

UPDATED 2026



GALLATIN VALLEY  
**FARMERS' MARKET**  
A PROGRAM OF CAREER TRANSITIONS

# 2026 SUMMER SEASON VENDOR HANDBOOK



[WWW.GALLATINVALLEYFARMERSMARKET.COM](http://WWW.GALLATINVALLEYFARMERSMARKET.COM)



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**FARMERS' MARKET**  
A PROGRAM OF CAREER TRANSITIONS

GallatinValleyFarmersMarket.com  
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(406) 388-6701

Hello GVFM Vendor!

For over 51 years the GVFM has hosted over 500 markets and continues to support Montana's local farmers and artisans with its summer and holiday markets in 2026. Held at the Gallatin County Fairgrounds, the market supports nearly 150 vendors and thousands of customers at any given market. In its fifty-one years of service, the GVFM has provided an opportunity for hundreds of Montana's own to market and sell their homemade food, handmade crafts, and locally grown produce to the greater Bozeman area. Vendors and customers of the GVFM have shared many Montana summers supporting one another and reminding everyone of the prosperity which community togetherness brings.

The GVFM is a program of Career Transitions (CT) – a local non-profit which provides career coaching, education, training and mentoring to help individuals and families become self-sufficient. The GVFM prides itself in acting as a starting point for many beginning businesses and through this link between CT and the GVFM, the market fulfills our collaborative mission to help individuals find economic sustainment through self-owned business.

As the market grows, we know it is impossible to continue our mission without the incoming of new vendors. The commitment and hard work of our vendors is pivotal to the success of our market as a whole. We hope you'll join in our community, it really is a joy to be a part of. As a vendor, you will have the opportunity to market and sell your goods alongside your vendor peers and our market staff.

This handbook will outline the policies, rules, guidelines and procedures for the GVFM. These may be modified from time to time in writing by the GVFM team to ensure the success, safety and efficiency of the farmers' market. All vendors agree to comply with these when submitting an application to sell at the GVFM. Vendors are also responsible for complying with local, state and federal laws, ordinances and regulations. Thank you for choosing the GVFM! We are so excited to have you.

*Avery Helgeson*

**AVERY HELGESON, GVFM MANAGER**



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## 2026 SEASON DATES

June 13

June 20

June 27

July 4

July 25

August 1

August 8

August 15

August 22

August 29

September 5 \*This market will be held at Denecke Park (directly north of Haynes Pavilion)

September 12

**\*There is NO Market on July 11 or July 18 due to the Big Sky County Fair**



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# MISSION, VISION & VALUES

## MISSION

The Gallatin Valley Farmers' Market (GVFM) is a program of Career Transitions. The purpose is to provide an opportunity and location for local vendors of homemade food, handmade crafts and locally grown produce to market, display and sell their goods to promote economic well-being and support the development of home-based businesses.

## VISION

Our goal is to ensure the market holds true to its long traditions while keeping pace with a fast-growing and changing Bozeman community. We envision community-based, celebratory farmers' markets that draw a diversity of people throughout the year to meet old friends, make new ones, and shop the bounty of local products created and grown by Montana's own.

## VALUES

- Community: We believe that nurturing relationships in shared public spaces is vital to healthy communities.
- Home-Based Business: We believe that providing an accessible space for small business owners to easily sell their products supports economic self-sufficiency and home-based business.
- Food Focus: We concentrate on produce to support regional farmers, a healthy local food system and a healthy community.
- Trusteeship: We believe that we have an obligation always to be mindful of the market's integrity, sustainability and prosperity.
- Equity: We believe that everyone deserves access to fresh, local food and products from their neighborhood farmers' market.
- Civic Participation: We believe that informal social gatherings of neighbors in open public spaces encourages civic participation in our community.
- Volunteerism: We believe that volunteers and an active and supported volunteer program are essential to the success of our market and a healthy community.
- Fun: We believe that involvement in the farmers' markets should be enjoyable and rewarding

# MARKET MANAGEMENT & CONTACTS

## CAREER TRANSITIONS

The Gallatin Valley Farmers' Market is a program of Career Transitions, a 501(c)(3) located in Belgrade, MT. Career Transitions provides career coaching, education, training and mentoring to help individuals and families become self-sufficient. The GVFM prides itself in acting as a starting point for many beginning businesses and through this link between CT and the GVFM, the market fulfills our collaborative mission to help individuals find economic sustainment through self-owned business.

