



## **2022 Policies & Guidelines Downtown Farmers Market A Project of Urban Food Connections of Utah**

### **About Us**

The Downtown Farmers Market was launched in 1992 by the Downtown Alliance of SLC to create a new tradition in Downtown's Pioneer Park. The goal was to bring the community together around Utah-grown produce and, in turn, strengthen and support small local farms. Today, we gather more than 200 farmers, ranchers, and artisanal food producers each week to offer the best local fruit and vegetables as well as dairy, eggs, meat, honey, baked goods and much more.

The Downtown Farmers Market is now managed by Urban Food Connections of Utah, a 501(c)3 not-for-profit organization that manages farmers markets, educational programs, and the future year-round public market in downtown Salt Lake City. Our markets include the Downtown Farmers Market and the Rio Grande Winter Market.

Urban Food Connections of Utah also manages and hosts food preservation events, Eat Local Utah activities, farm tours, and micro-grant funding. These projects help to further our efforts to connect the urban population with rural producers, to educate our community about the importance of local food, and to celebrate Utah's rich agricultural heritage. This year marks our **31th** season, and we will celebrate with another delicious summer packed with local flavors!

<b>Downtown Farmers Market Pioneer Park</b> <b>Saturdays</b> <b>8 am to 2 pm</b> <b>June 4<sup>th</sup> – October 22<sup>th</sup></b>	<b>Winter Market Location-TBD</b> <b>Saturdays</b> <b>10 am to 2 pm</b> <b>TBD</b>
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## Types of Vendors at the Downtown Farmers Markets:

- Farmer/Grower
- Value-added products
- Rancher/animal products
- Packaged Food (including bakeries)
- Prepared Food
- Art and Craft

**We do not accept multi-level marketing companies, franchises or vendors selling products not made or grown by the seller.**

The **farmer/grower** category is for raw, unprocessed produce, plants and flora raised within roughly **250 miles of Salt Lake City. No reselling is allowed**; products must be grown and harvested on the applicant's farm. **Value added products** may be sold under this category, but are subject to 10% fees paid at the end of market day. Value added products are produced, grown, raised and harvested on the applicant's farm then processed to create a new product. This includes jams, salsas, syrups, pickles, etc. All processed products sold at DFM **must be processed** within the 250 mile boundary of the market or within the state of Utah.

**Packaged food** products must be prepared and packaged in an inspected and approved commercial kitchen within the state of Utah. Vendors are required to have in place all appropriate licensing and permits before the market begins. **Baked goods** must be prepared and packaged in a commercial kitchen within the state of Utah. No cottage-license foods will be considered.

**Prepared food (only at Saturday Downtown Farmers Market)** vendors cook and serve on site food for immediate consumption. Partnering with local farms and market vendors is appreciated.

**Rancher/animal product producers** are vendors who raise animals or cultivate animal products and are personally responsible for their processing. This category includes beef, pork, poultry, goat, llama, eggs, dairy, lamb, wool, honey, etc. Products must be processed in approved facilities as per Utah Department of Agriculture and USDA regulations.

**The Art and Craft** category is for Utah resident artists who hand-make arts and/or crafts. Sub categories include: jewelry, glass work, leather work, mixed, paper crafts, photography, textiles, woodwork, ceramics, sculpture, personal care, metalwork, printmaking, painting and home decor.

## 2022 Market Fees

	Saturday Market	Winter Market
Application Fee	\$35.00	\$35.00
Farmer/Grower Full Season Day Stall *Vendors selling value added products pay 10% of daily sales on packaged products only	\$600.00 \$30.00	\$600.00 \$30.00
Rancher/animal product producer Day Stall	\$800.00 \$30	\$800.00 \$30
Honey/Honey Byproducts Only	\$450	\$450
Prepared & Packaged Food (including bakeries)	10% of daily sales	10% of daily sales

**Important: Applications will only be reviewed/accepted when all past fees have been paid in full, including the nonrefundable application fee. Contact Market Management if you are unsure about any fees or dues you may owe. All application fees are nonrefundable.**

All vendors are required to provide a Certificate of Liability Insurance in the amount of one million dollars (\$1,000,000) or greater to participate in the Market. This will also cover you if you participate in the Winter Market. Downtown Alliance/Urban Food Connections of Utah must be named as an "Additional Insured" on the Certificate. If you already have general liability or other type of business insurance, speak with your agent about adding DTA/UFCU as additional insured. You may want to inquire with your current home/auto insurance provider to see if they offer this type of coverage. If you do not currently have insurance, please plan to get insurance BEFORE Market opening.

