



Fruita Farmers Market
June 20- September 19, 2020
Saturdays 8:30 am – 12:00 pm



Revised 5/21/2020 – Please review 2020 Farmers Market Guidelines - COVID section

Business/Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: (____) _____ Cell Phone (for day-of needs): (____) _____

Email: _____

VENDOR TYPE: ___ Produce/Farmer ___ Handcrafted

___ Direct Sales (non-home created) ___ Company Promotion

___ Ready to Eat (Food/Food Trucks) ___ Non-Profit

FEES:

\$225 Reserved Seasonal Spot – Filled on a first come first serve basis with application submission. Assumed vendor will be in attendance every week. If vendor misses two (2) weeks in row vendor will lose Reserved Season Spot and become just full-time seasonal with **No Refund** of payment difference.

\$25 Weekly Fee Drop In Rate – If you are interested in participating in the Farmers Market from 1-8 times, please select our weekly drop-in rate. You will pay per time. Dates must be marked on the next page so Market Manager can coordinate a space for your booth. Booth locations may change each week based on reserved spaces and needs of the market that week.

\$20 Kids in Business / Non-Profit – Limited to maximum of one (1) for each market on first come first serve basis with application submission. Kids in Business may sign up for a maximum of two (2) dates for the season and will be waitlisted for other spots if they do not all fill.

\$25 Food Trucks– Limited to maximum of two (2) for each market on first come first serve basis with application submission.

PRODUCTS/PROMOTIONS:

List & describe ALL items to be sold or promoted at your booth. Any additions or changes must be approved.



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Event Organizers:

Fruita Area Chamber of Commerce
432 E. Aspen Ave., Fruita, CO 81521

Phone: (970) 858-3894 events@fruitachamber.org www.fruitachamber.org

2020 Mesa County Farmer's Market Guidelines – COVID

The following guidelines were made in collaboration with the Mesa County Public Health Department, the Grand Junction Farmers Market (Market on Main), the Fruita Farmers Market, and the Palisade Sunday Farmers Market to ensure the safety and health of market customers and vendors during the COVID-19 pandemic. Farmers markets are considered an essential service by Gov. Polis and the Colorado Department of Agriculture, providing citizens with fresh fruits, vegetables, and other agricultural products. These guidelines are subject to change as the markets progress and COVID responses change. The Mesa County Public Health Department, the Grand Junction Farmers Market (Market on Main), the Fruita Farmers Market, and the Palisade Sunday Farmers Market will review the guidelines every two weeks or as necessary to consider the effectiveness and implementation of the guidelines.

Market Layout - As of May 7, 2020, the layout of the Mesa County farmers market will change in the following ways:

- Markets will limit number of entrances and exits
- Customers must remain 6 feet apart from one another
- Customers will proceed one way through the market
- o Customers may loop around the market multiple times to view and purchase items at vendor booths.
- Vendors will be spaced 6 feet apart from each other
- Customers are encouraged to remain 6 feet apart from each other
- Hand sanitizer will be placed throughout market
- Customers may be gradually allowed in to the market to maintain proper social distancing
- Crowd size may be limited in order to maintain and practice safe social distancing

Vendors -The following vendors will be allowed to set up a booth at the start of the market. **NO SAMPLING** will be allowed.

- Farms
- Farm/Agricultural Products
 - o Honey
 - o Meats
 - o Breads
 - o Cheese (cow and goat)
 - o Eggs
 - o Lavender
 - o Flowers
 - o Starter Plants
- Prepackaged Foods
 - o Kettle corn/popcorn (may be popped on site but must be packaged prior to selling)
 - o Pretzels
 - o Jarred foods (jams, jellies, kimchi, cheesecake in a jar, chow-chow, fruits, vegetables etc.)
 - o Packaged spices and bottled sauces
- Wine and Spirits (with remote liquor license)
 - o Wine and cider
 - o Beer
 - o Spirits
- CBD and Medicinal Plants



