raised on the applicant's farm. Leased land is acceptable with conditions.

The **mixed-product** category accommodates vendors who sell produce AND processed foods or craft. Select this category for meat, honey, dairy, jams, and other products if the base ingredients of the product(s) come from items raised on the applicant's farm. It is important to note that all crafts in this category must fit the guidelines and that mixed-product vendors are involved in both areas of production.

Food vendors are broken down into two categories. **Packaged food** products must be prepared and packaged in an inspected and approved commercial kitchen. **Prepared food** vendors cook and serve on site for immediate consumption. The food category is the most competitive for admittance. Applicants are evaluated based on the existing product mix at the DTFM. We look very carefully at the entire range of products being offered by our vendors. New food vendors will offer products that enhance the DTFM by being unique and interesting but not diluting the existing product mix. Vendors that partner with local farms and ethnic or unusual offerings are appreciated. Vendors may apply to be full (20 weeks) or half (10 weeks) time.

Baked goods must be prepared and packaged in a commercial kitchen. We accept a limited number of bakeries at the DTFM to avoid saturation of this type of product.

Art and Craft Vendors of all mediums are managed separately as part of the Downtown Art and Craft Market. Applicants must be Utah residents, and products must be handmade locally by the applicant. For information on how to apply, visit www.slcfarmersmarket.org.

Please DO NOT APPLY if you are a multi-level marketing company, or do not produce your own product or craft by hand.

PLEASE NOTE: When admitting vendors, preference is given to those vendors who have previously vended at the DTFM and remain in good standing. These vendors have demonstrated that they are willing to abide by DTFM policies, pay fees, and support our programs. These vendors are the first to be admitted during the application process. Once these vendors are admitted, remaining spaces are assigned to new vendors.

Downtown Farmers Market Pioneer Park Saturdays, 8 am to 2 pm June 11th – October 22nd	Downtown Harvest Market Gallivan Plaza Tuesdays, 4 pm to dusk August 2nd – October 18th	Winter Market at Rio Grande Every other Saturday 10 am to 2 pm November — April
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2016 Market Fees

	Saturday Market	Harvest Market
Application Fee	\$35.00	\$15.00
Farmer/Grower	\$250.00	\$120.00
Day Stall	\$20.00	\$12.00
Mixed Product	\$375.00	\$150.00
Prepared and Packaged Food	10% of daily sales	10% (packaged only)
Bakery	\$100.00/ booth per day \$150.00/ 2 booths per day	10% of sales
Nonprofit	\$25.00/day	n/a

Important: Applications will only be reviewed or accepted when all fees from the previous Market season have been paid in full.

Fines and Penalties

- Failure to leave booth space clean - \$25
- Failure to be at the Market by opening time - \$35
- Failure to call Market Manager with required notice when not attending the Market - \$50
- Failure to use tent weights as required - \$25
- Daily fees not paid by the beginning of next Market day - \$15
- Licenses - failure to provide copies of legal and health department required documents will result in loss of Market space until such documents are in order.
- Reselling - \$50 first offense, suspension second offense, expulsion from Market third offense
- More than one approved vehicle in the park - \$25
- Unapproved driving in the park during hours of operation - \$25

Downtown Farmers Market Policies

Application Deadline for the Saturday Summer Market: Sunday, April 4, 2016 by 11:59 pm

Urban Food Connections of Utah (UFCU) values the efforts vendors make in preparing for each one of our events. Review the following policies, which are subject to change at any time. Updates will be sent to the email address provided in the application. It is the applicant's responsibility to retrieve and disseminate all communication to their staff members prior to market day. To ensure the success of the DTFM and safety of its patrons, all vendors must abide by the following policies:

BOOTH SPACES

- Family members or employees are allowed to sell at the booths—no agents or resellers. Anyone working at booths at the DTFM is required to be knowledgeable of and comply with DTFM Guidelines and Policies. The person on the DTFM application is responsible for training staff to ensure full compliance.
- Booth size is **approximately** 10 linear feet of space. The size of each space varies depending on the location of trees, poles, sidewalks, and other permanent fixtures. Keep items off of sidewalks and walkways to maximize room for customers. No signage will be allowed in the walkways along 300 South.
- The DTFM assigns spaces based on seniority, attendance, amount and type of products, canopies, cooking requirements, sales, vehicle size, and other special considerations. Vendors without reserved spaces must check in at the DTFM Info Booth upon arrival. Do **not** choose a space without first notifying Market staff.
- DTFM hours are 8 am to 2 pm on Saturdays. Unloading and setup for vendors begins at 6 am on Saturdays. Vendors must be in place by 7:45 am on Saturdays and be ready to sell by 8 am. **DTFM staff has the right to reassign a full-time vendor's space to another vendor if the full-time vendor has not arrived by 7:45 am.** Vendors are expected to stay for the duration of the Market day.
- Vendors are responsible for providing their own equipment. All canopies are required to be properly secured with a weight system using a minimum of 40 lbs/leg. If a weight system is not in place, vendors will be asked to take their canopy down. See the document, Canopy 101, for details.
- Electricity is extremely limited. Vendors requiring electricity must specify the amount needed up to 18 amps. Food vendors receive first priority for power. Generators are not allowed without prior approval. Solar power is encouraged where possible.

