

## VENDOR POLICIES AND PROCEDURES FOR THE 2021-22 FORT COLLINS WINTER FARMERS MARKET SEASON

We are very excited for the upcoming summer season. Please contact us with any questions at [manager@focomarket.org](mailto:manager@focomarket.org).

### **PLEASE DOWNLOAD THIS DOCUMENT AND REFER TO IT WITH QUESTIONS BEFORE CONTACTING MARKET STAFF.**

Most policies are the same if you have participated in the Winter Farmers Market season, but please read carefully as some have changed. To ensure a successful season for our Vendors as well as our market consumers there are a few items we need everyone to review and be fully aware of prior to attending your first market.

**\*\*PLEASE ENSURE ANY/ALL OF YOUR MARKET EMPLOYEES OR REPRESENTATIVES HAVE REVIEWED THIS DOCUMENT AND UNDERSTAND THE PROCEDURES OR HAVE A COPY AVAILABLE AT YOUR BOOTH FOR REFERENCE\*\***

### COVID & GENERAL PUBLIC HEALTH & SAFETY GUIDELINES

#### **Facemasks**

- Fully vaccinated individuals are not required to wear face-masks but are highly encouraged to. We will continue to follow masking guidance from the CDC, the state of Colorado and Larimer county as it changes.

#### **Sampling will be allowed (unless we are given updated information).**

- Find the full guide [here](#).
- Do not handle ready-to-eat foods (foods that are not going to be cooked) with bare hands. Use utensils, tongs, deli tissues, gloves, etc.
  - Garnishes (chopped herbs, nuts, etc.) are considered ready-to-eat and cannot be handled with bare hands.
  - Have extra sets of utensils available. If a utensil is soiled or contaminated, it must be washed, rinsed, and sanitized before it can be used again. It is often easier to have extra supplies available.
- A sample is “a bite” or “a swallow,” no larger.
- Do not allow customers to reuse single-service items (tasting cups, toothpicks, etc.).

- Pay attention to the temperature and time of food samples after they are cooked or prepared.
  - Cold foods must be kept at 41°F or below, with hot foods at 135°F or above at all times.
  - If not using temperature as a control, then use time to control bacterial growth; food cannot be left in the “danger zone” (between 41°F and 135°F) for more than 4 hours. Discard food after 4 hours if temperatures are not maintained. Do not save and reuse food samples that are potentially hazardous.

Vendors must follow CDC guidelines for washing hands

- Restrooms are provided by Foothills
- DO NOT attend the market or do not allow employees to staff a booth who are sick.
  - Self check in with a temperature check is required at the beginning of each market for traceability
- DO NOT handle food products after touching money with bare hands until you have washed your hands.
- Clean and sanitize supplies and equipment regularly:
  - For surfaces that will be in contact with food or food products (such as produce bins, coolers, boxes, tools), use detergents and sanitizing solutions that are food safe:
    - Clean the surface with a detergent (for example, Dawn dish detergent) and rinse thoroughly.
    - Use a sanitizer product that is approved for use on food contact surfaces, consult this [list](#).
    - Follow the label instructions for the sanitizer you use when mixing, applying and storing it. Some sanitizers require contact time on the surface to be effective, and others require a rinse step.
    - Allow the surface to air dry.
  - To clean and sanitize surfaces that will not come into contact with food or food products (such as chairs, tables, truck beds):
    - Use a product that the EPA has approved for use against viruses and other emerging pathogens. [List here](#).
    - Follow the label instructions for the sanitizer you use when mixing, applying and storing it. Some sanitizers require contact time on the surface to be effective, and others require a rinse step.

- Allow the surface to air dry.
- Wear disposable gloves when cleaning and sanitizing surfaces

## DAY OF MARKET POLICIES

Each vendor is responsible for arriving at the market with ample time to load in, set up, and be ready to go promptly at 9:45 am and sell until market end at 2pm (3pm for holiday markets). **DO NOT pack up before 2pm.** Being on-time is important both to the appearance of the market, the success of other vendors, and management.

A late fee of \$10 will be charged to any vendor who is not completely set up by 9:45 am day of market.

