

ZION CANYON FARMERS MARKET **2017 GUIDELINES**



Market Mission Statement

The Market was developed to provide a place for local farmers, backyard growers and producers to sell their goods directly to consumers, to educate the consumers about local farming and seasonal eating, to encourage and promote the use of locally grown farm products, and to enhance quality of life in Southern Utah by providing a community activity that fosters social gathering and interaction.

Please review the following market policies. **Your signed application indicates you understand these guidelines and agree to follow them.**

Market Day Time and Place

The Market will be held **Saturdays** from **May 6 to October 14, 2017** from **9:00 am to noon**. The market will be located on the lawn at the Bit and Spur Restaurant, 1212 Zion Park Blvd., Springdale, UT. Vendors should arrive 30 minutes early to unload and set up. We have some dedicated volunteers who will help you unload and setup. The market will run rain or shine. In the event of heavy rain, the market will set up on the porch of the restaurant.

Weekly Fees

\$5.00 - fresh agricultural products

\$7.00 - value-added food products and agricultural crafts

\$15.00 - on-site food preparation, arts and crafts, and massage therapists

Fees will be paid to the Market Manager on the day of the market. Fees can be paid in cash or by check made out to **Zion Harvest**.

Who Can Sell

The market boundary is within 100 miles of the Zion Canyon Farmers Market. A minimum of 50% of market vendors will be from within the market boundary. Exceptions will be made for items from the surrounding counties and regions on a case-by-case basis for products that are not available locally. The vendor shall be you or a member of the same family/or business.

State and County Regulations

All vendors who are selling any food items that are not raw vegetables and fruits must hold the required State or County certificates.

The Utah Department of Agriculture and Food (UDAF), Division of Regulatory Services, has the authority to regulate and inspect areas such as farmers markets where food is for sale. Vendors are asked to investigate rules and regulations that apply to their product. Further information can be found

online at the UDAF web-site <http://www.ag.utah.gov/>. To register with the UDAF for cottage food production, contact Randy Jenson for Washington/Kane/Iron/Garfield/Beaver Counties 435-559-0680 rjenson@utah.gov. For other counties go to <http://www.ag.utah.gov/>. Contact Rebecca Nielsen, Cottage Food Program Coordinator, 801-538-7152, rjnielsen@utah.gov for labeling requirements. Contact Karin Allen for cottage food requirements: 435-797-1768, karin.allen@usu.edu

If required to be certified with the Southwest Public Health Department for on-site food preparation, go to <http://www.swuhealth.org/environmental-health/forms> (Food Service), Klint Frei, kfrei@swuhealth.org, **Phone:** 435-986-2541 **Phone2:** 435-632-2169.

Food handlers' permits from the County Health Department are not required if serving free food or samples. Follow the requirements for food operations for outdoor markets. These can be found at our website.

Other references can be found through our link at <http://zionharvest.org> - Vendor Signup button.

What Can Be Sold

- ◆ *Fresh Agricultural Products*. This includes, but is not limited to: fresh fruit, vegetables, herbs, flowers, grains, nuts, seeds, raw honey, eggs and potted plants that have been propagated by the vendor; eggs must be maintained at 45 degrees or less, and sold from flats or in new egg cartons with "safe handling" instructions. All items must be handled in accordance with State health requirements. (see UDAF FAQ at our website.)
- ◆ *Value-added agricultural products*. This includes but is not limited to processed foods such as: jams, jellies, salsas, sauces, oils, vinegars, meat and other animal products (meat, cheese, poultry, fish, wool, leather and other products derived of animals.) These products must be produced by the vendor, a family member or an employee. Preference will be given to those items which contain a majority of material grown or produced by seller. These items must comply with UDAF (and/or USDA) requirements (see contact information above).
- ◆ *Non-agricultural products* such as baked goods and beverages. These items must comply with State or County health requirements. If packaged and not labeled, an ingredient list must be available at the vendor booth.

