



2019-2020 Winter Farmers Markets Application & Procedures

Markets for 2019-2020:

Location:

2019 (November and December markets)
Masonic Temple
225 W. Oak Street (cross street is Howes)
Fort Collins, CO 80521

2020

Opera Galleria
123 North College Ave
Downtown Fort Collins

Market hours: 9:00 am – 1:00 pm (**with extended hours to 2pm for December Holiday Markets**)

Dates (All Saturdays):

November 16rd - Opening Market Day!
November 23rd
December 14th - **Extended Hours to 2:00 pm
December 21st **Extended Hours to 2:00pm
January 11th
January 25th
February 8th – Buy Local for Your Love!
February 22nd
March 14th
March 28rd
April 11th

The Winter Farmers Market Communications will take place via email through Manage My Market. Please ensure your email, along with the email of the person(s) attending the market are listed. ALL communications must be sent to your representatives prior to each market. Updates and/or changes may be made at the last minute. All vendors are expected to read their emails and review updated Market information for each market as well as vendor booth assignments. Failure to do so may result in lost market space in current or future markets.

Mission

The mission for the Fort Collins Winter Farmers Market is to support local food producers, provide an outlet for direct-to-consumer sales, encourage season extension, increase the supply of fresh produce and whole foods in the region, and educate consumers about the variety of local foods produced during the fall, winter, and early spring. The Winter Farmers Market facilitates the creation of relationships between producers and consumers.

Types of Vendors

Multi-level marketing sales or national brands such as Avon, Arbonne, or Girl Scouts are not a good fit for our market. Non-profit organizations are encouraged to apply for free booths when space allows. We can only allow items such as raffle (proper licensing allowing your organization to hold a raffle must be presented to our market staff) or event tickets to be sold, no other items are allowed to be sold during the market as part of the non-profit table. These tables are primarily informational.

Selection Criteria & Space Prioritization

Space for vendors is extremely limited, so these selection criteria are very important in choosing the right mix of vendors. Our goal is to have a portfolio of 75% food and 25% craft vendors at each market.

Masonic Temple - up to 40 vendors

Opera Galleria - up to 60 vendors

This is our order of preference for the types of food vendors:

- a. Fresh food vendors (produce, meat and poultry, eggs, honey, and other products raised or grown within 100 miles)
- b. Value-added food producers (baked goods, prepared products, cheese, sweets, etc.) whose products are produced locally in Northern Colorado.
- c. Value-added producers whose products are produced outside of Northern Colorado.
 - o Note: we do not allow resale and your business must be operating locally

Our goal is to have a variety of foods represented, without over-saturating the market and creating unnecessary competition so it is very important that all products and are indicated on your application as well as timing (i.e.: eggs but not until March)

Note: if you are a Cottage Foods Producer you must have attended a mandatory food labeling and food safety training course before you will be allowed to participate in the Winter Market. Check [here](#) for upcoming classes offered by CSU Extension and other training resources. Be prepared to upload your certificate of training or your recertification information.

For craft vendors:

We will also differentiate between types of high-quality handcraft vendors that apply for the markets. Craft vendors whose products are based in the local agricultural economy will be given preference over crafts that are of non-local origins.

Examples of crafts rooted in our local land-based economy: fiber arts, personal care products made from herbs and botanicals, leather work.

Please See Appendix Section 1.1 - Additional Selection Criteria – for more information about our selection process

Space Considerations

This year we are working around construction at the Opera Galleria that goes until December 17th. For the November and December markets we have secured the Masonic Temple. This space reduces the vendor numbers to 35 or 40. If construction is completed on time, our preference is to move the December 21st market to the Opera Galleria and make more spaces available since this is one of the highest grossing markets of the year. Vendors will be selected and approved or put on a waitlist. We will know more as we enter into December and will communicate with you.

We ask all vendors to respect the space constraints of 8 feet per booth to fit in all their merchandise and selling space (besides those who sign up and pay for additional space). This allows us to host the most vendors possible, which seems to really help draw the greatest number of customers, especially during the holiday season. We work to make vendor booth assignments that are best for the health and economics of the market.

