

**Jarman and Co**  
**(Formally HobNob Events and Festivals)**  
**Farmers Market Policies and Procedures**

Thank you for your interest in becoming a vendor at one of the vibrant Farmers Markets managed by Jarman and Co. We are proud to serve as a small business incubator for many incredible farms, and local vendors. Every vendor is carefully screened with a commitment to creating a diverse marketplace with the highest quality of locally produced products available. The Farmers Markets produced by Jarman and Co strive to support and enhance the surrounding communities by providing an experience with a great variety of fresh and wholesome products. We believe it is important to support our local community, therefore, all products must be grown, raised, produced or gathered by the vendor in the State of Colorado or bordering communities (a few exceptions may apply).

We reserve unconditional discretion to accept or refuse anyone as a market vendor, the selection process takes into consideration many factors including product quality, sourcing, growing practices, presentation, seniority, safety, compliance, grandfathered vendors, past attendance, payment history, customer service and product mix to ensure a successful market for everyone.

**SEE IF YOU QUALIFY**

- Our Farmers Markets focus on providing fresh and wholesome local food and food related products
- We strive to support the surrounding communities by having vendors that complement those businesses, but do not directly compete
- These are producers' markets, showcasing locally grown and directly sourced / produced foods

The South Pearl Street Farmers Market will **NOT** accept the following items (other Markets may accept these vendors on a VERY limited basis)

- crafts/jewelry/clothing outside of businesses on the street
- overly processed foods
- nationally distributed packaged foods
- businesses that operate under a franchise agreement
- food items not grown and/or processed by the vendor (there are a few exceptions)
- informational/non-profit organizations

## **FARM PRODUCTS**

- Farm products that can be sold at the market include: vegetables, fruits, berries, herbs, nuts, flowers, plants, honey, seafood (under specific qualifications), meat, poultry, eggs, and dairy products.
- We find our patrons understand and accept the non-availability
  - However, if local farm products are not available and you would like to bring products in from out of state, you must contact the Market Manager for prior approval and handling procedure
  - They will be accepted on a limited basis
- ALL NON-LOCAL ITEMS MUST BE CLEARLY IDENTIFIED IN YOUR DISPLAY

Farmers, growers, ranchers and fishers may be asked to go through a phone interview or site visit before final acceptance. Please see the list below for more guidelines on specific vendor categories

## **OTHER FOOD ITEMS**

- Our markets accept certain value add items which are grown and/or made by the vendor such as baked goods, preserves, cheese, sausage, and smoked meats
- All processed foods must be appropriately labeled with product name, ingredients, net weight, price, vendor's name and address
- We encourage sampling of your products to our patrons

## **PREPARED FOODS**

- Prepared foods add to the market experience
- Vendors are responsible for following all City regulations and procuring the correct permits
- All prepared food vendors must upload appropriate Health Department certification to their online Vendor Profile
- These permits must be displayed in public view during Market hours
- All prepared food processor equipment/trailers must comply with Denver County Health Department regulations

## **HAND CRAFTED ITEMS / JEWELRY / INFORMATIONAL**

- Jewelry, craft items, and informational booths are NOT ALLOWED at our Farmers Market
- Merchants located on the street with a brick and mortar store are the only exceptions

## **VENDOR SELECTION**

- The Market Manager and the individual market committees select vendors annually
- Selection will be based on:
  - product quality
  - sourcing
  - growing practices
  - presentation, seniority
  - past attendance
  - safety
  - compliance (including on time weekly payments)
  - grandfathered vendors
  - customer service
  - and the right product mix to ensure a successful market for everyone
- No vendor will have guaranteed return rights to the Market from season to season or from Market to Market
- The Market does not offer exclusive rights to vendors to sell any one product
- Market customers generally benefit from having a choice
  - However, if the Market Manager believes the number of vendors offering the same or similar products is excessive, duplicate products may be denied entry
- When filling out the application, please give examples of where you source (or plan to source) your ingredients, listing the names of farms or other local-direct sources where possible
- After entry deadlines, new applications will be reviewed on a monthly basis

**ADDITIONAL FACTORS: PRIOR VENDORS.** In reviewing applications from prior vendors, consideration is also given to:

- History of successful and consistent participation including adherence to these Policies and Procedures
- Timeliness of weekly payments
- Market arrival and set-up
- Satisfactory booth inspections
- Consistent attendance
- Absence of consumer complaints