- **DTFM staff has the authority to move and reassign vendor spots to enhance or facilitate market operations.**

VENDOR PRODUCTS

- All vendors selling produce and/or packaged goods are required to participate in our Food Stamp SNAP (Supplemental Nutrition Assistance Program). Make sure to complete the Vendor Agreement Form at the beginning of the season. Vendors are fully reimbursed for all wooden tokens received as payment for goods. Each wooden token is worth \$1. Please be sure to NOT accept wooden tokens from other area farmers markets.
- Vendors may not sell any items not approved or declared in their Market application. Market staff has the right to ask vendors to remove unapproved products. Approval from the Market Manager is required before any products may be added during the course of the season.
- Price, terms of sale, etc. are between buyer and seller only. Prices must be posted for all items sold at vendor booths. Vendors will determine the prices for products sold, but the DTFM requests that vendors maintain fair retail market pricing. The DTFM, UFCU, or any other party will NOT make any warranty on sold or purchased goods. All prices should be clearly marked. Sellers agree to abide by fair business practices.
- The DTFM strives to be a zero-waste environment. Vendors should limit packaging where possible and to use alternative products where appropriate. The use of plastic grocery bags is strongly discouraged at the Market. We encourage customers to bring and use reusable bags or other alternatives. If vendors feel they must use plastic bags, bags need to be out of customer vision (i.e. stored below the table). **Automatic bagging of produce is prohibited**; customers must request a bag or say “yes” to a vendor offer to receive a plastic bag.

VENDOR CONDUCT

- Vendors must notify the DTFM Manager by phone or email at least 24 hours in advance (before end of workday on Thursday is preferred) if they will not be attending the Market that week. Non-compliance or repeated absences risk forfeiture of permanent reserved space.
- Vendors are responsible for their own garbage. Vendors must clean up their selling spaces at the end of each day. UFCU provides bins for cardboard recycling and certain types of compost, located behind the info booth. All other garbage should be removed by the vendor.

- Vendors should respect one another's space and right to sell their products without intrusion. As the harvest season arrives, everyone is cramped for space.
- Problems with other vendors should be discussed with DTFM staff. Please review the official grievance policy to submit a formal complaint. It is considered bad conduct to complain about the Market or other vendors to customers.
- Sampling is permitted at the DTFM provided that the person handling the food has a current food handler permit, a hand washing station and abides by all food safety standards.

VEHICLES AND PARKING

- To facilitate operations for farmers and food vendors, vendors with booth spaces on the interior sections of the north half of the park are allowed to keep **ONE** vehicle in the park during DTFM hours.
- We encourage you to bring only one vehicle to the park. However, additional vehicles must be parked in the vendor parking lot on 400 W. Do **NOT** park in stalls adjacent to the park. These stalls are customer parking **ONLY**.
- Use caution when driving in the park, and be mindful of trees, poles, signage, people, mud pits and dogs. We are fortunate to bring vehicles into the park and would like to keep that privilege.
- Driving in the park is **PROHIBITED** during DTFM hours (8 am – 2 pm). After 8am, items must be brought in by hand or cart. Vendors that sell out early will have to wait until 2 pm to drive out of the park.

LEGAL INFORMATION

- The Downtown Alliance, UFCU and DTFM reserve the right to refuse participation to vendors not in compliance with DTFM Guidelines and Policies or not meeting standards which include, but are not limited to, following all local, city, state, and federal laws and regulations. All required sales tax collections and remittances are the sole responsibility of the sellers.
- The Downtown Alliance, UFCU and DTFM welcome all regardless of race, creed, color, sex, religion, sexual orientation, age, nationality, or marital status.
- When submitting an application, an electronic signature is required. This signature serves as a binding agreement between the DTFM and the applicant. DTFM will hold anyone working at a vendor booth responsible for guidelines and policies. Policies are subject to change at any time and updates will be sent to the email indicated on the application. Make sure vendor profiles are kept current. Violations will be documented,

and the second violation warrants removal from the Market for the duration of the year. Anyone who fails to comply with DTFM policies may be asked to leave at any time.