Application Procedure & Fees

Applying for the market:

A completed application is required to be considered to attend the market.

- Applications are accepted on an ongoing basis throughout the year
- **Applications received after October 21st, will be assigned on a space available basis only for each separate market date, and are not guaranteed market dates on a regular basis**

A **non-refundable application fee** of \$50.00 must accompany your application for consideration.

- Add \$10.00 for application fees submitted after October 21st for a total of \$60.00.

Market Fees & Sales Tax

There is a \$35 per market, per booth fee for all vendors. See schedule below for application timetable.

An additional percentage of sales is collected at the end of each market based on your product category. The percentage fee for gross sales is due at the end of each market.

- **Produce, Fruit, Egg, Honey, and Meat Vendors: 4%**
- **Value-Added Vendors (Salsas, Sauces, Baked Goods, Cottage Foods etc): 4%**
- **Craft Vendors: Including body care and non-edible items: 6%**

You will be invoiced the \$35 per market fees multiplied by the number of markets you are accepted for. Acceptances are final, and must be paid in full by November 13th.

- **Lower your booth fee to \$33.25! Pay in full by November 7, 2019 to receive a 5% discount on your market booth fee invoice.**

- **BOOTH FEES ON APPLICATIONS NOT PAID BY NOVEMBER 7TH WILL BE RE-INVICED AT THE FULL RATE OF \$35/MARKET/BOOTH AND MUST BE PAID ON OR BEFORE NOVEMBER 13TH. TO ALLOW MANAGEMENT TO REALLOCATE SPACE IF NEEDED,** FAILURE TO PAY INVOICES BY NOVEMBER 13TH WILL RESULT IN LOSS OF SPACE IN FIRST MARKET AND NO SPACE WILL BE HELD FOR FUTURE MARKETS UNTIL INVOICE IS PAID IN FULL.
- We accept payment through PayPal (your bill will reflect Cultivate Consulting, LLC) or via check, but it must be received by the deadlines.
 - If paying by check: write Check to Cultivate Consulting LLC. Mail to Sari Kimbell, 2749 Walnut Street, #307, Denver, CO 80205

Sales Tax: Vendors are responsible for **paying their own sales tax**. Value added food needs to have a city of Fort Collins sales tax license and remit 2.25% to the city. For more information please [visit](#)

Sharing: Vendors are **encouraged to share spaces**, since **space is severely limited**. Designate one business to act as the contact person, make payments, etc. Be sure to indicate on your application what businesses will be sharing the space.

Space Available: All applications submitted after our initial closing date of October 21st, 2019 will be considered only for booth spaces available during individual market dates (not the entire year) unless otherwise available. These vendors will typically be assigned a different booth space each market.

To apply, fill out the **application below and pay your \$50.00 application fee** via Manage My Market. You will be sent you an invoice once your application is complete and submitted.

ALL INVOICE PAYMENTS ARE DUE NOVEMBER 13TH, 2019. ALL OTHER INVOICES MUST BE PAID PRIOR TO YOUR MARKET DATES IF YOU ARE APPLYING AS A SPACE AVAILABLE. You may **lose your spot** if payment is not made on time.

Refunds & Absences

No Refunds will be provided on the booth space fees (of \$35 per market per booth). 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 or phone/text Debi at 970-310-8549 as soon as possible. **Repeated, unannounced absences may result in your losing your Market spot in current or future seasons.**

Application timetable

October 7th	Applications released
October 21st first	Completed applications due online with \$50 application fee and given consideration (\$60 starting October 22, 2019)
October 28th	Acceptance and dates for each vendor announced; invoices sent

November 7th All market invoices for the year must be paid in full in order to receive 5% discount. Full price invoices will be sent after this date.

November 13th All market invoices must be paid in full or vendor cannot participate in first market or thereafter until all fees are paid.