- History of constructive, respectful, and courteous interactions with Market Manager and staff including compliance with directions
- History of acting respectfully and courteously towards staff, consumers and other vendors
- Effective enhancement of consumer knowledge of products being sold and how they were produced, as measured by the applicant's presence, employee knowledge and the quality of booth display
- Quality of products

## **LEARN THE MARKET RULES & REGULATIONS**

- As a prospective vendor, you have many questions about how to join our Farmers Markets and what they require
- To learn the answers to our most frequently asked questions (FAQs) and for additional information about the requirements and expectations of participating in one of our markets, please read thru the Policies and Procedures document as well as the FAQs found on our website – please do not email us for answers found in these documents
  - We receive several hundred applications and our inbox can get pretty crowded, so please use the resources available to answer any questions
- Each individual market is overseen by a Farmers Market Committee that has adopted these Policies and Procedures
- At any time, these Policies and Procedures may be amended, deleted, or modified

## **MISCELLANEOUS MARKET INFORMATION**

### **BOOTH FEES, SALES REPORTING, and PAYMENT**

- The Market Manager and Committee will establish a fee schedule for all Market booths and commissions prior to each market season
- Vendors are required to honestly report all sales made by the vendor or vendor's agents at each Market. **FAILURE TO ACCURATELY REPORT ALL SALES WILL RESULT IN IMMEDIATE EXPULSION FROM THE MARKET WITH NO RETURN RIGHTS**
- Payments must be submitted each week no later than Tuesday morning at 8am following the weekend Market

### **FAILURE TO PAY WEEKLY FEES**

- Weekly 10% of daily gross sales are due by Tuesday 8am following the Market
- Market Manager may prohibit a vendor that fails to pay weekly fee on a timely basis from participating in the Market the following week
  - A fine of \$25-\$50 may be applied and due before returning to the Market

### **PUNCTUALITY/ATTENDANCE**

It is important that vendors make a commitment to attend each day of the Market. Consistency is critical in attracting buying customers to the market.

- All vendors must be at their stall 30 minutes prior to the start of the market.
- After 30 minutes the stall will no longer be held for assigned vendor and may result in loss of regularly assigned stall on the day of the violation. Repeat violations may result in loss of assigned stall space or expulsion from the Market.
- If you cannot attend the Market on a day you have committed to, please contact the Market Manager 48 hours in advance
  - Failure to do so may result in a \$50 fine due before returning to the Market
  - Vendors are allowed three (3) missed Markets
    - After the three (3) missed Markets, vendor will be requested to pay a fine of \$50 for each additional missed market day (excused or unexcused)
- Market Manager has full discretion to suspend a vendor's selling privileges for part or all of the remainder of the Market season if the vendor exceeds three (3) excused or unexcused absences within the market season
- Please be considerate of your fellow vendors, patrons and Market Manager and Staff ~ missed markets affect everyone
- If **day of emergencies** arise, please **TEXT the Market Manager** (number will be shared with confirmed Market information)

### **STALL ASSIGNMENTS**

The Market Manager will make all stall assignments. When assigning stall spaces, the Market Manager may consider the following:

- Consumer traffic flow
- Safety of vendors, staff and customers, including during load-in and load-out
- Vendor seniority
- History of good relationships with consumers and other vendors
- Variety and quality of products
- Special needs of vendors
- Regular attendance with no or very few absences during the market season
- While we will try to keep your space consistent, your space is subject to change
- Vendor stall locations are not permanent. The Market Manager may reassign space locations for any market day during the Market season
- A vendor may not switch its assigned stall space without approval from Market Manager

### **SET-UP and TEAR DOWN**

- The street will be closed to all “through” traffic 2 hours prior to the start of the market and for a maximum of 1.5 hours following the conclusion of the market
- Vendor set-up will begin 2 hours prior to the opening of the market and conclude 30 minutes before the market opens
- Vendors should unload all items promptly, then move vehicles offsite
- A clear and drivable lane must be kept open at all times
- A Vendor may not begin setting up his/her stall space until their vehicle is moved offsite
- **NO VEHICLES WILL BE PERMITTED TO ENTER THE MARKET SITE 30 MINUTES BEFORE OPENING**
- All vendors are required to remain at their stall spaces until the closing of the market
  - If a vendor sells out of their product prior to 1pm, they may leave their booth set up with a sign stating they sold out, but will return next week. Exceptions may be given to vendors that are approved by the Market Manager
- No vehicles will be allowed to enter the market site until at least 20 minutes after the close of the market or whenever the street is free of Patrons. **Please wait to be told that it is clear to enter the site**
- Vendors should not leave the Market to retrieve their vehicles until they have completely taken down their stall space(s) including packing up all remaining product, collapsing canopies or tents, and cleaning up any debris