The farmers' market team includes a market manager, assistant market staff and the office based staff of Career Transitions including our Executive Director. The Farmers' Market Manager oversees and maintains all vendor relations, applications, and vendor database, as well as day-of-event management, event rentals and contracts, the promotion of the market via traditional market means and social media platforms, as well as our volunteer and sponsorship programs. The Market Manager is also an important liaison and representative of the GVFM with the City of Bozeman/Gallatin County. Our Program Coordinator oversees all vendor payments, reimbursements and billing as well as general inquiries. Both positions report to the Executive Director.

GVFM Contacts:

- Avery Helgeson; GVFM Manager
- Jennifer Sipes; Career Transitions' Executive Director

## CONTACT INFORMATION

Please contact the GVFM Market Manager at the contact information below for general inquiries regarding the market.

Email: [Avery@CareerTransitions.com](mailto:Avery@CareerTransitions.com)

Phone: (406) 388-6701 ext. 3

## MARKET HOURS & LOCATION

The 2025 market season will run as follows:

- June 13th - September 12th, 2026; Saturdays 9am to 12pm in the Haynes Pavilion & Haynes Pavilion Lawn at the Gallatin County Fairgrounds. 901 N. Tracy Ave., Bozeman MT, 59715.
- No Market on July 11th & 18th, 2026 due to the Big Sky Country State Fair.
- GVFM Holiday Edition: November 28, 2026 | 9am - 3pm

# VENDOR PRODUCT GUIDELINES

## GENERAL GUIDELINES

All vendors must be an active owner/operator of the business named on the application. All businesses must be located and doing business in the state of Montana. • Buying in/reselling is not permitted unless the GVFM determines the resold items will fill a gap in the market and/or supports a local or non-profit cause. The GVFM will grant individual vendors permission to resell items. Resold items must be clearly labeled with the farm/business, town or county of origin, relevant production methods and should be clearly distinct from the goods sold from the vendor's farm/business. • The GVFM reserves the right to prohibit the sale of any product or deny anyone the privilege of selling at the GVFM at any time.

## PRODUCT ELIGIBILITY

Products sold at the GVFM are limited to categories, listed below as sections A through D. Vendors may only sell products listed on their application and approved by the GVFM. Returning vendors must include a detailed list of products each year, clearly noting if they are intending to add or remove products they sold the previous year. All products must be grown or produced in Montana unless otherwise approved by the GVFM.

- The selling or giving away of animals is strictly prohibited.
- The advocacy or selling of medicinal products. is strictly prohibited (No care providers, massage therapists, acupuncturists, chiropractors, or products taken orally or on the skin promising to relieve a medical condition.)
- Petitions must be approved by market management.

### A. Farm Fresh Products

- **Definition:** Fresh fruits and vegetables, herbs, nuts, honey, dairy products, poultry, mushrooms, meats, and fish sold directly by the farmer/producer. Also included in this category are fresh cut flowers, nursery stock and plant starts. (Some of these products require a retail food license).
- **Requirements:** The GVFM prioritizes fresh farm products grown, produced or foraged in MT, and grown, produced or foraged by the vendor who is selling them, on land actively managed by the vendor. Upon approval, the GVFM does allow exceptions to round out market offerings or provide culturally appropriate produce. If a vendor wants to sell a product that they did not grow, forage or catch themselves, they must get approval from the GVFM before selling. These products must be obtained directly from the source, and have a natural relationship to the vendor (ie. a nearby farm or a cultural connection.) Exceptions to this requirement may be considered by the GVFM in accordance with the General Guidelines above. some potentially hazardous farm fresh products require vendor to obtain a retail food license via the Gallatin City-County Health Department.

