

The Moab Farmers' Market Guidelines and Registration

Mission

The mission of the Moab Farmers' Market is to provide and promote a direct market venue which supports local farms; supplies fresh, high quality food; and raises awareness about the economic, social and ecological benefits of buying local.

Market Organization

The Moab Farmers' Market is an event of the Youth Garden Project (YPG). YPG hires and manages the Market Manager each year. The Market Manager oversees all aspects of the Moab Farmers' Market, including promotion, fund raising and vendor relations. YPG and the Market Manager collaborate with the Farmers' Market Steering Committee, a group of volunteers which includes farmers, craftspeople and interested community members. At Farmers' Market meetings, YPG, the Market Manager and the Farmers' Market Steering Committee create the yearly budget, update the Market Guidelines and deal with general market issues. Participation in the Steering Committee is open to the general public; market vendors and customers are encouraged to join and attend Farmers' Market meetings.

The Farmers' Market strives to provide a cooperative atmosphere at its meetings, where all opinions are heard and decisions are made by consensus. Because many vendors are very busy during the summer and fall, the Farmers' Market does the majority of its work during the colder months of the winter and early spring. This is the time when major decisions and changes for the upcoming season are made and is the best time to participate in the planning process. The guidelines for the upcoming season will be approved by the end of February and any changes need to be proposed by the end of December.

The Market Manager handles the daily operations of the market. The manager is the primary contact for vendors and customers. Each week the manager provides a booth with detailed information on all vendors. Individuals interested in vending should contact the Market Manager to register for future markets. The Market Manager can be reached at 259-0242.

Getting Signed-up

Vendors must complete the Moab Farmers' Market Registration Form, Vendor Information Sheet, and Temporary Sales Tax License Form. Registration material should be returned to the Market Manager either by mail: Farmers' Market Manager, c/o Youth Garden Project, 530 S. 400 E., Moab, UT 84532, or hand delivered to the Shafer House near GCHS.

You may participate as an ongoing vendor (with a reserved vending location) or as a drop-in vendor (you will be assigned a location by the Market Manager on the morning of the market). All vendors must notify the Market Manager of their attendance at least 48 hours in advance of the market by leaving a message at 259-0242. **It is very important to let the Market Manager know if you have registered for a given market, but will not be able to attend.**

Those interested in Informational Booths must contact the Market Manager the Wednesday before each market to be considered for one of the two slots available each week. The MFMA strives to offer a wide variety of Informational Booths and not allow any one organization, or person to dominate the allotted slots. Therefore, any given person or organization will be allowed to setup multiple times at the market only if there are not others wanting that slot. Preference will be given to those who have been to the market fewer times than others. Those participating in an Informational Booth need to fill out the Registration Form only.

The YGP, the Farmers' Market, the Market Manager and the Steering Committee work hard to provide a high-quality market that is supportive of all – vendors, customers, and the community in general. Nobody enjoys enforcing rules, we ask that you be respectful of requests made by the Manager. If you disagree with the way you are treated by the Manager we ask that you not deal with the issue at the market, rather provide a written or verbal explanation of your concerns to the Youth Garden Project. You can attend a Farmers' Market meeting or send a letter to the Youth Garden Project, 530 S. 400 E., Moab, UT 84532.

General Market Guidelines

1. The Farmers' Market reserves the right to refuse participation to vendors who do not comply with market rules and regulations which include, but are not limited to, adhering to all city, state, and federal laws.
2. All registered vendors must pay the appropriate registration fee before they begin vending, daily market fees will be accepted after each market, Drop-in vendors will pay the appropriate fee at the end of each market day. Daily fees are due shortly after noon and should be delivered to the Market Manager by this time. Registered vendors are encouraged to pay daily fees in advance (1-2 months) to cut down on Market Manager hours.
3. All vendors must provide a sign (8.5 in x 11 in minimum) that displays the name and location of their farm or business. Informational Booth signs must display the name of the person or organization and state the general purpose/mission.
4. All vendors are responsible for weighting down their tents to prevent injury from flying objects.
5. All sellers agree to follow the Farmers' Market Disclosure Policy and be willing to speak candidly with customers and the Market Manager.
6. All vendors must complete the Vender's Information Sheet to be shared with the general public at the market's information booth.
7. The Market Manager will assign vending locations – regular attendees will receive a permanent location while drop-ins will be assigned on the morning of the market. Preference will be given to those with seniority. Assignments will be made based on the overall benefit of the market. **It is very important to let the Market Manager know if you have registered for a given market, but will not be able to attend.**
8. The Market Manager will provide Temporary Sales Tax ID numbers for all participants. These are obtained from the Utah State Tax Commission each year. Participants will complete the tax ID sign up sheet. The Market Manager will turn the Tax ID numbers into

the State of Utah at the end of the season. Vendor Sales tax remittance is the sole responsibility of each vendor.

