

UFM HOLIDAY CRAFT FAIR

Craft Vendor Agreement

Ohia Ku Park LLC, DBA Upcountry Farmers Market

Arianna Feinberg, Owner/Manager

(808) 280-0988 • info@upcountryfarmersmarket.com

For participation in the markets on 10/31, 11/7, 11/14, 11/21, 11/28, 12/5, 12/12, and 12/19 (with 12/26 optional)

1. Program Overview

The Upcountry Farmers Market is, first and foremost, a farm-direct market working to support a circular local economy and bolster food sustainability. During the holiday season, when demand for locally produced gifts increases, we open additional space for crafters and artists to sell their work.

1.1 Standards for Participation

- All crafts and art should be made on Maui.
- We do not accept resale items imported from overseas.
- Bonus points for natural, reused, and upcycled materials.
- Items should appeal to kama'āina regulars of the market, not just tourists.
- We will try to curate a diversity of vendors and product types.

1.2 Booth Spaces

Booth spaces are available on the grass medians within the regular Farmers Market, as well as on the Mauka Lawn and the Market Park. The Mauka Lawn and Market Park booth spaces are large enough for an 8' or 10' tent; the grass medians are not large enough for typical shade structures. Please indicate your space preference on the application. We cannot guarantee that each applicant will receive their preferred location.



Rough Map of UFM for context

1.3 Pricing

Market fees for Craft Vendors are \$30 per market. Vendors must pay upfront for all 8 markets on or before October 24, 2026: $8 \times \$30 = \240 (or \$270 if also participating in the 12/26 market). Vendors may pay by cash or check in person at the October 24, 2026 farmers market, payable to Arianna. Alternatively, we accept Venmo at @upcountryfarmersmarket, though a 3% surcharge applies: the Venmo total would be \$247.20 (or \$278.10 if also participating in the 12/26 market).

1.4 Insurance Requirements

All vendors using shade structures such as tents and umbrellas must carry General Liability Insurance of at least \$1,000,000 per occurrence and name Ohia Ku Park LLC as Additional Insured (PO Box 914, Makawao, HI 96768). Before October 31, 2026, admitted vendors shall upload their Certificate of Insurance naming Ohia Ku Park LLC as Additional Insured into their Manage My Market vendor profile. Vendors who use only tables, without shade structures, are not required to carry General Liability Insurance, although it is strongly advised.

If you already have business insurance, reach out to your carrier and request they add Ohia Ku Park LLC as Additional Insured. If you do not, we know many UFM vendors use ACT Insurance for their coverage. Signing up for the annual plan is typically the most cost-effective option. Sign up to pay monthly, then cancel your coverage after your last market of the season to stop further payments. ACT Insurance can be signed up for at the below link:

<https://app.actinsurance.com/events/15662>

1.5 Application Process

All vendors must create a profile on Manage My Market, then submit an application for the UFM Holiday Craft Fair through that platform. After submitting an application, applicants are required to meet with the selection committee in person at the Upcountry Farmers Market on October 3, 2026, between 8–11 AM, at a picnic table behind booth A1. Applicants must schedule their appointment time online at: <https://calendar.app.google/SfxLGGN7Zyk-VhkhK6>

1.6 Application & Decision Timeline

September 16, 2026 — Application opens online via Manage My Market.

September 30, 2026 — Application window closes.

October 3, 2026, 8–11 AM — In-person evaluations at the Upcountry Farmers Market. Applicants are asked to stop by the market to show their crafts/art to our selection committee. We will be set up at the picnic table near the shipping container by A1.

October 13, 2026 — Decisions will be emailed to applicants with information on applicant's specific booth space.

October 24, 2026 — Accepted vendors must confirm their participation and pay their booth fees by this date.

October 31, 2026 — First UFM Holiday Craft Fair at the market. Vendors with shade structures must provide proof of liability insurance naming Ohia Ku Park LLC as Additional Insured by this date. Certificates of Insurance should be uploaded to the vendor's Manage My Market profile.

2. Terms of Participation

2.1 All vendors must be approved in writing by UFM Management. Vendors agree that they have read, understood, and will comply with all UFM rules and regulations in this Agreement, as well as all applicable laws, codes, and regulations.

2.2 A General Excise Tax (GET) license must be displayed and available at all times. Vendors are solely responsible for collecting and reporting all applicable taxes, including GET, on sales made at the market.

2.3 Booth spaces may not be reassigned or transferred.

2.4 Vendors agree not to copy each other's product ideas or engage in unfair competitive business practices.

2.5 Only products listed and approved on the vendor's contract may be sold. Any new items must be submitted to and approved by UFM Management before being offered for sale. Vendors shall not represent themselves as representatives of UFM Management, nor solicit or promote products or services unrelated to their approved products.