November 16th ***First Winter Farmers Market for the season***

November 23rd

December 15th - **Extended Hours to 2:00 pm

December 22nd **Extended Hours to 2:00pm

January 11th

January 25th

February 8th – Buy Local for Your Love!

February 22nd

March 14th

March 28rd

April 11th - Last market of the season

APPLICATION

2019-2020 Winter Farmers Markets

You must complete this application online at Manage My Market. The following is what to expect from the application process so you can be prepared.

For all applicants:

Your name	
Business name	
Address	
City, Street, Zip	
Cell Phone	
Email (required)	
Secondary Contact (name, phone and email)	
Website	
Products	

Questions for all vendors:

How long have you been in this business? _____

Do you carry business insurance? (Circle one.) Y N

- If yes, you will be asked for a certificate of insurance (COI) once you are selected, naming Food Business Success and The Opera Galleria as an additional insured party.
- This is a requirement for value added food producers and COI must be in your license folder on Manage My Market prior to the first market you attend.

Do you have a GMP, GHP, HACCP, or other Food Safety Plan for your business? (Circle one.)

Y/N

- Please explain your level of food safety preparedness.

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Please see Appendix 1.2 – Food Safety Regulations – for more information about food safety at Farmers Markets.

How many seasons have you participated in the Winter Farmers Markets? _____

What other farmers markets did you participate in during 2019?

Please estimate the percentage of your business revenue during the months of November-April that comes from the Winter Farmers Market:

- Less than 10%____ 10%-25%____ 25%-50%____ 50%-75%____ 75% or more____
- If the percentage of your income from this market is less than 50%, share with us how it supports your business' goals? What has the trend in sales and revenue growth over the last 2-3 years? (Use additional space at the end if need be.)

For Fresh Food Vendors (produce, meat and poultry, eggs, honey, and other products raised or grown within 100 miles)

I affirm that I grow, make, or otherwise produce the products I intend to sell at the WFM, or am offering products grown, produced or made by an approved cooperating partner:

Y/N

Will you be selling products that require licensing from the Health Department? If yes, please list products: **Y/N**

Will you be selling poultry produced under the Colorado Department of Agriculture's (CDA's) new exemption? **Y/N**

This exemption applies to operations that raise and process no more than 1,000 of their own poultry from Colorado licensing and inspection requirements when selling processed poultry directly to individuals at venues such as farmers' markets, Community Supported Agriculture (CSA) organizations, and/or on farm sales if certain conditions were met. These conditions include:

- The producers comply with recordkeeping and labeling requirements;
- The producers do not buy or sell poultry products other than those produced from poultry raised on the producer's own farm;
- The poultry do not move in interstate commerce;
- The poultry are properly labeled; and
- The poultry are healthy when slaughtered and slaughter and processing are conducted under sanitary standards, practices, and procedures that produce poultry products that are sound, clean and fit for food as human food when distributed by the producer.

The CDA and CSU Extension team have developed thorough guidelines to help small flock poultry producers understand what they need to do to meet the above conditions. To read the entire report, including the recordkeeping and labeling requirements, [click here](#).

Please tell us about your farm and practices relevant to the production of items you will be bringing to the Winter Farmers Market:

Farm or facility size/acreage and location:

Do you use Organic practices? **Y/N** Are you Certified Organic? **Y/N** If yes, please list organization of certification:

Is there any additional information about your farm or facility that we should know, or that makes your operation unique?

For value-added foods producers (baked goods, prepared products, teas, cheese, sweets, etc.):

Value Added Food Producers

Packaged and labeled products **MUST** be produced in a commercial kitchen or facility and you must hold a current Retail Food Establishment (RFE) license or Colorado Wholesale License, or be produced under the Cottage Food Act (CFA) legislation.

For all Vendors of Value Added products, we would like the following information:

Where are your product(s) made?

Are your product(s) produced under the Cottage Food Act?

Where are your products processed and packaged?

Approximately, what percentage of the ingredients is produced and/or grown locally?