9. All sellers agree to abide by fair business practices.
10. The continued success of the Moab Farmer's Market depends on growers consistently receiving a fair price for their produce. Each week a list of current wholesale produce prices from the Moonflower Market will be provided. We encourage vendors to keep prices for organic (or the equivalent, pesticide and chemical free) produce within 15% of these prices and conventionally grown produce within 30%. We encourage vendors who want to sell at a significantly reduced rate to offer customers deals when they buy in bulk (5 lb. or over for fruits and vegetables or half lb. for herbs).
11. All vehicles are expected to be parked and shut-off by 7:45AM. If you are not in place at this time, the Market Manager has the right to reassign your vending location. All vehicles not needed for vending purposes must be parked across the street to allow maximum customer parking.
12. The market opens at 8:00AM. Do not sell any products before this time.
13. The market ends at 12:00 noon. All vendors are expected to stay until this time and no vehicles are to move within the market area until the market has been closed.
14. Vendors are responsible for cleaning their space before they leave each week.
15. Sellers at the booth must be an owner, employee, or relative of the business for whom they are selling products (exceptions to this must be pre-approved by the Market Manager).
16. Compliance with all rules and regulations of the Utah Department of Agriculture and Foods, the US Food and Drug Administration, and all other regulatory agencies is the sole responsibility of the vendor.
17. All vendors/booths must fit within one of the accepted categories explained below.

Make-up of the Farmers' Market

The Moab Farmers' Market seeks to provide a market that offers fresh, local produce as well as local crafts, prepared foods, onsite services, and community information. All interested vendors are encouraged to participate and help us achieve our goal of providing a lively and abundant market.

Grower

All products must be grown in Southeastern Utah or the Western Slope of Colorado (limited to the counties of: Grand, Emery, Wayne, Carbon, Uintah, Sevier, San Juan, Delores, Montezuma, San Miguel, Montrose, Mesa, Delta, and Garfield). If grown outside of these areas, but the product is not currently being sold at the market, participation will be considered pending approval by at a Farmers' Market meeting. Two-thirds of all revenue must come from produce grown by the vendor. Vendors must know where and how resold products were grown (within the allowed area). Resold products must be labeled as to farming practices and locations.

Craft Vendor

Items must be handmade, grown, or gathered by the seller or family members within Southeastern Utah or the Western Slope of Colorado (see counties listed under Grower). If the product is made outside of these areas, but the product is not currently being sold at the market, participation will be considered pending approval at a Farmers' Market meeting.

Prepared Food Vendor

All food must be prepared within the designated region (see counties listed under Grower). Products should be signed or labeled with all ingredients. If the food is made outside of these areas, but the food is not currently being sold at the market, participation will be considered pending approval at a Farmers' Market meeting. The vendor is responsible for following all pertinent health codes and obtaining a Food Handler's permit.

Service Vendor

Services provided to customers while at the market can include, but are not limited to: massage therapy, temporary tattoos, knife sharpening, tarot card readings, astrology charts, etc. The service provider must reside within the local region (see counties listed under Grower). Any necessary licensing is the sole responsibility of the vendor.

Informational Booth

Two booths will be permitted at each market for display of information about community events, organizations, movements, political candidates, social concerns or any other issues. These booths cannot be used to promote any for-profit business or venture. Non-profits that wish to sell items as a fund raiser should register as one of the vendor categories above and pay the appropriate fees. Informational booths will not be charged, and registration will be filled on a first come, first serve basis, with preference given to those who have not been to the market before. In order to maintain a relaxing and enjoyable atmosphere, we ask that information be given only to those customers that approach a booth. Especially in regards to the signing of petitions etc., booths should be passive in soliciting customer interest. The Farmers' Market will not discriminate based on the content of information provided, however, we strongly encourage booths to be positive and respectful of all persons and ideas. Additionally, any booth that makes customers or other vendors uncomfortable and receives complaints will be asked to leave.

Sponsor Booth

Locally owned businesses that would qualify as vendors providing a local service or locally made product may not want to register as vendors but wish to support the Moab Farmers Market as Cash or In-Kind Contributors in return for a presence through signage or informational materials. With cash donations of \$250 or more these businesses may have informational brochures available at the Sponsor Booth. In-kind donations of \$250 or more will receive signage identification at the Sponsor Booth. Please contact the Market Manager if you would like to be a Sponsor of the Farmers' Market.