- Seller assumes full liability for the products they market or sell and hereby agrees to hold The Downtown Alliance, UFCU and DTFM 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 products.
- The Downtown Alliance, UFCU and DTFM are **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 DTFM. Regardless of whether such injury, theft, or damage occurred prior, during, or after the DTFM. Vendors further agree to indemnify and hold harmless The Downtown Alliance, UFCU and DTFM for and against any claims for such injury, theft, or damage.

OTHER IMPORTANT INFORMATION

- Pets are allowed in Pioneer Park. However, this is a crowded Market and all animals are required to be kept on leash. Owners must clean up after animals. Pets are not allowed in food-prep booths per SLVHD guidelines. Pets are not allowed in any booth where food is being sampled.
- DTFM will go on rain, shine, or snow. If your product is weather sensitive, make a weather contingency plan with DTFM management.
- Solicitation or distribution of any marketing or advertising material is prohibited outside of a designated booth space by vendors or non-participating entities. This includes but is not limited to: flyers, handbills, stickers, and promotional items of any kind. Please notify DTFM management if you see any violations.
- Buskers and roving performers are required to check in at a DTFM Information Booth and display a button showing that they are an “Official Busker”. Report buskers in violation of DTFM policies to one of the information booths. See busker application for a full list of busker policies.
- Sales of any kind are prohibited at the DTFM unless the seller has applied and been approved to sell at the DTFM or Downtown Art and Craft Market.
- Amplified music or sound is prohibited at vendors’ booths during Market hours.

Farmers/Growers and Mixed-Product Vendors

The following sub categories have been developed for vendors selling products from local farms. Vendors that sell ONLY raw agriculture products fit our farmer/grower category. Vendors that sell raw agricultural products AND value-added agricultural products or approved crafts fit our mixed-product category.

1. Raw Agricultural Product

Fruit, vegetables, grains, nuts, flowers, bedding plants, potted plants, and bulbs that are raised on the applicant's farm are included in this category. Bedding plants and potted plants must be grown from seed, plug cutting, bulbs, or bare root.

2. Value-Added Agricultural Product

Milk, cheese, oils, eggs, honey, soaps, herbal preparations, jams, and the like are considered "value-added" products. The vendor must make all value-added products predominantly from material grown or gathered by the vendor. Vendors must provide a copy of their Department of Agriculture certificate before selling at the Market (eggs excluded).

3. Meat

The vendor must raise the animals to be considered in this category. DTFM looks for natural, grass-fed, or organic meat products. Retail sales of meat fit the mixed product category and require a Department of Agriculture certificate before selling at the Market.

3. Honey

Honey vendors must be involved in all aspects of beekeeping. Bottled honey products fit the mixed-product category and require a Department of Agriculture certificate before selling at the Market.

4. Eggs

Eggs can be sold at the Market without a Department of Agriculture certificate. However, temperatures must be controlled (45 degrees or lower) or product will be removed. Category will be determined based on other products sold at the booth.

5. Craft items

Any craft item sold at the DTFM must be approved by DTFM management and adhere to the following guidelines:

- Craft items must be handmade, grown, or gathered (natural materials) by the seller or family member on their farm.
- Craft items must be of original, unique work or design.
- The starting material must be significantly altered by the artisan.
- Only craft items listed on vendor application may be sold.

PLEASE NOTE: Certain craft vendors on the DTFM (North) side of the park have been grandfathered in to sell craft items. Other artists and crafters are welcome to apply to the Downtown Art and Craft Market, managed adjacent to the DTFM on Saturday mornings.

- Farmers/Growers that lease land are permitted to sell their products at the DTFM provided they demonstrate significant risk and financial investment. Lessees may be asked to provide receipts showing they purchased the seeds or plants for the crop, a written agreement with the landowner, and a statement describing the division of work on the property.
- Vendors are encouraged, but not required, to sell pesticide/chemical/GMO-free and hormone-free food. We have high customer demand for organic food. It is illegal to misrepresent products as organic and misrepresentation may be prosecuted by law and result in removal from the DTFM. Contact UDAF Organic Food Program for information: 801-538-7187.
- Vendors are responsible for complying with all applicable state and local laws, regulations, and requirements. Vendors selling processed items (i.e. jellies, honey, salsa, cut fruit, meat, anything other than raw produce) must have a food establishment registration certificate from the Utah Department of Agriculture. The certificate must be visibly displayed at the booth. Call 801-538-7149 or 801-538-7158 to speak with an inspector.