Urban Food Connections of Utah  
175 E. University Blvd. Suite 600  
Salt Lake City, Utah 84111

Urban Food Connections of Utah (UFCU) values the efforts vendors make in preparing for our markets and events. Carefully review the following policies, which are subject to change at any time. Updates and communication 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 DFM 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 booth — no agents or resellers. Anyone working the DFM is required to be knowledgeable of and comply with DFM Guidelines and Policies. The contact person listed on the vendor 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.
- The DFM assigns spaces based on 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 DFM Info Booth upon arrival. Do **not** choose a space without first notifying Market staff.
- DFM hours are 8 am to 2 pm on Saturdays. Winter Market hours are 10 am to 2 pm. Unloading and setup for vendors begins two hours before opening. Vendors must be set up and ready to sell no later than 15 minutes before opening. **DFM staff has the right to reassign a full-time vendor's space to another vendor if the full-time vendor has not arrived 15 minutes before opening.** 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 25 lbs/leg. If a weight system is not in place, vendors must take their canopy down and may be fined. See the document "Canopy 101" for more details. Canopies are not permitted at the Winter Market.
- Electricity is extremely limited at Pioneer Park. Vendors requesting electricity must specify the amount needed up to 18 amps. Prepared food vendors receive first priority for power. Generators are only allowed upon Market Management approval. Solar power is encouraged where possible. Electricity is also limited at the Winter Market. Please make arrangements with Market Management if electricity is required.
- DFM staff has the authority to move and reassign vendor spots to enhance or facilitate market operations at our sole and absolute discretion.

## VENDOR CONDUCT

- All vendors selling produce, value-added products or packaged goods are required to participate in our Food Stamp SNAP (Supplemental Nutrition Assistance Program). Vendors must turn in a completed Vendor Agreement Form at the beginning of the season. Vendors are fully reimbursed for all SNAP tokens received as payment for goods. Each token is worth \$1. **DO NOT accept tokens from other area farmers markets.** Vendors are responsible for making sure that their employees are aware of SNAP rules and regulations and understands which tokens are valid for what type of product.
- Vendors may not sell any items not approved or declared in their Market application. Market staff reserves the right to have vendors 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. Vendors will determine the prices for products sold, but the DFM requests that vendors maintain fair retail market pricing. The DFM, UFCU, or any other party will NOT make any warranty on sold or purchased goods. Sellers agree to abide by fair business practices.
- Vendors must notify the DFM Manager by phone or email at least 48 hours in advance if they will not be attending the Market that week. Non-compliance or repeated absences risk fines and forfeiture of permanent reserved space.
- Vendors are responsible for their own garbage. Vendors must clean up their booth spaces at the end of each day. UFCU provides bins for recycling and certain types of compost, located behind the info booth. All other garbage should be removed by the vendor. Vendors must pack out garbage and recycling at the Winter Market.
- Vendors should respect one another's space and right to sell their products without intrusion.
- Problems with other vendors should be discussed with DFM staff. Please review the official grievance policy to submit a formal complaint.
- Sampling is permitted at the DFM provided that the person handling the food has a current food handler permit, a hand washing station, and abides by all food safety standards. COVID SAFETY-ALL SAMPLES MUST BE PREPARED AND PACKAGED in an approved commercial kitchen. Uncut vegetable/fruit samples may be served with tongs to individual persons.
- The DFM strives to be a zero-waste environment.
  - Vendors should limit packaging where possible and use alternative products where appropriate.
  - The use of single-use plastic grocery bags and plastic beverage bottles is prohibited at all UFCU Markets. We encourage customers to bring and use reusable bags or other alternatives.
  - Vendors must properly dispose of waste, including recyclables and compostables.