Special Events & Entertainment

To enhance the Moab Farmers' Market and to provide added value to the patrons, special events may be scheduled. These events are free and add excitement, liveliness and help bring in new patrons. Events may fall into four categories: arts and crafts demonstrations, food and agricultural demonstrations, community events, and local music and entertainment. If you would like to participate in a special event, please contact the Market Manager.

Signage & Appearance

Please sign your booth clearly. Customers are interested in where your products come from and how they have been grown. We encourage you to provide as many details as possible on your growing practices.

All vendors and informational booths are strongly encouraged to have a table or other structure to define their booth, hang their sign, and maintain the appearance of the market. Booths, tents, etc. must be securely weighted down to prevent injury from flying objects.

Disclosure Policy

To encourage an open and honest relationship between vendors, customers, and management, it is required that all vendors disclose information about the origin of their products. Growers are expected to disclose information about the farming practices used to grow the produce including a list of the use of any pesticides, herbicides, and/or fertilizers used, whether they be of artificial, chemical, or natural origin. Vendors are expected to honestly answer the questions of customers and the Market Manager.

Fees

An initial, \$35 non-refundable registration fee is required. Thereafter, \$8 or 15% of daily sales, whichever is less, is required for each market you attend.

Drop-ins may waive the \$35 registration fee. In this instance, \$12 or 15% of daily sales, whichever is less, will be charged for each market you attend.

All fees collected cover the cost of advertising and the Market Manager's salary. A yearly budget is available. Please help limit the number of hours spent by the Market Manager collecting fees by submitting your daily fees by noon each market day. Paying for several markets in advance is also encouraged.

Moab Farmers' Market Registration

Name of Business: _____

Vendor Name(s): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Email Address: _____

Circle the dates you would like to attend:

<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>	<u>September</u>	<u>October</u>
	7	5	2	6	4
10	14	12	9	13	11
17	21	19	16	20	18
24	28	26	23	27	25
31			30		Nov 1

*beginning and ending dates are subject to change

1. I agree to comply with the established guidelines. If I choose to break my agreement, and am asked to cease participation in one or more markets, I will leave peacefully and without argument. I have the right to petition the Moab Farmers' Market to be re-accepted to the Market.

2. I assume full liability for the products that I sell and agree to hold the City of Moab and/or the Farmers' Market and/or the Youth Garden Project, and/or Market Manager harmless against any claim of injury, or damage by a seller, buyer or other individual(s) resulting from the use, consumption, disposition, display or marketing of my products.

3. I agree that the City of Moab and/or the Farmers' Market and/or the Youth Garden Project and/or Market Manager is not liable for any injury, theft, or damage to either the buyer or the seller, or their property, arising out of or pertinent to preparation for or participation in the Moab Farmers' Market. Whether such injury, theft, or damage occurred prior, during or after the Moab Farmers' Market, I agree to furthermore hold the City of Moab and/or the Farmers' Market and/or the Youth Garden Project and/or Market Manager harmless for and against any claims for such injury, theft or damage.

Signature: _____ Date: _____

Moab Farmers' Market Vendor Information Sheet

(Farmers fill out front side)

(Craft, prepared food & service vendors fill out back side)

Farm or Farmer's Name:

Address:

Farmers:

A. What crops do you grow:

B. If you are reselling crops someone else grew, which ones are being resold, what grower are they from and what are their growing practices:

C. What is the size of your garden/farm:

D. How many years have you been growing at your current location:

E. What do you use to fertilize your crops:

F. Please list any herbicides and/or pesticides you have used in the last 3 years:

G. UDAF License # (if applicable)

Please list any other details you would like your customers to know about your garden/farm/business and your growing practices (feel free to use the additional sheets, inclusion of photos would be great).

Moab Farmers' Market Vendor Information Sheet

(Farmers fill out front side)

Name or Business Name:

Address:

Craft Vendors & Prepared Food:

A. Where do you create your crafts or prepare your food:

B. Where do you get the majority of materials/ingredients:

C. Can you tell us anything in particular about how your crafts or foods are created or prepared:

D. Food Handler's Permit # (if applicable)

Service Vendors:

A. Please describe the service you provide:

B. What experience or training, philosophy or other background do you have that relates to your service:

C. Can you tell us anything in particular about how your crafts or foods are created or prepared:

D. License # (if applicable)