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- **Food Trucks**
 - *Only takeout will be allowed*
 - *Number of food trucks will be limited to accommodate space for lines and proper social distancing. Market Managers will determine the presence of food trucks due to their individual circumstances*
 - *No eating or drinking (except water) can take place at the market*
 - *Food vendors without food trucks must cover all food items and package them as take-out items (desserts, breads, gluten-free products etc.)*
- **Coffee**
 - *Coffee will be limited to packaged coffee beans*
- **Pet Foods and Supplies**
- **Hygiene Products (no sampling, touching or smelling)**
 - *Soaps*
 - *Lotions*

Music - *No bands or live music is allowed in the markets to discourage social gathering or lingering at the market. This will be reevaluated in early July*

Craft Vendors - *Craft Vendors or those who fall into the “other” category will not be allowed in the market to avoid lingering necessary to evaluate products and touching of merchandise. This will be reevaluated in early July.*

Dogs - *For health and safety reasons and to avoid people interacting closely with others, those markets that typically allow dogs into the market will not allow them until further notice.*

Vendor/Customer Health Precautions

- *All vendors interacting with customers and market personnel will wear masks.*
- *Vendors will maintain 6 feet social distancing from other vendors as well as customers*
- *Customers cannot touch produce or products before purchase.*
- *Vendors will be encouraged to pre-weigh and prepackage produce.*
- *Vendors will be encouraged to create large signs with pricing that can be seen from a distance.*
- *Disinfectant must be used by vendors during credit card transactions. Credit card or prepayment options are encouraged over cash purchases.*
 - *Vendors will be encouraged to have one person handling cash/payments and not food. If vendors are handling cash and food, they must wear gloves that are discarded after purchases are completed.*
 - *Vendors and customers will not give out flyers or written materials in the market.*



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FRUITA FARMERS MARKET RULES & GUIDELINES:

Vendors must agree to comply with all conditions set forth.

We are closely monitoring the public health situation in our community regarding COVID-19 as well as regulations regarding public gatherings. The current 2020 dates are subject to change. Full season vendors may be eligible for a partial refund if the 2020 Farmer's Market is delayed. Full payment is due June 1, 2020.

Each booth space size is 12'X12' and all signs and accessory items **must** be confined within booth space. Vendors may purchase additional booth spaces if needed.

Vendors are not allowed to "sell or sublet" their space. If you request more than one booth spaces, you must use both spaces for your approved business. If you no longer need two spaces, please let the Fruita Chamber know and the space will be assigned to a different vendor.

If you have purchased multiple booth spaces, each 12'x12' booth space must contain a tent to "fill" the space. You are not allowed to use fewer tents than spaces. You will be notified of this rule on the first offence and the following week, your space will be reduced to a 12'12' space without a refund on the second space.

Although vendors are assigned a booth space, the Market Manager reserves the right to move or relocate vendors as necessary to accommodate the market's needs.

Electricity may be requested however there are a limited number of booths that have access to electricity.

Market Manager has final decision without EXCEPTION!

Venue Hours for 2020: 8:30 AM to 12:00 PM. All vendors are responsible for personal booth set up and must be set up 15 minutes before market opening and are not to tear down until 12:00 PM, unless Market Manager decides to close due to inclement weather.

Vendors must have a canopy or large umbrella for shade. Tents must be properly weighted by each vendor and not staked. Staking of any kind is prohibited.

Certified For Trade scales must be used for all items sold by weight.

A City of Fruita Business License or City of Fruita Special Event License must be acquired before market participation and must be prominently displayed.

Vendors selling items for consumption must provide a certificate of insurance naming both the Fruita Area Chamber of Commerce AND the City of Fruita as Certificate Holders. This applies to ready to eat vendors including food trucks.

Vendors selling non-food items are required to remit sales tax collected. Food sold to be eaten on the premises and other goods are subject to sales tax. There is no sales tax on food for home consumption. It is up to the vendor to comply with all State and City sales tax regulations.

