

## OVERVIEW

The Fruita Farmers Market is now a producer-only market. The success of the Fruita Farmers Market success is dependent on a collaborative partnership between the market, the vendors, and the market's customers. Our Goal is to increase the availability of high-quality local foods and the customer demand for those foods. In order to support this objective, booth space will only be given to vendors who clearly demonstrate adherence to the principles of local and handcrafted.

Agricultural Producers may sell only the produce (such as vegetables, herbs, flowers, seeds) they grow on their local farms, Rancher Producers may sell only the animal products raised on their local ranches, and Artisan Producers may only sell items (such as crafts, jewelry, lotions, soaps, etc.) that are created by the artisan. Value Added Booths that sell packaged and prepared food that use locally supplied ingredients are given preference.

Each week, the Fruita Farmers Market may also have up to 6 Community Vendors. These are either local businesses or local non-profits that would like to be involved in the Fruita Farmer's Market. These booths must adhere to all local and state regulations. What can be sold or given away at these booths will be set on a per booth basis and is up to the Market Manager and Advisory Committee.

## DEFINITIONS

**Agricultural Producers:** Any organization or person that grows its own produce (plants, flowers, herbs, vegetables, fruits, nuts, seeds). Fruita Farmers Market only allows Agricultural Producers that grow everything they are selling.

**Artisan Producer:** A person or organization that, through the practices of craftsmanship and applied arts, produces and creates their own original artisan products, artwork, or craftwork.

**Community Vendor:** A Chamber member and/or non-profit booth that would like to participate in the market, but don't meet the qualifications. These vendors are still subject to all local and state regulations.

**Harvest Account:** All monetary transactions between Fruita Farmers Market and its vendors are recorded in a credit memo/invoice. Vendors receive monthly statements via email, and all vendors are reimbursed each week (following the first week). Money due to the vendors from the exchange of cash alternatives. cash alternatives include "Market Bucks" and "Double Up Bucks" and are to be turned in at the end of each market day and a receipt will be given for the amount due to the vendor. Then all vendors will be reimbursed for the cash alternatives during the following market between 9:00am and 12:00pm. Cash alternatives are credited to the vendor's Harvest Account at full value.

**Local:** The Fruita Farmers Market defines local as being produced within 150 miles of the market. Specific exceptions can be made through the Market Manager and the Market Advisory Committee.

**Packaged Foods:** Food packaged in a licensed facility and for sale for off-market consumption.

**Prepared Foods:** Food prepared at the market for at-market consumption.

**Producer Verification:** Inspections will be performed by the Market Manager and/or other persons on the Advisory Committee to ensure that the producer's items are grown (or made) from the stated origin and that any claims regarding those items are dutifully met. Prospective participants who are unwilling to allow an inspection should not apply to be a vendor. If an inspection indicates the producer is not complying with the Rules and Regulations of the Fruita Farmers Market, the producer will no longer be permitted to return to the market and all fees paid to the Fruita Farmers Market will NOT be refunded.

**Rancher Producer:** Any organization that raises its own livestock, including but not limited to, beef, poultry, dairy, pork, goat, rabbit, mutton, and lamb, for sale as a processed product or offers animal byproduct (eggs, milk).

**Value-Added Booths:** Any entity that sells Packaged and prepared food.

**Vendors:** Vendors are made up of Agricultural Producers, Rancher Producers, Artisan Producers, Value Added Booths, and Community Guests. Each of these types of booths can be found at the Fruita Farmers Market.

## **APPLICATION GUIDELINES**

All applications will be reviewed and approved by the Farmers Market Vendor Committee and all applications are subject to their approval. After submitting an application and deposit, a full refund of any money paid will be made to any vendor who cancels on or before April 28, 2017. All vendors will be required to supply all of their own equipment that is needed for their product sales and setup including but not limited to: product, signs, tables, chairs, canopies, tent weights, scales, etc.

All Prepared Food Vendors must have qualified concessionaire status through the process administered by the City of Grand Junction Parks Administration in collaboration with the Mesa County Health Department. The Food Vendor application through the City of Grand Junction Parks Administration can be obtained at: [www.gjcity.org/Concessionaire Information.aspx](http://www.gjcity.org/Concessionaire%20Information.aspx) All Food Vendors need to be qualified and must be listed on this website as approved vendor before application submitted for Fruita Farmers Market.

All vendors must provide all documentation needed as defined in the Rules and Regulations BEFORE they will be allowed to participate in the market.