## VEHICLES AND PARKING

### Saturday Downtown Farmers Market:

- Vendors with booth spaces on the interior sections of the park are allowed to keep **ONE** vehicle in the park during DFM hours.
- We encourage vendors to bring only one vehicle to the Market. However, if additional vehicles are needed, they must be parked in the Big D vendor parking lot on 400 W. or at the Gateway (validations are provided). Do **NOT** park in stalls adjacent to the park. These stalls are for customers **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. **DO NOT DRIVE ON THE INTERIOR FIELD, SIDEWALK, OR PATHWAYS.**
- Driving in the park is **PROHIBITED** during DFM hours (8 am – 2 pm). After opening, items must be brought in by hand or cart. **Vendors that sell out early will have to wait until closing to drive out of the park.**

### Winter Market:

TBD

## IMPORTANT LEGAL INFORMATION

The Downtown Alliance (DTA), Urban Food Connections of Utah (UFCU) and the Downtown Farmers Market (DFM) welcome all regardless of race; color; national or ethnic origin; age; religion; disability; sex; sexual orientation; gender; gender identity and expression (including a transgender identity); genetics; veteran status; and any other characteristic protected under applicable federal or state law. To the fullest extent permitted by law, Vendor agrees to indemnify, defend, protect, release and hold harmless DTA, UFCU, the DFM, and their respective directors, officers, managers, employees, representatives, partners, agents, assigns, and legal representatives (collectively, the "Indemnitees"), from and against any and all claims, demands, losses, damages, causes of action, suits and liabilities of every kind (including all expenses of litigation, court costs, and attorney's fees), for injury to or death of any person, or for loss or damage to any real or personal property, and any civil or criminal fines or penalties, arising in favor of any third party or any Indemnitee, in connection with or arising out of, directly or indirectly, or in any way incidental to, the performance of Vendor of the Downtown Farmers Market Guidelines and Procedures, Vendor's participation in the Downtown Farmers Market, or any actions or inactions of Vendor in connection with such participation.

Urban Food Connections of Utah reserves the right, at any time and at our sole and absolute discretion, to suspend or remove any vendor for any reason at any time, with or without prior notice. UFCU also reserves the right at our sole and absolute discretion to rescind a previous booth assignment at any time for any reason.

When submitting an application, an electronic signature is required. This signature serves as a binding legal agreement between the DFM and the applicant. DFM will hold anyone working at a vendor booth responsible for understanding and adhering to guidelines and policies.

Vendors are required to understand and follow all local, city, state, and federal laws and regulations. All required sales tax collections and remittances are the sole responsibility of the seller.

## **FINES**

- Failure to leave booth space clean - \$25
- Failure to be set up and ready to operate at Market opening time - \$35
- Failure to notify 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, permanent expulsion from Market third offense
- More than one approved vehicle in the park - \$25
- Unapproved driving in the park during hours of operation - \$25
- Vendor vehicle found in unapproved parking space - \$25

## **OTHER IMPORTANT CONDUCT INFORMATION**

- Pets are NOT allowed.
- DFM will go on rain, shine, or snow. If your product is weather sensitive, make a weather contingency plan with DFM management no later than 24 hours in advance.
- Flyers, handbills, stickers, and promotional items of any kind are not to be distributed outside of the vendor's booth space. Please notify DFM management if you see any violations.
- Buskers and roving performers are not allowed.
- Sales of any kind are prohibited at the DFM unless the seller has applied and been approved to sell at the DFM.
- Amplified music or sound is prohibited at vendors' booths during Market hours.
- Security is provided by the Market. If there are any concerns, notify a Market Manager immediately. If there is an emergency, call 911 FIRST and then notify a Market Manager. Be aware of your surroundings, and of what is going on around and inside of your booth. Never leave your booths and cash boxes should not be left unattended.

## **VENDOR CATEGORY INFORMATION**

### **Farmers/Growers**

Vendors that sell ONLY raw agriculture products fit the farmer/grower category. Vendors that sell raw agricultural products AND/OR products made with ingredients they have grown or raised themselves qualify as "value-added".

### **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.

### **Value-Added Agricultural Product**

Salsas, jams, pickles, 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. All products must be prepared and packaged in an approved commercial kitchen.

### **Farmer/Grower Day Stalls**

Growers who cannot commit to the full season may be eligible to participate as a day stall vendor. 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.

### **Rancher/Animal Product Producer**

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.

**Meat:** The vendor must raise the animals to be considered in this category. DFM looks for natural, grass-fed, or organic meat products. Retail sales of meat requires a Department of Agriculture certificate before it may be sold at the Market

**Eggs:** Eggs must be harvested from fowl raised by the vendors. Eggs cannot be sold at the Market without a Department of Agriculture certificate. Temperatures must be controlled (45 degrees or lower) and monitored or product will be removed.