If you have not occupied your booth space 30 minutes prior to the market start (at 9:30am), your space may be given away to another vendor to fill in the space. After 2 late arrivals, we will discuss moving your booth space to a less disruptive area, and at 3 late arrivals you may lose your space for the remainder of the season and no refunds will be issued.

See Load In information below.

- Booths will be placed 6' apart following CDC guidance and marked with tape or chalk
- ONLY set up in your designated space following the map provided by the market - your space may change from week to week, so be sure you have checked the map!
- Booth sizes are approximately 8' wide by 4'-5' deep inside. Please be respectful of your neighbors and booth parameters. If you have a question during setup regarding where your booth is located, ask the market manager.
- DO NOT BLOCK ANY EXITS OR DOORS/ENTRANCES TO A BUSINESS INSIDE FOOTHILLS.
- You will receive a vendor booth assignment and informational email on or before Wednesday of the market week. While our goal is consistency for both our vendors and consumers, booth assignments may change according to the needs and capacity of the market. We require your flexibility and attention to weekly booth assignments in the event of booth change.
- LOAD IN TIMES
  - Foothills is available to begin load-in at 8:00 am. If you need more time to

set up, please contact [manager@focomarket.org](mailto:manager@focomarket.org)

- ELECTRICAL OUTLETS
  - A limited number of electrical outlets are available and we will do our best to accommodate requests. There is an additional \$5/booth/market fee.
- CLEAN UP
  - YOU are responsible for cleaning up your booth space of refuse and sweeping up at closing time. **Failure to do so will result in a \$35 clean up fee that must be paid before your next market.**
  - Bring your own supplies
  - We request that everyone is cleaned up and out of the space 60 minutes after the market closes.
- SIGNAGE
  - NOTHING may be attached to the walls. We recommend pull up banners and table signage
  - See ideas below for signage and marketing
- TAKING MONEY – You are 100% responsible for taking payments. It is wise to have a way to accept credit cards and be able to provide change. Please think ahead on this and plan accordingly. The market manager will NOT have any money on hand
- MARKET BUCKS – No market bucks
- SNAP & Double Up WILL be offered at the Makers Market this season.
- TAXES You are responsible for collecting/paying any applicable State, County, and City Sales taxes.
- MARKET CHECK OUT When the end of the market day is approaching (no earlier than 30 minutes prior to the end time) we will start handing out checkout forms and may begin the checkout process if a vendor has no more merchandise available for purchase. If you find yourself selling out repeatedly before the market ends, consider bringing more to the market.
  - There is a percent of sales fee to be paid upon checkout. Please ensure your market staff have Cash/Check available to pay fees at the end of the market.

### **Refunds & Absences**

**NO REFUNDS** will be provided on the booth space fees (of \$40 per market per booth). We plan our marketing and staffing budgets based on the fees. Please carefully plan your market season dates and help us ensure good attendance at

all markets.

**Absences:** If you have to miss a market, please give notice to the Market Manager via email [manager@focomarket.org](mailto:manager@focomarket.org) as soon as possible. **Repeated, unannounced absences may result in losing your Market spot in current or future seasons.**

**NOTIFICATION OF ABSENCE** If you are unable to attend a market date you have signed up for, please remember there will be no refunds. There is a wait-list of Vendors who would like the opportunity to attend the market in the event of your absence.

Cancellation Notice	Fee	Notes
10+ days notice	No Fee	Credit to account
49 hours - 9 days notice	No Fee	No credit
48 hours or less	\$25 fee*	Invoiced; must be paid before next market

\*Vendors who are scheduled for 12 or more markets will receive two passes before being charged a fee. Vendors attending 11 markets or fewer, will have one pass before being charged.

- Vendors who are not set up by 9:45am day of market will be charged a late arrival fee of \$10.
- Repeated last minute notifications of absence may result in the loss of your booth space. Notifications should be emailed to [manager@focomarket.org](mailto:manager@focomarket.org) and/or text the Market Manager at (970)-660-8085 and include your first and last name, your business name.
- If you need to change your schedule of market dates, a written notification must be emailed to [manager@focomarket.org](mailto:manager@focomarket.org) no later than 10 days prior to the next market.