## B. Value-Added Foods

- **Definition:** Foods processed/prepared and sold by the producer of the main raw ingredients or created by vendors who are not farming or producing the raw ingredients themselves. Examples include: preserves, jams, jellies, syrups, salsas, dried fruit, flours and salad dressings, pastas, baked goods, confections and other related GVFM Vendor Handbook | 2025 6 take-home foods. These foods are not prepared on-site at the markets. Some potentially hazardous value-added foods require vendor to obtain a retail food license via the Gallatin City-County Health Department.
- **Requirements:** All value-added or processed farm foods must be made from raw ingredients, with priority given to products that are grown/produced by the farmer/producer who is making and selling the product. The GVFM gives priority to processed/ prepared food vendors who purchase their raw ingredients from MT farms. All locally sourced ingredients should be clearly listed in the vendor's application to sell and must be communicated truthfully to the GVFM and to the public thereafter.

## C. Prepared Food and Food Trucks

- **Definition:** Ready-to-eat foods and beverages freshly made and available for immediate consumption on-site at the markets by vendors who are not farming or producing the raw ingredients themselves.
- **Requirements:** The GVFM gives priority to processed/prepared food vendors who purchase their ingredients from MT. All locally sourced ingredients should be clearly listed in the vendor's application to sell and must be communicated truthfully to the GVFM and to the public thereafter. All prepared food and food trucks must obtain a retail food license via the Gallatin City-County Health Department. All food trucks and on-site food vendors must be inspected and approved by the Bozeman Fire Department.

## D. Arts, Crafts & Value-Added Body Care Products

- **Definition:** A product created with tools and equipment that require skills, personal handling and/or guidance by the crafter. Soaps, lotions, and other similar body care items will be considered craft items.
- **Requirements:** The GVFM gives priority to crafters who purchase and incorporate materials produced in MT. Crafters must create their craft products in MT. Reselling a previously manufactured craft item is not allowed. Designs created by artist and/or crafter and produced in local manufacturing location will be approved on a vendor-to-vendor basis by the GVFM. We will not accept applications from those who are distributors of overseas items, commercial resellers, or those who are considered a direct-sales company (for example: Mary Kay, Avon, Usborne Books, etc.) We also will not allow sales of any product that makes claims to diagnose, prevent, treat, or cure a specific disease or ailment.
- **Licensing:** Depending on the size of your small business, you may need to acquire a state issued tax ID and/or sole proprietors business license from the state of Montana. To learn more about small business licensing, contact Prospera Business Network at 406-587-3113, [info@prosperamt.org](mailto:info@prosperamt.org) or visit their website at [www.prosperamt.org](http://www.prosperamt.org).

## NON-PROFIT POLICY

The Gallatin Valley Farmers' Market is committed to supporting local farmers, food producers, and small business owners by providing an affordable and accessible platform to grow their businesses. Vendor spaces are primarily reserved for individuals and businesses offering homegrown, handmade, or locally produced goods.

To remain aligned with this mission and ensure our limited space is used in ways that directly support vendors and the market's financial sustainability, non-profit participation is limited to two organizations per market season.

Eligible non-profits must:

- Clearly align with the market's mission by supporting local agriculture, food access, land stewardship, or community health and safety related to food and farm environments
- Not sell goods for profit
- Provide programming or information that directly supports farmers, food producers, or the local food system.

Non-profit vendors must be approved in advance and will be placed at the discretion of the Market Manager. Participation is not guaranteed year to year.

Non-profit booths are subject to the standard reservation fee and will receive \$5 off the daily booth fee. This policy is subject to change based on space availability, demand, and the needs of the market. We value the work of local non-profits and encourage those not selected to explore other community outreach opportunities in the Gallatin Valley

# DETERMINING VENDOR PARTICIPATION

The GVFM issues farmers' market placements based on the demand of our market's customer base and vendor dedication, with the goal of providing a well-balanced mix of high-quality products. Given the many (sometimes conflicting) factors that must be considered in determining vendor mix, it is not always possible to accommodate every request for selling space, specific booth locations within the market, nor protection from competition.

## CRITERIA FOR MARKET PLACEMENT

- Priority for space in the markets is given to vendors with Farm Fresh Products and Value Added Foods
- Year-to-year return to the GVFM, consistent attendance, and track record of respectful and professional conduct. (Vendors are required to be present for 6 of the 12 markets)
- Product type, quality, and customer demand
- Representation of the community served
- Commitment to local sourcing
- The GVFM strives to include a mix of experienced vendors while also providing opportunities for new vendors. Vendors whose businesses have grown to include multiple sales outlets and brick-and-mortar operations are given lower priority than start-up businesses.