**Dairy:** The vendor must raise the animals that produce the milk used for their dairy products to be considered in this category. Dairy requires a Department of Agriculture certificate before it may be sold at the Market.

### **Honey/Honey Byproduct Producer**

Vendors must be involved in all aspects of beekeeping and own the hives. Bottled honey requires a Department of Agriculture certificate before it may be sold at the Market.

### **Bakeries, Packaged and Prepared Food Vendors**

Vendors may apply to for a full season (20 weeks) or half season (10 weeks). NO OTHER SCHEDULES WILL BE PERMITTED. Packaged and Prepared food vendors may NOT do day stalls.



To be considered, food vendors must make the item(s) and must be properly licensed and permitted as per their specific product before the start of the Market. In addition, it is preferred that produce and ingredients sourced at the market be utilized when possible. Preference is given to vendors that do not already have an existing retail location or mobile food business, and that offer diverse or unique products.

### **Bakeries and Packaged Foods**

Food items that are prepared or processed in any manner before arriving at the DFM are regulated by the Department of Agriculture 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 Food Vendors**

Food items that are prepared at the DFM for immediate consumption fall under Salt Lake County Health Department regulation and require a temporary event permit for each day the product is sold. This permit must be provided electronically to Market Management and posted in plain view at the booth. Electricity is limited in the park; therefore, it is preferable that vendors operate without using power or by using solar power.

### **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/or sponsor the market with approval of the DFM Selection Committee. These are products that are not available in Utah but are desirable to the patrons of the DFM. Examples may include fish, maple syrup, or olive oil. Applicants wishing to sell in this category should contact DFM before applying to discuss availability and options. Please note that fees will be significantly higher in this category, thus supporting UFCU's mission. The number of specialty product vendors is extremely limited.

### **Beverages**

Alcohol sales are 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, or coffee without prior approval from Market management. No beverages in plastic bottles may be sold at the DFM.

## **Art & Craft Vendors**

***Detailed information about Art & Craft vendor categories can be found on the online application.***

\*Art and Craft vendors wishing to share a booth may do so with another vendor who has applied and been accepted into the Art & Craft Market. Vendors are required to submit separate applications. The booth fee will still be \$900 for the full season. Attendance from all/both vendors should equate to full time participation.

## **BECOMING A VENDOR**

Applications are accepted online at [zapplication.org](http://zapplication.org) or on the website <https://www.slcfarmersmarket.org/howtoapply>. Applications do not result in an automatic acceptance into the Market. All applications are reviewed by a committee of jurors. Once the review has taken place vendors will be notified of their status as invited, alternate or not invited. Notifications will be sent to the email provided in the application by the end of April. A nonrefundable application fee of \$35 is required upon submission.

## **THE JURY PROCESS**

The jury process is structured to give every applicant equal consideration. PRIOR PARTICIPATION DOES NOT GUARANTEE ACCEPTANCE IN THE CURRENT YEAR'S MARKET. The jury will not evaluate late applications.

- The jury will not evaluate applications that come unaccompanied by the required images and application fee.
- ALL CRAFTS MUST BE HANDMADE AND PRODUCED BY THE APPLICANT IN UTAH. Pre-manufactured, mass produced, imported or commercial products will not be considered.
- Applicants are required to include digital photographs of their work with the application. Vendors are required to submit 6 photographs representative of the items intended to sell plus a photograph of the display (7 photographs total). Digital photographs should be in JPEG format, no smaller than 1400 pixels on the longest side. Guidelines, suggestions and instructions can be found here: <http://www.zapplication.org/images.phtml>. The jury makes its decision based on the photographs of products and the artist's statement.
- Applicants must submit an artist's statement in the space provided on the application. The applicant will provide a few paragraphs describing the process, the artist's relationship with the process (inspiration) and why the artist has chosen the selected medium. Any applications that don't include a descriptive statement will be returned for completion prior to the jury selection. Applicants needing assistance with drafting an artist statement may contact the Salt Lake Community College Writing Center (<http://www.slcc.edu/cwc/>) for free coaching.
- Once accepted, vendors may display and sell the type of work presented on their application and to the jury. Any changes must be approved by the Market Manager.
- Selections will be made from the primary classifications listed on the application (i.e. jewelry, textile, pottery). To ensure balance and fairness to all exhibitors, each classification has a limited number of openings.