Farmer/Grower Day Stalls

Growers that cannot commit to the 15-week minimum may be eligible to participate in the day stall program. An application must be submitted before attending the Market. If approved, check in at the Market Info Booth upon arrival to be assigned a spot and pay vendor fees. Day stalls are generally not available in August and September. Craft and food vendors are not eligible for day stalls.

Packaged and Prepared Food Vendors

Vendors can select a full time or half time schedule. Full time is scheduled for every week; up to four scheduled absences will be allowed. Half time is scheduled for every other week. We limit the number of food vendors that sell at the DTFM to allow vendors to make a reasonable profit. Returning food vendors in good standing with the DTFM are allowed first right of refusal for booth spaces.

To be considered, food vendors must make the item(s) (not merely repackage them) and must be properly licensed. In addition, it is preferred that the business is local and that local produce is used in the product. We give preference to vendors that do not already have an existing location or food truck. Diverse ethnic products are also popular at the DTFM. Please review the following subcategories:

1. Bakeries and Packaged Foods

Food items that are prepared or processed in any manner before arriving at the DTFM are regulated by the Department of Agriculture and must come from an approved commercial or “cottage” 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 DTFM. A copy of the “Food Establishment Permit” must be provided to the Market and posted at the booth.

2. Prepared Food Vendors

Food items that are prepared at the DTFM 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 preferable 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.

3. Specialty Food Vendors and Sponsors

A limited number of vendors with products that are not locally produced have been permitted to sell under special circumstances and only by approval of the DTFM Selection Committee. These are products that are not available in Utah but are desirable to the patrons of the DTFM. Examples include fish, almonds, or olive oil. Applicants wishing to sell in this category should contact DTFM before applying to discuss availability and options. Please note that fees will be significantly higher in this category, thus supporting our mission.

- Beverages: Alcohol is prohibited. All beverages must be listed in the application. Beverages should be a unique compliment to a vendor’s food menu. Vendors are not allowed to sell lemonade, limeade, smoothies or coffee without prior approval from Market management.
- Flooring that covers the grass under the entire food prep area is required at all cooking tents and bakery booths.

Nonprofit Organizations

DTFM welcomes nonprofit organizations to do outreach at the Market. If an organization demonstrates 501(c) 3 status, they are welcome to apply for up to four dates throughout the DTFM season. Please note the following guidelines specific to nonprofits:

- Nonprofit organizations may request up to four Market days throughout the season. Please indicate your preferred dates on the application. If you are not able to attend one of the reserved dates, contact management as soon as possible so that another organization can have the opportunity.
- No more than 10 nonprofit organizations will be invited to participate each week. Dates are reserved on a first come, first served basis.
- Nonprofit booths are for community outreach. With prior approval, nonprofits may sell tickets, merchandise, and memberships specifically related to their organizations from the booths. You are NOT permitted to sell items that compete with DTFM vendors (food, produce, jewelry, crafts) or imported or commercially-produced goods.

Important Contact Information

Urban Food Connections of Utah

Website: slcfarmersmarket.org
urbanfoodconnections.org

Address: 175 East 400 South, Suite 600
Salt Lake City, UT 84111

Office Phone: 801.359.5118

Alison Einerson	Market Manager	alison@downtownslc.org	801.673.2256
Carson Chambers	Program Manager	carson@downtownslc.org	435.602.9274

Utah Department of Agriculture and Food

Division of Regulatory Services (certificate of registration)

ag.utah.gov 801.538.7100

Utah's Own Program

www.utahsown.utah.gov	Ryan Parkinson	801.538.4913
	Robin Cahoon	801.538.7141

State of Utah Tax Commission

Special Events Division

tax.utah.gov/sales/specialevents

Address:	210 North 1950 West Salt Lake City, UT 84134	Phone: 801.297.6303 email: specialevent@utah.gov
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Salt Lake Valley Health Department

Food Protection (temporary event permits)

slvhealth.org/programs/foodProtection/tempFoodBooths.html

Address: 788 E. Woodoak Lane (5380 South)
Murray, UT 84107

Phone: 385.468.3860

Food Handler Permit (required for sampling)

Take the course online (\$25): <https://www.statefoodsafety.com/food-handler/utah-food-handler-permit>

Protocols for Vendor Grievances and Product Challenges

It is the policy of the Downtown Farmers Market (“DTFM”) that all staff, vendors, and customers be treated in a fair and equitable manner and that any grievances are subject to an objective review pursuant to an established grievance procedure. Should a grievance arise regarding a DTFM policy, procedure, rule or action, the aggrieved party may institute a grievance pursuant to the procedures provided herein.