- ◆ *Agricultural crafts.* Craft products are admitted with Committee approval. In general they must be hand-made by the vendor with the main materials produced by the crafter, family member or employee, and be directly related to farming, food production and gardens, for example, animal wool from animals raised by the crafter and then made into a product.
- ◆ *Food prepared on site for on-site consumption.* All food vendors are required to be in compliance with Southwest Public Health Department and/or the UDAF regulations (see contact information above). We are extremely limited in the number of on-site cooking spaces at the market. All food preparation vendors will be approved by the Market Committee prior to setup at the market. Priority will be given to vendors from within the market boundary. No resale of purchased prepared products.
- ◆ *Massage*– Therapists must be licensed according to Utah State laws. A copy of the license must be included with the application. Only one booth per week will be permitted
- ◆ *Arts & Crafts* (other than Agricultural crafts) may be sold. Booth spaces will be limited to eight spaces for arts and crafts *per week* in order to keep a balance of food and other items being sold at the market. See separate regulations (below).
- ◆ NO RESALE of purchased products or produce is allowed.

Vendor Information

Spaces will be assigned the morning of the Market. Vendors who repeatedly attend the Market may be assigned a regular space. Each space is approximately 10'x10'. Park vehicles in designated area.

If you have signed up for any market day and are unable to attend, please give the **Market Manager, Cindy Burch**, notice by calling **435-668-8608**.

Vendors are responsible for removing their own trash from the event.

It is not required, but we encourage individual vendors and home gardeners to acquire Liability Insurance. If you're a home gardener this can usually be added on under a homeowner policy.

Vendors must sign in with the Market Manager before setting up.

The Market Manager may move or reassign vendor spaces to enhance or facilitate Market operations.

The Market Organization

The Zion Canyon Farmers Market is comprised of a Market Committee of volunteers made up of community members, backyard growers and farmers.

The Committee meets regularly to discuss market issues and delegate market chores.

The Market Manager is the first and final authority on Market day. His/her job is to implement the guidelines and policies of the Market, and is the initial contact for all public concerns and vendor complaints. The Market Manager has complete authority to interpret and implement policy on the Market site. All other complaints or concerns will be forwarded in writing to the Market Committee for action.

If you would like to be a voice in the Committee, please contact the Market Committee. (See contact information below.)

In issuing rules, it is not our intent to burden participants. It is to ensure the smooth operation of the Market. We welcome suggestions for ways to improve the Market!

Market Operation Guidelines

1. Vendors must be in place and set up 10 minutes before the market starts.
2. Selling time is noted under "Market Day Time and Place". Late arrivals and early departures that disrupt the market are discouraged.
3. Vendors are responsible for keeping and leaving their space clean. Provide a receptacle for trash generated at your stand which is your responsibility to remove from the site at the end of each Market day. There is no dumpster available on site.
4. Vendors will supply their own display tables and displays.
5. Overhead shade is strongly encouraged. All canopies and umbrellas must be weighted and secured to the ground.
6. We encourage vendors and customers to use reusable bags or other alternatives and reduce the use of plastic where possible.
7. Electricity will not be available.
8. All vendors agree to abide by fair business practices; all terms of sale are between buyer and seller only.
9. The "carrying" of small quantities of produce from a neighboring farm/garden may be accommodated. The produce must be labeled with that grower's information.
10. On-site food preparers: Food vendors must have the required county certifications/licenses. Food handler's permits are required for preparing on site (see contact information above).
11. Prices for all items should be displayed.
12. Produce vendors should display a sign encouraging all produce be washed before eaten.
13. Vendors must display their farm/garden or business name.

14. Copies of required County or State licenses or certificates will be required for records of the Market. Copies must also be posted in site for customer viewing.
15. No smoking in the immediate market area.
16. The Market will be held rain or shine.
17. The Market Committee may ask a vendor to remove a product if it is not appropriate to the market or of poor quality.
18. Vendors and Market Committee members are expected to treat one another with consideration and respect. The Market Manager has final word on any disputes.
19. Vendors are to park their vehicles across the street or other designated areas after unloading to keep the parking lot open for customers.
20. The UDAF and the Town of Springdale have requested that no pets be allowed at the market for food and participant safety reasons.

The Market Committee reserves the right to refuse participation to vendors who do not comply with market rules, regulations, or meet market standards, which include, but are not limited to city, state, and federal laws. Vendors may petition the Market Committee for re-acceptance.

Farm or Business Visits

The Market Committee reserves the rights to visit any farm or business location at any time to verify that you are the producer of the product you are selling. Such visits will be set up at least 24 hours in advance.

Violations

Violations of any of these rules as discovered by or reported to the Market Committee, will result in a verbal warning to the offender for the first offense, a written warning and two suspended market days for a second offense and removal from the Market for the third offense. Appeals may be made in writing to the Market Committee.

Sales Tax

All necessary permits and licenses are the responsibility of the vendor.