## TRANSFER OF SPACE

The GVFM does not guarantee or contract for market space to any farmer or business outside of the current year. Vendors may not sublet market space. If a vendor sells its business, the vendor cannot transfer their market space to the new owner without approval of the GVFM.

## CANCELING OR CHANGING MARKET PARTICIPATION

The GVFM carefully reviews all applications and strives to maximize selling space. The GVFM receives many applications and is sometimes unable to place all vendors who apply. Vendors who make last-minute cancellations negatively impacts the market and their fellow vendors, who could have taken that space. But, we do understand that an event may occur in which a vendor must cancel their reservation in the market. In order to receive a refund, a vendor must cancel before May 1st to receive a full refund. If the cancellation is due to a health or emergency related event, please contact the GVFM manager to discuss reimbursement.

# VENDOR RESERVATION & FEES

There is no fee to apply in 2026.

## RESERVATION & SATURDAY FEE PRICING:

### Pavilion Space Pricing

Pavilion Booth Size	Reservation Fee	Produce Saturday Fee	Non-Produce Saturday Fee
4 Foot (4' across 8' back)	\$90	\$20	\$25
8 Foot (8' across 8' back)	\$100	\$25	\$30
12 Foot (12' across 8' back)	\$110	\$30	\$35
16 Foot (16' across 8' back)	\$120	\$35	\$40
20 Foot (20' across 8' back)	\$130	\$40	\$45
24 Foot (24' across 8' back)	\$140	\$45	\$50

### Lawn Space Pricing

Lawn Booth Size	Reservation Fee	Produce Saturday Fee	Non-Produce Saturday Fee
5 Foot (5' across 10' back)	\$90	\$20	\$25
10 Foot (10' across 10' back)	\$100	\$25	\$30
15 Foot (15' across 10' back)	\$110	\$30	\$35
20 Foot (20' across 10' back)	\$120	\$35	\$40
25 Foot (25' across 10' back)	\$130	\$40	\$45
30 Foot (30' across 10' back)	\$140	\$45	\$50

Once a vendor's application has been approved, the GVFM will send a confirmation email outlining vendor's space number and amount owed.

If a vendor wishes to pay for all Saturday fees for the season upfront, the vendor will receive **one Saturday free**. If a vendor wishes to do this, take the Saturday fee depending on booth size reserved and multiply by 11. (There are 12 markets in the summer season.)

All reservation fees must be paid by May 1st, 2026 or communication must be made to the GVFM manager to discuss payment arrangement. All payments can be made online via the link found in vendor's confirmation email. If a reserved space is not currently available when a vendor sends in an application, they will be placed on a waiting list and will be contacted if reserved space opens.

# LICENSES, PERMITS, & OTHER REQUIREMENTS

In general, foods sold at farmers' markets must be potentially non-hazardous, specifically exempt, or approved and licensed as a retail food establishment. Below is a list of food items that may be approved without a retail license:

## NON-POTENTIALLY HAZARDOUS FOODS

- Loaf breads, rolls, biscuits, quick breads, and muffins that do not contain meat or cheese
- Cakes
- Pastries, scones, cookies, or pastry bars
- Crackers
- Recombining and packaging of dry herbs, or mixtures dry soup, teas, coffees, spice seasonings)
- Dried fruits: The following fruits can be dried, packaged and sold as well as other fruits that have a pH of 4.6 or lower: Apples, apricots, grapefruit, lemons, limes, mangos, nectarines, oranges, peaches, plums, pomegranates, tangerines, blackberries, blueberries, cherries, cranberries, currants, gooseberries, grapes, raspberries, strawberries and huckleberries.
- Commercially processed frosting
- Frostings made using an approved recipe
- Fruit jams, jellies, & fruit butters made from the above fruits, and contain at least 55% added sugar by weight. They cannot contain large chunks.
- Rice crispy bars (traditional recipes only)
- Popped popcorn balls, or prepackaged cotton candy
- Nuts & nut mixes
- Snack mixes
- Fruit pies (no custard style pies, unbaked pies with fruit, or pies that require refrigeration after baking)
- Cereals, trail mixes or baked granola
- Molded chocolate using commercial chocolate melts
- Fudge, candies or confections that require a cook step and do not require refrigeration after cooking