## **STALL CLEAN UP / TRASH/RECYCLING**

### **All vendors must haul out their trash at the end of the day**

- Each vendor is responsible for cleaning his/her stall area to the satisfaction of the Market Manager
  - This includes removing all debris, sweeping and, if necessary, washing down the stall site
- Vendors must not dump any liquids including grey water, oil or oil debris into flowerbeds, garden areas, streets, sidewalks, or storm drains, sinks, toilets or anywhere else within the Market Site
- All vendors must provide waste and recycling containers for use in their stall and remove all waste and recyclables from the Market at the end of the day
  - Prepared food vendors must have an impermeable tarp or mat under the entire stall to protect the sidewalks and streets from grease and food waste and as well as overhead coverage if required by the Denver County Health Department
  - Vendors not adhering to this policy risk cleaning fines

- Market trash/recycle/compost receptacles are for customer use only ~ NOT for vendor use
- **Vendors are required to use compostable and recycle products. No Exceptions**

#### **CANOPIES/UMBRELLAS**

- All vendor booths must have a tent, canopy or umbrella. Exceptions may be given to vendors that are approved by the Market Manager
- Weighting of each vendor tent or canopy is required
  - Tent/canopies are required to be sufficiently and safely anchored to the ground from the time the canopy is erected to the time it is taken down
  - A rule of thumb for weights is 40# per leg of your canopy
- Any vendor who fails to properly anchor his or her canopy will not be allowed to sell at the Market on that day, unless the canopy is first taken down and stowed

#### **PRICING**

- Pricing of goods sold at the Market is solely the responsibility of the individual vendor.

#### **SMOKING POLICY**

- Vendors are not permitted to smoke in or around their booth area
- You must move away from the marketplace

#### **SIGNAGE**

- Each booth space must prominently display a sign clearly identifying the farm or business by name and location
- Signs must be in place by the opening of the booth
- All product descriptions must be accurate
- Signs may not be placed in the walkways
- “Flag” signage is not allowed

#### **VEHICLES**

- Only select produce and nursery vendors will be allowed to sell from their vehicles, all others will be required to park their vehicles off site

#### **ORGANIC LABELING**

- Vendors advertising products that are “Organic”, “Unsprayed” or “Natural”, etc. are not required to be certified by any recognized certification agency

- All vendors are required to advertise truthfully and to respond to customers' questions in a like manner

### **WEIGHTS, MEASURES, AND LABELING**

- All weighing or measuring instruments or devices used for commercial purposes must be correct
- Pre-packaged products must be labeled with the quantity and/or amount
- Vendors in violation of this policy will be expelled from the Market with no return rights

### **VENDOR BEHAVIOR**

- All Vendors, regardless of their tenure of participation, are expected to interact with the Market Manager in a respectful and constructive way. Refusing to comply with Market Manager directions, treating the Market Manager in a disrespectful way, or otherwise acting inappropriately towards the Market Manager and staff will not be taken lightly. Such conduct is taken into account in reviewing applications by prior vendors for admission
- Vendors shall dress appropriately
- Please limit selling to inside your booth, all vendors and employees must remain inside the booth
- "Hawking" is strictly prohibited.

### **INTEGRITY**

- Vendors represent their products with honesty and transparency
- Language used to describe cropping systems, ingredients, sourcing, and production methods is clear and accurate
- The farmers market staff will act in a manner that is consistent, reliable, and fair to all vendors

### **RESPECT**

- The farmers market staff, vendors, and customers communicate and interact with each other in a respectful manner
- Patronizing and degrading language, yelling, and demeaning behavior are not tolerated
- If vendor or employee(s) should become unruly it may result in immediate expulsion from the Market, at the Market Manager's discretion

- If the conflict continues, Market Manager has the right to reach out to law enforcement for assistance

### **COMMUNITY**

- The farmers market staff and members understand the market is a collaborative effort that works to the benefit of all participants

### **SPIRIT OF THE MARKET**

- The success of the market is the result of a collaborative partnership between Jarman and Co, the vendors, and the market's customers
- Our mutual objective is to continue to increase the availability of high-quality local foods and increase the customer demand for those foods
- In order to support this objective, preference is given to those vendors who clearly demonstrate adherence to the principle of being local