DTFM Management has created protocols and procedures that allow vendors to lodge complaints against other vendors whom they think are out of compliance with market rules and policies. This helps DTFM regulate food safety, products sold and operational safety.

Disputes, personality conflicts, and disagreements are to be expected and may be encountered amongst vendors, customers and/or DTFM Management. Professional conduct provides the way to ensure that these situations do not result in the possible loss of respect and confidence of our vendors and the public in general.

To file a grievance or product challenge, use the corresponding form.

Grievance procedures, rules and regulations

1. Complaints or problems need to be submitted to Market Management in a timely manner that is not disruptive to the market, within seven (7) days of the offense.
2. Vendors who have concerns regarding other vendor compliance (see below for specifics regarding Product Challenges), market staff, safety, or policies should complete a Grievance Form. Forms will be available at the DTFM Information Booth. Market Management reviews each concern form and the concerned vendor will receive a specific written response within two weeks.
3. A vendor may appeal any decision of Market Management concerning violation of these rules within thirty (30) days. An appeal must be presented in writing to Market Management. A decision by Market Management shall be issued within thirty (30) days of receipt and constitute a final and binding decision of any appeal.

Product Challenges

1. The Product Challenge Form must be signed by the person bringing the challenge and preferably be supported by physical or photographic evidence of the offense. The product challenge must be made within seven (7) days of the alleged violation. Challenges alleging wrongdoings on past occasions will not be accepted.
2. There is a \$100 filing fee, which may be shared by a group of vendors. This fee is returned to the challenger(s) if the claim is verified.

3. The vendor receiving the product challenge must respond to the challenge in writing. Failure to admit or deny a challenge may result in a determination that the challenge is valid.
4. Market Management may conduct a farm/studio site visit in a timely manner to make a determination on the product challenge. If Market Management deems it necessary, a third party farm inspector will be employed.
5. Product Challenge Forms are available at the DTFM Information Booth. Because of their sensitive nature, they must be returned directly to Market Management.
6. If the vendor is found in violation, vendor may be fined, placed on probation, suspended, or evicted from the market at the discretion of Market Management.

Grievances will be handled on a case-by-case basis. Examples of enforcement actions *may* include the following:

- 1st offense: Noncompliant product pulled plus \$50 fine.
- 2nd offense: 1-week suspension plus \$100 fine.
- 3rd offense: Season suspension or permanent expulsion.

Market Management

Alison Einerson Farmers Market Manager 801.328.5070 801.673.2256 – cell alison@downtownslc.org	Carson Chambers Program Manager 801.328.5055 435.602.9274 – cell carson@downtownslc.org
Marguerite Casale Art & Craft Market Manager 801.381.3871 — cell marguerite@downtownslc.org	



VENDOR GRIEVANCE FORM

Return to Market Management in person, via email to alison@downtownslc.org or by mail to:
175 East 400 South, #600, Salt Lake City, UT 84111.

DTFM Vendors who have concerns about market operations, vendor policies, or other vendors' compliance with market rules should submit this Grievance Form. Downtown Farmers Market will keep the inquiring vendor's name confidential. Please submit this form directly to Market Management on the market day or within a week of the market during which the alleged violation occurred.

Today's Date _____ Your Vendor Business Name _____

Your Name _____

Your Contact Information (phone number, email or mailing address)

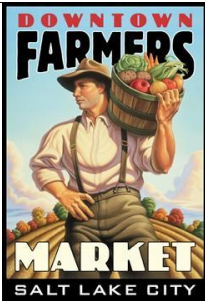
Your Concern:

Market date and approximate time at which the violation occurred (if any):

Please state the specifics of the violation of the rule. Provide any evidence that supports your concern.

Signed

Date



PRODUCT CHALLENGE FORM

Return to Market Management in person, via email to alison@downtownslc.org or by mail to:
175 East 400 South, #600, Salt Lake City, UT 84111.

Vendors may submit this challenge form when they believe another vendor is misrepresenting their product. There is a \$100 filing fee (which may be shared by a group of Vendors). This fee is returned to the challenger(s) if the claim is verified. Please submit this form directly to Market Management on the market day or within a week of the market during which the alleged violation occurred. DTFM ensures that this process in its entirety will be kept confidential.

Name of the vendor about whose product you are inquiring:

Specific product(s) about which you are inquiring:

Market date and approximate time at which the product is being sold:

Please state the specifics of the violation. Provide any evidence that supports your challenge.

Your name, business name, addresses and phone number.

Signed _____ Date _____