2.6 UFM Management reserves the right to determine, allow, or prohibit any item sold at the market. Vendor space assignments may change at any time without prior notice.

2.7 Vendors must follow all federal, state, and county laws. Vendors agree to keep themselves informed of the most current laws regarding safety, taxation, product labeling, and similar matters, and are solely responsible and liable for compliance with them.

3. Health, Safety & Conduct

All vendors and other market participants are expected to uphold the following standards. Violations may result in suspension or removal from the market.

3.1 Conduct

Vendors must conduct themselves in a safe, courteous, and professional manner at all times. Rude, abusive, threatening, violent, or disruptive behavior toward anyone is prohibited and is grounds for immediate removal. All grievances should be brought to market management.

3.2 Noise & Disturbance

Radios and amplified music are not permitted during market hours. Only pre-approved musical performers are allowed. Loud hawking or shouting to attract customers is not allowed.

3.3 Substance Use

Consumption of alcohol or any controlled substance while at the market is prohibited and is grounds for immediate dismissal. Smoking and vaping are also prohibited.

3.4 Animals

Dogs must be on a leash and under control at all times. Owners are responsible for cleaning up after their pets.

3.5 Booth Cleanliness

Vendors must keep their stall space clean and sanitary throughout the market day. Vendors providing samples must have a handwashing station and a trash can for public use. All trash, including food waste, must be removed and disposed of off-site. Ice and water may be poured onto landscaping (trees or shrubs) but not onto pavement. All vendors shall assist with general market cleanup at close.

4. Market Hours & Logistics

4.1 Hours & Setup

The market is open to the public from 7:00 AM to 11:00 AM every Saturday. Vendors must be fully set up by 7:00 AM. No driving within the market area is permitted between 6:30 AM and 11:00 AM unless approved in advance by management. Vendors must be cleaned up and out of their booth space by 12:00 PM.

4.2 Attendance & Absence

Vendors must notify management of an absence by phone at (808) 280-0988 or by email at info@upcountryfarmersmarket.com before the start of the market. Vendors who anticipate arriving late must notify management in ad-

vance; vendors who have not arrived by 6:30 AM without prior notice risk forfeiting their booth space for that market date. There are no refunds for missed markets.

4.3 Parking & Driving

Vendors must park on the street after dropping off their booth items. Vendors are prohibited from parking in customer parking areas, and double parking or other improper parking is not allowed. To avoid traffic jams, vendors should enter the vending area from the football field side and drive clockwise to exit onto Ohia Ku St. This routing does not apply to vendors in rows E and F, or to those closest to the football field, who may exit directly.

4.4 Signage

All vendors should display clear signage identifying their farm or business name and product prices.

4.5 Weather & Tent Weights

The UFM operates rain or shine. In the event of dangerous weather, the market manager will determine whether the market will proceed and will notify vendors in case of cancellation. Vendors are required to secure their tent with a minimum of four (4) weights, one per tent leg, each weighing at least 50 lbs. Best practice is to use sandbags strapped to the top corner of the tent. Tents may also be secured at the rear to a car or tree with sandbags in front. Vendors should have a quick breakdown plan ready for sudden weather changes. Umbrellas must always be anchored securely with a properly weighted base.

5. Market Violations & Enforcement

UFM Management may issue warnings, fines, or suspensions, or remove any vendor from the market. Failure to comply with these rules, or with applicable state and local regulations, may result in penalties up to and including permanent expulsion. Vendors are responsible for the actions of their employees and agents.

6. Liability & Indemnification

Vendor shall indemnify, defend, and hold harmless Ohia Ku Park LLC, its owners, officers, employees, market manager, and all associated property owners and parties from and against all claims, losses, liabilities, and expenses (including attorneys' fees) arising from: (a) any breach of this Agreement by the Vendor; or (b) any acts or omissions by the Vendor, its owners, employees, contractors, agents, or representatives in connection with participation in the UFM, including any personal injury or property damage occurring at the market.

7. Miscellaneous

This Agreement governs all vendor and UFM Management services. It contains the full and complete understanding and agreement between the Vendor and UFM Management, and supersedes all prior agreements between the parties, whether written or oral, relating to its subject matter. It may not be modified or amended except by a written instrument executed by both parties. This Agreement shall be governed by the laws of the State of Hawai'i. All disputes arising under or related to this Agreement shall be brought exclusively in the federal and state courts located in Maui County.