## SPECIFICALLY EXEMPT (SELLING THESE FOODS ELSEWHERE MAY REQUIRE LICENSURE)

- Raw Honey
- Whole shell eggs that are clean, free of cracks, and stored in clean cartons, labeled with producers name, address and phone number
- Hot coffee or hot tea, without fresh milk or cream
- Whole fruits, vegetables and grains that have NOT been: cooked; canned; preserved except for drying; combine with other food products; or peeled, diced, cut, blanched or otherwise subjected to valued added process

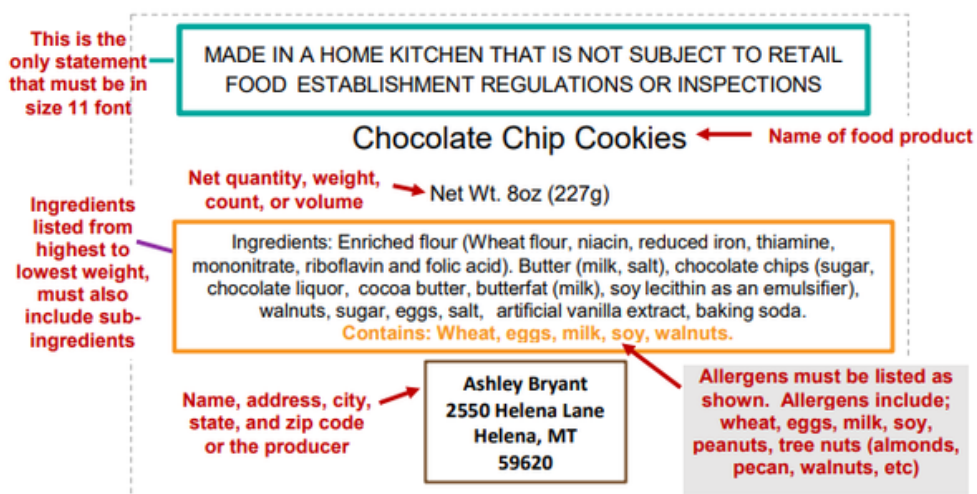
## POTENTIALLY HAZARDOUS FOODS

While not an exhaustive list you may not sell the following without a food license or other retail market license:

- Wild mushrooms
- Salsa
- Pickled foods
- Salad dressing
- Unapproved home prepared frostings
- Soft candies or caramels
- Dairy products
- Processed poultry/meats
- Cream puffs
- Cream pies
- Pumpkin pies
- Custard pies
- Cream or pudding filled pastries, cheesecakes, cheese breads or bakery items with cheese or egg-based fillings.

## LABELING

If products are packaged, they must be labeled or a clear sign must be shown to consumer outlining all possible allergens found in products. Below is an example of the information that needs to be on the label.



If you have any questions or would like more resources regarding food licensing, please contact the GVFM and our manager would be happy to assist you.

# INSURANCE

The Gallatin Valley Farmers' Market and its affiliate Career Transitions maintains a liability insurance policy covering injuries that may occur at the GVFM. This policy covers the Market in general and is intended to work in conjunction with individual policies provided by vendors.

There are two types of insurance purchased by farmers market vendors – overall liability (slip and fall) and product liability. Insurance is frequently a large expense and vendors are encouraged to fully understand the policy being purchased and shop around for the best coverage and rates. The kind of policy purchased and how much coverage needed should be discussed with an insurance professional.

## LIABILITY INSURANCE

Liability insurance covers the farmers market for accidents that may occur at the market during business hours, such as customer falls and injuries. These are known as “slip and fall,” policies. This type of policy DOES NOT cover food born illnesses.

## PRODUCT LIABILITY INSURANCE

Product liability policies cover the individual vendor for liability from the products they have sold. Producers who sell value-added products and do sampling may want to purchase this type of insurance. Policy cost is usually based on gross sales.

A farm or homeowner's policy might not provide the sufficient coverage required for a vendor to sell at market. The vendor is responsible to check with their insurance provider to determine if their coverage is sufficient or needs adjusting. To help protect themselves from liability claims, value-added product producers should carefully follow the correct procedures and keep meticulous records on the steps and safety practices used in every batch of product they make.