For ingredients sourced locally, what producers and businesses do you purchase from?

A copy of your certificate of product liability insurance for your cottage food products naming Food Business Success and The Opera Galleria as additional insured. I understand that it is my responsibility to submit this under licenses in Manage My Market prior to the first market.

Cottage Foods

Recent changes to Colorado's Cottage Food Act have created some new product opportunities, including pickled fruits and vegetables with a finished equilibrium pH of 4.6 or below. This means that, prior to sale, you will need to have your product(s) pH tested. For complete information, please see <https://www.colorado.gov/pacific/cdphe/cottage-foods-act>.

For Cottage Food Vendors, please provide the following with your application:

1. A list of the cottage food products you will be bringing (for example: strawberry jam, dried blueberries, and granola).
2. An example of the label(s) you use on your cottage food product(s).
3. Your certificate indicating you have completed training on how to safely produce your cottage foods, or your recertification indicating that you have renewed your initial training.
4. Product liability insurance is required for cottage food producers as well.

For Non-Food Vendors:

Where are your product(s) made?
Who makes them?
Where do your materials come from?

FOR ALL VENDORS:

I have read and agree to the policies and procedures document and will share this with any staff who attend the market on my below.

Sharing a booth space

Are you planning to share a booth? Yes No

Names of companies sharing, in addition to you:

If you're not actually planning to share a booth, would you be interested in doing so?
 Yes No

If we have enough interest, we may be able to make some matches. No guarantees.

Requested dates (you may be offered fewer dates than you request)

1.

o All dates

- o November 16rd - Opening Market Day!
- o November 23rd
- o December 15th - **Extended Hours to 2:00 pm
- o December 22nd **Extended Hours to 2:00pm
- o January 11th
- o January 25th
- o February 8th – Buy Local for Your Love!
- o February 22nd
- o March 14th
- o March 28rd
- o April 11th

2. Payment Amount:

Application Fee For All Applicants	\$50.00 prior to 10/22/19 \$60.00 after 10/21/19
TOTAL	\$

Payment Method: Online only. You will be issued an invoice for the amount above that must be paid before your application will be considered

Please contact manager@focomarket.org for additional questions. Please use email and do not text or call.

Appendix

1.1 – Additional Selection Criteria

Other criteria that affect vendor selection:

- Applications are held until October 21st, 2019 and then reviewed as a complete set. Getting your application in on time is important and does give you first consideration.
- Do you have existing relationships with the community? What other markets have you participated in? Have you been part of our Winter Markets in prior years, and if so, how many years? These factors do matter in the selection process, so be sure to include details.
- Vendors who plan to attend all markets will be give space priority over vendors only attending some markets. One goal of the Market is to create a local, direct-to-consumer sales source for people's everyday needs. Thus, we favor vendors who want to participate throughout the season rather than just for the holiday period.
- ***New businesses:*** **If you are not yet producing products, you may apply, BUT** – be very specific and realistic in your application about how you will be ready to sell with product inventory by your first requested market. There are no refunds if you sign up for a market and are not ready to sell by that time.

1.2 Food Safety Regulations

While specific food safety regulations have not been aimed directly at farmers market and CSA operations in the past, there is increased attention specific to these types of food businesses. There is more and more pressure on farmers market organizers to require GAP (good agricultural practices) and GHP (good handling practices) certifications from their vendors.

The Winter Farmers Market does not require these certifications, but **strongly recommends that** growers and producers develop food safety plans and begin to meet the GAP and GHP requirements if you haven't already.

Cottage Food Act

Vendors selling products produced under the Cottage Food Act are **REQUIRED** to have liability insurance, please submit copies of insurance and all required documentation along with market application. In addition, food items must be labeled correctly with the Cottage Food Act language as well as displayed at your booth. A copy of your food handler's license must be readily available at the market.

If you have questions or need help developing a food safety plan for your business please contact Martha Sullins at Martha.Sullins@colostate.edu.