Retail Food Establishment license is required to be on file with the Fruita Farmers Market for all prepared food items sold at the market.

Smoking is not allowed within the Farmers Market event area as a courtesy to our customers and other vendors.

Each vendor is responsible for leaving their area neat and clean after the day's market.

A high quality of produce is to be maintained.

Direct Sellers (non-home created products), Company Promotions (not selling anything at the market but promoting company information/services) and MLM's (multi-level marketing companies) will be allowed for the 2020 season and will be limited to ten (10) booths per Saturday. These will be filled on a first come first serve basis.



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PENDING: Up to two (2) food trucks will be allowed to attend the Fruita Farmers Market each week. Space will be made available in the parking lot and power will be provided for the two food trucks.

Once unloaded, vendors must move vehicles away from parking spots located around the Farmers Market venue. This allows for customers to park near the venue and to load items they purchase.

Booths will not be held for late vendors (arriving past 8:00 am). Holes in the market will be plugged as the manager sees fit to avoid an unsightly market.

Participants expected on any market day must notify the Chamber by Noon on the Thursday before the market if they are unable to attend. Failure to notify Chamber will result in a \$30 fine and may result in losing a space in the market. Vendors missing a market without notification must contact the Chamber to verify space for the following week and will be charged a \$30 fee.

Participants must obtain approval before introducing a new product not represented on application.

The Fruita Farmers Market, Fruita Area Chamber of Commerce & City of Fruita assumes no responsibility for injury theft, loss or damages incurred.

Any rude or offensive actions or language WILL NOT be tolerated, and vendor will be asked to immediately leave with NO REFUND.

The Fruita Farmers Market will not accept any vendors that wish to sell, advertise, or promote the use of marijuana/vaping or marijuana/vaping accessories. Marijuana is not allowed to be sold, smoked, or consumed on the event venue.

The Fruita Farmers Market will not accept any political groups as a vendor. Those that wish to collect signatures can respectfully walk the market or set up a table outside the market grounds in a public space.

Distribution of printed materials (other than pre-approved vendor brochures), petitions, or political or religious advertisements is disallowed.

Vendor understands that acceptance to the Market does not guarantee sales or public participation.

I understand that this application does not guarantee a space in the Market.

I understand that this is a local market, vendors are able to supplement with other produce that is grown within a 100-mile radius. If produce has been supplemented, proper signage indicating where produce was purchased and from whom it was purchased.

Fruita Farmers Market does participate in the Double Up Food Bucks program & SNAP coupons are also available for purchase at the Chamber booth. Farmers selling produce are encouraged to participate in these programs and reimbursement to farmers will happen at the end of the season for the amount collected.

Fruita Farmers Market reserves the right to adjust, clarify or edit any part of this application at any time.



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Business/Organization Name: _____

ELECTRICAL NEEDED: ___ Yes ___ No

DATES (please mark with "X" below the dates you plan to participate):

Please Note there will not be a Farmers Market on July 4th in observance of Independence Day.

___ June 20	___ August 1	___ September 5
___ June 27	___ August 8	___ September 12
___ July 11	___ August 15	___ September 19
___ July 18	___ August 22	
___ July 25	___ August 29	

Each Thursday at 12:00 Noon is the cutoff for any notice of NON-ATTENDANCE
for all vendors to avoid any loss of space, penalties, or fines.

BOOTHS (all spaces are 12'x12'): ___ One Booth Space ___ Two Booths Spaces
___ Other

***Please Note: We are closely monitoring the situation surrounding COVID-19 in our community and regulations regarding public gatherings. Vendors will be notified of any changes as soon as possible. Any necessary refunds will be determined by the Fruita Area Chamber of Commerce.**

The final 2020 Farmers Market map is pending finalization. Due to processes beyond our control, the vendor layout may not be the same as previous seasons, therefore, returning vendors may not be able to reserve their previous spaces. We are working closely with the City of Fruita to finalize the vendor map. The layout will be released to vendors as soon as it finalized.