“Farmers” are defined by the state as those who grow and sell fresh produce, flowers, or plants and are **NOT** subject to collecting and remitting sales tax to the Utah State Tax Commission.

Farmers who grow produce or plants that are “Value-Added” by decorative containers or by further processing (salsas, jams, preserves, cheeses, meats, etc.) are subject to sales tax collection.

All crafted items, food prepared on site, baked goods, and beverages are subject to sales tax

collection at the required rate for each item. A Utah sales tax form will be issued at the first market a required vendor participates in. The Market special events tax identification number, form, sales tax rate sheet, and instructions will be issued. Vendor name and event identification number will be reported to the state. The sales tax collected will be due to the Utah State Tax Commission 10 days after the final market in October. The required sales tax collection and remittances are the sole responsibility of each vendor.

Arts and Crafts

The Market defines Arts and Craft Vendors as persons who make with their own hands the product they sell at the market and include visual artists along with makers of useful and aesthetically pleasing objects that show evidence of manual skills obtainable only through a significant period of experience and dedication.

Crafts must be the product of a home or cottage-type industry, using an intermediate-type technology, rather than an industrial production mode. In other words, each item is made by hand individually, not mass-produced. Examples of unacceptable items may be, but are not limited to tracings of paint by number, printed materials, ceramics or pottery from purchased molds and patterns, embroidery or knitting machines, preprinted fabric craft panels, wood carvings using duplicating machines, kits in any form.

And crafts booth spaces will be limited to eight spaces per week in order to keep a balance of food and non-agriculture items at the market.

It is the goal of the Market to serve as an incubator to small local artisans. Thus, vendors are prioritized who do not have a preexisting retail space.

To apply: In addition to completing the vendor application form, email up to four images of your work, descriptions, price ranges, materials used. Please include all your contact information and what you would like listed on the market website. Please list the dates you plan to attend. Email this information to:

zioncanyonfarmersmarket@zionharvest.org. A one-time \$10.00 arts and craft vendor application fee will be required to process your application. This can be mailed to: Zion Harvest, PO Box 733, Springdale, UT 84767.

Hold Harmless Clause

Vendors assume full responsibility for the products they market or sell and hereby agree to hold the Zion Canyon Farmers Market Committee, Town of Springdale, and Bit and Spur Restaurant harmless against any claim of injury, or damage of any buyer, seller, or other persons resulting from the use, consumption, disposition, display or marketing of seller's products.

The Zion Canyon Farmers Market Committee, Town of Springdale, and Bit and Spur Restaurant are not liable for any injury, theft, or damage to either the buyer or seller, or their property arising out of or pertaining to preparation for or participation in the Zion Canyon Farmers Market; whether such injury, theft, or damage occurred prior, during or after the Zion Canyon Farmers Market, vendor agrees to indemnify and hold the Zion Canyon Farmers Market Committee, Town of Springdale, and Bit and Spur Restaurant, harmless for and against any claims for such injury, theft, or damage.

For additional information or to contact the Market Committee, call Lisa Zumpft 435-772-0435 or email zioncanyonfarmersmarket@zionharvest.org

**Zion Harvest
PO Box 733
Springdale, UT 84767**

General Tips for Success

- ✓ Project a positive and upbeat attitude at all times.
- ✓ Keep a guest book to accumulate names and addresses for your e-mail or mailing list.
- ✓ Mail or email a personalized flyer to your customers with a list of your upcoming dates at the market.
- ✓ Be flexible and accommodating to your customers.
- ✓ Keep your promises for deliveries, special orders etc.
- ✓ Market yourself. You are your own best salesperson.
- ✓ Keep your display updated with new and exciting work.
- ✓ Greet your customers with a friendly smile-but give them space to browse.
- ✓ Display your name and prices.
- ✓ Proudly present your bio and business cards.
- ✓ Take pride in your personal appearance.
- ✓ Create a personal bond between the patron, your work, and yourself.
- ✓ Take responsibility for your own success.
- ✓ Don't smoke cigars or cigarettes in the venue.
- ✓ We encourage you to become members of Utah's Own. You can sign up at: <http://utahsown.utah.gov/>
- ✓ Include the Market in all social media that you use. "Like" Zion Canyon Farmer Market Facebook page and post your weekly offerings there.

Zion Canyon Farmers Market gives you the opportunity to participate in our event, but cannot guarantee your sales. That is up to you! Be kind to our staff and volunteers. If there is ever a problem contact the market manager.