### **MARKET MANAGER**

- The Market Manager (or designee) coordinates all the activities of the weekly functioning of the Market and implements Market policies, including oversight of the Market set-up and clean up, daily assignments, collection of stall fees commissions and sales information, and assuring vendor compliance with all Farmers Market policies
- The Market Manager acts as a conduit of information from the vendors and customers to the Farmers Market Committee
- The Market Manager has complete authority to interpret, apply, and enforce these Policies and Procedures

### **WEATHER**

- Farmers Markets are rain or shine / snow
- Vendors are expected to participate on every scheduled market day, irrespective of weather
- In the event of poor or unsafe weather, the Market Manager has full discretion to adjust market operations to provide for a successful and safe market day, including, without limitation, changing setup procedures, changing booth locations, prohibiting use of tents, adjusting departure procedures or closing the market early

### **GRIEVANCE POLICY**

- The Market Manager or his/her designee has the right to impose disciplinary action at the Market site
- In the event of customer dissatisfaction, the dispute must be resolved to the satisfaction of the customer and Market Manager in a timely manner

- Failure to do so will result in expulsion from the Market
- The Market Manager has the authority to grant exceptions to Market policies on an individual basis for reasons of dire need
- Should any vendor, at any time, occupy the premises in a manner contrary to this agreement, upon request of Market Manager, the vendor shall immediately cease such offending conduct
- Upon revocation, vendor shall promptly vacate premises
  - Upon failure to vacate, the Market shall have removed all property of vendor from the premises at vendor's expense
- The Market is relieved and discharged from any/all loss or damage caused by such removal
- The Market shall not be responsible for storage or safekeeping of property so removed.

#### **ALL VENDORS ARE REQUIRED TO OBTAIN GENERAL LIABILITY INSURANCE**

- It is mandatory that vendors maintain a general liability policy additionally insuring Jarman and Co and the individual Market they will be attending
- Policy limit should be a minimum of \$1 million per occurrence with a \$2 million aggregate limit
- Each vendor policy needs to list each participating market as well as Jarman and Co as additionally insured and submit the Certificate of Insurance (COI) confirming coverage to their Vendor Profile
- General Liability insurance protects business from property owners, customers or other potential claimants, and helps businesses focus on risk assessment, food safety, and good operating practices. Policies may cover premises liability and property damage
- Vendors must obtain general liability insurance
- **Jarman and Co and the Markets are not responsible for any loss or damage incurred or caused by vendors**

#### **PERMITS AND LICENSES**

- Please see FAQs for more information on obtaining a temporary retail food license
- Vendors are required to comply with City and County of Denver and State of Colorado policies; all taxes, licenses, permits and liability/product insurance are the responsibility of the Vendor
- Vendors selling taxable items are required to have a State of Colorado Sales Tax License, visit [www.denvergov.org](http://www.denvergov.org) for more information
- Vendors selling food must have a temporary restaurant permit of the City and County of Denver (if you have a temporary restaurant permit from another City you are required to

obtain a permit from the City of Denver as well.) Vendors may take completed paperwork (Temporary Restaurant License application, Acknowledgement letter, Affidavit of commissary form, both pages) to the Department of Health for approval, their offices are located at 200 W 14th Ave (southwest corner of 14th and Bannock), 2nd floor between the hours of 8am and 5pm, Monday through Friday

- It is recommended to call in advance and confirm someone will be available to process your request
- Upon approval from the Health Department, participating restaurants will need to take the completed paperwork to the Department of Excise & Licenses located at 201 W Colfax Ave, 2nd floor. Please be advised that Dept. of Excise & Licenses closes at 4 pm
- For more information on temporary restaurant licenses please visit: <http://www.denvergov.org/DEH/>
- If you will have an open flame at your booth please contact the City of Denver Fire Department for information on receiving an open flame permit
- Vendors are required to have all documentation and permits on site during the Farmers Market
- It is the sole responsibility of the vendor to comply with special event city policies
- Please visit [www.denvergov.org](http://www.denvergov.org) for a complete list of requirements
- The Colorado Cottage Foods Law: Passed in 2012 allows for the manufacture and sale of some baked goods without any licensing or regulatory requirements
- See this link for more information under the “Guidance on Colorado Cottage Foods Bill” heading: <http://www.colorado.gov/cs/Satellite/CDPHE-DEHS/CBON/1251586894464>
- Operating under this law will have a number of requirements that must be adhered to, including education requirements and a cap on the amount of revenue generated
- Also, these foods can only be sold retail—not wholesale
- In order to operate under this law at a temporary event, a vendor must have all their food prepackaged (no open food handling at the event) and labeled according to the requirements in the law (see the link for more info)