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APPLICATION PROCESS:

Staff will make every attempt to place you in your requested locations. However, please work with us on any changes made to layout and design of the market. Layout may not be finalized for the first market date until June 17, 2020. Weekly maps will be created and emailed out 24 hours prior to the market. We do allow drop-in vendors so the map will change weekly however, we will keep our Reserved Seasonal Spot vendors in their same location/order.

All applications will be reviewed and approved by the Farmers Market Vendor Market Manager(s) and all applications are subject to their approval. All vendors will be required to supply all of their own equipment, product, signs, tables, chairs, canopies, tent weights, etc. needed for their product sales and setup.

All ready to eat 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. All ready to eat 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 PROVIDE:

I have included a copy of my City of Fruita Business License OR City of Fruita Special Event Vendor License for 2020. Visit the City of Fruita, at 325 E. Aspen Avenue, to obtain this license. Every vendor is required to have this license in order to do business in the City of Fruita.

I have included a copy of my State of Colorado sales tax license (farmer's exempt).

I am a Non-Profit and have provided a copy of my tax-exempt status letter.

FOOD VENDORS:

I am selling items for consumption; therefore, I have included a Certificate of Insurance naming BOTH the Fruita Area Chamber of Commerce and City of Fruita as the Certificate Holder(s).

I am approved on the 2019 Special Events List through the Mesa County Health Department. Please provide copy of approval.

OR

I am selling food items under the Cottage Food Act.



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VENDOR AGREES:

- I have read this application in its entirety and understand the provisions for vendors. I agree to comply with all conditions set forth. I agree to abide by the rules and regulations of the Fruita Farmers Market and understand that I will be removed from the Fruita Farmers Market without a refund if any of the rules and regulations are violated or if any behavior is deemed inappropriate.
- I release and hold harmless the Fruita Farmers Market, City of Fruita, Fruita Area Chamber of Commerce, its officers, employees and volunteers, and any associated entities from any and all liability, including but not limited to theft, personal injury, acts of war, or acts of God which may arise from, or occasioned by, any activity carried on by me or by those in my control within the Fruita Farmers Market. In addition, I indemnify the Fruita Area Chamber of Commerce and City of Fruita, its officers, employees and volunteers against any claim, loss judgement or action of any nature whatsoever, including reasonable attorney fees, that may arise from or be occasioned by any activity carried on by me or others in my control within the Fruita Farmers Market.
- I understand that this application does not guarantee a space in the market and that my money will be deposited and then be refunded if I am not selected, or if I am put on a waiting list. I understand that acceptance to the market does not guarantee me sales.
- I authorize Fruita Area Chamber of Commerce for the 2019 Fruita Farmers Market to charge the below "Vendor Deposit" noted to my credit card. I further agree that on June 1, 2020 that the balance due will also be charged, unless I have cancelled my booth space on or before May 29, 2020 or other payment option is made before 12:00 Noon on June 1, 2020
- By checking this box to the left and typing my name below, I am electronically signing my application. I have agreed to submit this application by electronic means instead of United States mail. I certify under penalty of perjury and false swearing that my answers are correct and complete to the best of my knowledge. Furthermore, I understand that an electronic signature has the same legal effect and can be enforced in the same way as a written signature.

SIGNATURE _____ **DATE** _____

Please continue to the following page for payment details.



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PAYMENT:

Please Circle One: Check Payable To: Fruita Chamber Credit Card: Visa or Mastercard

Booth Space Price:	
Deposit:	
Balance Due:	
Balance Due on or Before:	June 1, 2020
FOR STAFF USE ONLY:	
Booth Space #	

By Checking this box, I authorize credit card payment of the deposit amount only and agree to pay the remaining balance by June 1, 2020.

By Checking this box, I authorize credit card payment of the full booth space balance.

Signature _____ Date _____

Card Number:	
Expiration Date:	
VCode:	
Billing Address:	
Zip Code:	
Cardholder Name:	