The Jury Process is handled as follows:

1. An impartial jury of up to eight professional artists or arts advocates will be selected from our local community.
2. They meet and examine all of the applications in one session, assigning each a number from 1 to 7.

3. The jury carefully examines a number of important aspects in each application:  
Does the product meet the minimum criteria? (Handmade, locally made)

- A. What is the quality of the product?
- B. How marketable is the product?
- C. Does the product enhance the overall variety of products at the Market?
- D. Is the product compelling?

4. The jury results are collected and the top scoring vendors are admitted to fill the available spaces at the Market. Those vendors who meet the Market's criteria but fall below the average score will be placed on an alternate list to fill available vacancies that occur throughout the season. The applicants who fall well below average will not be invited to participate and will be notified via email.

Remember: The majority of the applications we receive meet most of the qualifications. The jury is dedicated to carefully consider each applicant according to the above criteria.

## ***A NOTE FOR JEWELRY AND TEXTILE ARTISTS:***

### **Jewelry**

The jewelry category is often the most applied for category in many art and craft markets. The Downtown Art & Craft Market has identified three subsets of jewelers: CRAFT, ARTISAN, AND MIXED. Jewelers who design their jewelry using beads and/or other components they did not create fall into the JEWELRY - CRAFT category. Jewelers who craft the components of the jewelry they design (silversmith, gem cutting, stone tumbling, etc.) fall into the category of JEWELRY - ARTISAN. Mixed Jewelers offer jewelry that falls into both categories. Artists offering a variety of products, including jewelry, should also apply under the JEWELRY – MIXED category.

### **Textiles**

The textile category at the Market is often the most misunderstood and difficult to identify as a craft. Textiles at the Downtown Art & Craft Market must be modified, solely by the artisan, to the extent that they reflect an original, artistic character and are obviously informed by the artist's intention. Textiles that are not allowed into the Downtown Art & Craft Market include, but may not be limited to, those that are mass produced in any way by an outsourced printer or those that are produced/mass produced outside of the state of Utah. The textile artists featured at the Downtown Art & Craft Market often create their products from scratch, with raw materials. Exceptions typically are characterized by screen printed or modified materials designed and created to produce an original design, by the artist.

## Documents Required for Application

	<b>Limited Liability Insurance</b> (FLIP or Additionally Insured on other policy)	<b>Food Establishment Permit</b> (Utah Department of Agriculture and Food or UDAF)	<b>Temporary Food Permit</b> (Salt Lake County Health Department)	<b>Food Handlers Permit</b>
<b>FARMERS</b>	Yes	Only for value-added products, jams, salsa, etc.		Required for sampling
<b>RANCHERS</b>	Yes	Meat, Honey, Eggs, Dairy		Required for sampling
<b>PACKAGED FOOD</b>	Yes	Yes		Required for sampling
<b>PREPARED FOOD</b>	Yes		Yes	Required for sampling

## Contact Information:

### Urban Food Connections of Utah

Website: [slcfarmersmarket.org](http://slcfarmersmarket.org)

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

Alison Einerson Executive Director [alison@downtownslc.org](mailto:alison@downtownslc.org)  
801.673.2256

Nichole Mathews Market & Administrative Manager [nichole@downtownslc.org](mailto:nichole@downtownslc.org)  
801.230.5801

Carly Gillespie Programs & Grant Manager [carly@downtownslc.org](mailto:carly@downtownslc.org)  
801.694.6067

### State of Utah Tax Commission

#### Special Events Division

[tax.utah.gov/sales/specialevents](http://tax.utah.gov/sales/specialevents)

210 North 1950 West

Salt Lake City, UT 84134

801.297.6303

[specialevent@utah.gov](mailto:specialevent@utah.gov)

### Utah Department of Agriculture and Food

Division of Regulatory Services (certificate of registration) - [ag.utah.gov](http://ag.utah.gov) - 801.538.7100

Utah's Own Program - <https://www.utahsown.org/>

### Salt Lake County Health Department

#### Food Protection (temporary event permits)

<http://slco.org/health/food-protection/temporary-food-events/>

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

385.468.4100

#### Food Handler Permit (required for sampling)

Take the course online (\$30): <http://slco.org/health/food-protection/food-workers/>