**Jarman and Co is NOT responsible for fines for non-compliance by vendor with City and County rules and regulations. Necessary documents will be requested with acceptance.**

## **SUPPORTING DOCUMENTS**

- Supporting documents are required upon acceptance into the market and must be submitted to Jarman and Co prior to the Market's opening
- You will have the ability to upload all documents using your online vendor profile
  - **DO NOT MAIL/EMAIL** to Jarman and Co this year

- Products you are selling must match your licensing
- Any fines or fees incurred by Jarman and Co or the market for a vendor not having the correct licensing will be passed along to that individual vendor

### **POLICIES AND PROCEDURES**

- Please keep a copy of these Market Policies and Procedures for your records

### **THE FOLLOWING ARE REQUIRED:**

- State Sales Tax License
- City of Denver Sales Tax License
- General Liability Insurance
- Temporary Retail Food License (please see guidelines about needing this license)
- Fire Permit (please see guidelines about needing this license)

## **MARKET DETAILS**

### **South Pearl Street Farmers Market**

#### **Dates**

- Sundays, May 7 - November 12, 2023
- 9a - 1p

**Location:** 1400 + 1500 blocks of South Pearl Street (between Iowa and Arkansas)

#### **Space Sizes and Fees**

##### Full Season

- 10x10: \$225 plus 10% of daily gross sales
- 10x20: \$300 plus 10% of daily gross sales
- 10x30: \$325 plus 10% of daily gross sales available for FARMERS ONLY
- 10x40: \$350 plus 10% of daily gross sales available for FARMERS ONLY
- Food Truck: \$300 plus 10% of daily gross sales
- Electricity: \$80
- Drop in: \$30 plus 10% of daily gross sales
- SPSA Merchant Members: no seasonal fee, 10% of daily gross sales applies

**\*\*Merchant Members must be current and in good standing with membership dues before attending the Market. Merchant booths MUST be an extension of their store on the street. Items sold at the Market must be in conjunction with products from their store.**

## **Union Station Farmers Market**

**Dates:** Saturdays, June 3 – September 16, 2023; 9am – 1pm

**Location:** Union Station, Downtown Denver

### **Space Sizes and Fees**

Full Season

- 10x10: \$165 plus 10% of daily gross sales
- 10x20: \$235 plus 10% of daily gross sales
- 10x30: \$250 plus 10% of daily gross sales available for FARMERS ONLY
- 10x40: \$270 plus 10% of daily gross sales available for FARMERS ONLY
- Drop in: \$20 plus 10% of daily gross sales
- Limited electricity available

## **Central Park Farmers Market**

### **Dates**

- Sundays, June 25 - October 8, 2023
- 8:30a - 12:30p

**Location:** Founder's Green (29<sup>th</sup> Avenue between Roslyn and Syracuse)

### **Space Sizes and Fees**

Full Season

- 10x10: \$165 plus 10% of daily gross sales
- 10x20: \$235 plus 10% of daily gross sales
- 10x30: \$255 plus 10% of daily gross sales available for FARMERS ONLY
- 10x40: \$275 plus 10% of daily gross sales available for FARMERS ONLY
- Food Truck: \$235 plus 10% of daily gross sales
- Drop in: \$25 plus 10% of daily gross sales

## **Highland Square Farmers Market**

### **Dates**

- Sundays, May 21 - October 15, 2023

- 9a- 1p

**Location:** 32<sup>nd</sup> Avenue between Lowell and Osceola

**Space Sizes and Fees**

Full Season

- 10x10: \$175 plus 10% of daily gross sales
- 10x20: \$250 plus 10% of daily gross sales
- 10x30: \$275 plus 10% of daily gross sales available for FARMERS ONLY
- 10x40: \$295 plus 10% of daily gross sales available for FARMERS ONLY
- Food Truck: \$250 plus 10% of daily gross sales
- Drop in: \$25 plus 10% of daily gross sales
- No electricity available

**ALL APPLICATIONS ARE DUE BY JANUARY 20th, 2023**

**NOTIFICATION OF ACCEPTANCE/DENIAL WILL BE SENT BY FEBRUARY  
28th, 2023**

- Applications received after the January 20th deadline will be evaluated after February 28th
- Applications will then be evaluated bi-monthly with acceptances based on a Market as need basis
- Questions regarding accepted items and 2023 policies can be found on our  
website: [www.HobNobEvents.com](http://www.HobNobEvents.com)

We are unable to accept applications sent to us via certified, registered or signature required mail