**COVID19 policy:** Farmers markets are an essential business and we plan to operate for the entire season. If the market is not able to operate due to shut downs required by the State of Colorado, Larimer County or the City of Fort Collins refunds are as follows:

- Application fees are non-refundable
- 80% refund of booth fee refunded if a market is cancelled 15 days or more in advance of the market date
- 75% refund of booth fee refunded if market is cancelled 14 days or less before the market date
- Refunds are less than 100% due to costs incurred by FoCo Market prior to the market date including advertising, marketing and staffing.

**MUSICIANS/PERFORMERS DURING THE MARKET:** We hope to have musicians again at the Foothi.

**COOPERATION AND GOOD WILL:** Our goal at the Fort Collins Winter Farmers Market is to provide a successful place of commerce filled with good intention and the spirit of cooperation amongst our Vendors. We truly believe that there is a desire within our community to support local food and crafts with enough business for everyone. We ask that you engage with both the community, consumers, and other Vendors. This will create a market environment that we all desire to attend and spend our dollars on local food and crafts. If you have a regular following of customers, when they come to see you, encourage them to visit another vendor who may have items of interest to them.

**MARKETING AND PROMOTION:** We will actively market and promote the Fort Collins Winter Farmers Market on Social Media and other websites and channels.

This year, more than ever, your promotion of the market is essential. Marketing dollars are limited and we will not be offering any promotions. Please get involved and help us help you be successful. Follow us on Facebook:

<https://www.facebook.com/focomarkets> or on Instagram @focomarkets and repost and share anytime we promote upcoming markets. We ask that you actively promote to your lists and inform them of upcoming market dates and events and, if you would like, we can share your social media posts as well.

Good old email and word of mouth can still get the job done. If you are planning on attending any fairs or other events, we will still have rack cards and magnets available for you to hand out. Please get in touch with us as soon as possible to receive cards for your event. Get involved!

FINAL NOTES: Please take a minute to verify all your necessary licenses, cottage vendor information, insurance, and other required files are uploaded into your Manage My Market account. In addition to the items mentioned above, if you have any questions, outstanding payments/booth fees, they all MUST be taken care of prior to **October 29, 2021. If these items are not taken care of it will result in the loss of your booth space for the first market on Saturday, November 6, 2021.**

Thank you for your time and efforts in making this market season enjoyable, prosperous, and bringing local food and artisans to our community!

SIGNAGE AND PRICING GUIDANCE: When consumers walk into the market, they should easily be able to identify the following: Here is some fast reading regarding the "[Art & Science of Farmers](#)" Market Display or watch the free [Farmers Market Masterclass here!](#)

- Who Are You? – You should have a banner, poster, sign, board or other marketing piece that tells consumers the name of your business. Please bring tape, rope, extension cords, or whatever additional supplies you need to display your items.
- Interactions with customers! – SMILE AND GREET! Gone are the days that you can sit back and let people come to you. Over and over, we have seen a difference in sales when either you or your market representative is smiling, and communicating with customers. We know who is manning a booth based on the sales. A friendly smile and a hello go a long way!
- What Are You Selling? – Your products should be displayed neatly or merchandised in an appealing fashion so that the consumer knows what is available for purchase. Many of you have beautiful products! Highlight and merchandise them in a display that draws people in to your booth.

Aesthetics

does count in your display.

- Sample when possible (see note on hot samples below)! People like to try before they buy! Be sure to provide your own trash can for sample waste.
- For more information, you can watch an hour long webinar from the Farmers Market Coalition <https://www.youtube.com/watch?v=q5DgL4YLhj8>
- What Are Your Prices? – Please make sure that you have posted either in a list form or directly on your items what prices you are asking of your merchandise.
- We would like you to have prepared a policy for return or refund if a customer is unhappy with their purchase. As you may not always be available or in the market at the time, your staff/volunteers need to be prepared to respond with vendor specific policies if/when there is an unsatisfied customer.