All value-added food vendors MUST add the GVFM as additionally insured and or a certificate holder.

Information required to add GVFM as additionally insured:

The Gallatin Valley Farmers' Market  
Gallatin County Fairgrounds 901 N. Black Avenue Bozeman MT 59715

We recommend the FLIP (Food Liability Insurance Program) to purchase a policy.

# MARKET DAY & SITE LOGISTICS

## VENDOR BOOTH SPACE

The GVFM provides booth space **only**.

Vendors must provide their own canopy (if desired), tables, chairs, display cases, etc.

- Vendors are responsible for arranging their space attractively and safely
- If using a canopy outside, vendors must secure their canopies with adequate weights or stakes.

## UTILITIES

Electrical outlets are limited and must be requested at time of application. Potable water is available to all vendors from a spigot located on the north face of the Haynes Pavilion.

## SIGNAGE

- All vendors should have a sign with the name of their business displayed clearly.
- Sandwich board signs are allowed, but must not stick out into the aisle more than 6 inches. Vendors should be mindful of neighboring vendors' space. Vendors should not block the view of neighbors' booths with excessive signage.
- Prepared food vendors should list ingredients that are sourced from MT, especially those purchased from other GVFM vendors!
- No false or misleading statements, health claims should be displayed.
- Organically certified vendors must display their organic grower's certification. If vendor's farm is not certified organic, vendor may not use the word "organic," to describe vendor's business or products.

## FOOD SAMPLING

Vendors should have a suitable hand washing station in the booth where sampling takes place. Provide a trash receptacle at your booth. Sampling must be in compliance with all Gallatin City County Health Department Food Handling Regulations. Sampling outside of booth boundaries is not allowed.

## PETS & DOGS

Vendors may not have pets/dogs under the pavilion during market hours. Service animals are permitted as required by law. Lawn vendors may keep their pets/dogs in their booth boundaries. If GVFM manager deems the pet/dog to be disturbing other vendors, guests or are a safety liability, they will ask the pet/ dog to be removed from the market grounds.

## RESERVED VENDOR LOAD-IN

- Vendors must check-in and pay their Saturday Fee with market staff at the GVFM table by 8am located at the entrance of the Pavilion
- Pavilion Vendors can begin loading into the Haynes Pavilion at their designated arrival time found on their confirmation email. Vendors should not arrive before their designated time. If a vendor has not arrived within 15 minutes of their designated arrival time, THEY WILL NOT BE ALLOWED TO DRIVE INTO THE PAVILION. These times are put in place to ensure the safety and efficiency of market load in.
- Lawn Vendors can begin load-in at 6:50am and must be in their booths by 7:50am.
- **Vehicles will not be allowed to drive into pavilion after 7:45am.**
- If a vendor is not in their space by 7:50am or have not contacted the GVFM manager concerning their whereabouts, their space will be given up to lottery.
- PLEASE DRIVE CAREFULLY AND SLOWLY AT ALL TIMES.

## PARKING

- Vendors may park in the parking lot to the south of the Haynes Pavilion, as well as the Bridger Parking Lot.
- DO NOT PARK in reserved spaces for persons with limited mobility. These spaces will be clearly marked with a-frame signs labeled as such.
- BE MINDFUL while parking. Double check to ensure that you have not blocked off another parking space, walkway or emergency lane.

## MARKET OPENING

The opening of the GVFM is indicated by a bell at 9am. Vendors may only sell to other participating vendors before the opening if they so desire.

## DURING MARKET HOURS

Booths must remain set up during the entire hours of operation. If a vendor sells out of products and wishes to leave their booth, they must leave a sign. This allows the market to continue without disruption. In special circumstances (like illness or emergency) vendors may request permission directly from the Market Manager to discreetly break down before the market is over.

## TEAR DOWN

No sales are allowed after the closing bell has rung. This is to encourage shoppers to safely exit the market site before vendors bring their vehicles inside the pavilion. Vendors are responsible for cleaning up and taking home all debris, garbage and compost generated by their operation. Vendors will be charged a \$25.00 clean up fee if significant garbage is left in booth.

# LOTTERY VENDOR PROCEDURES

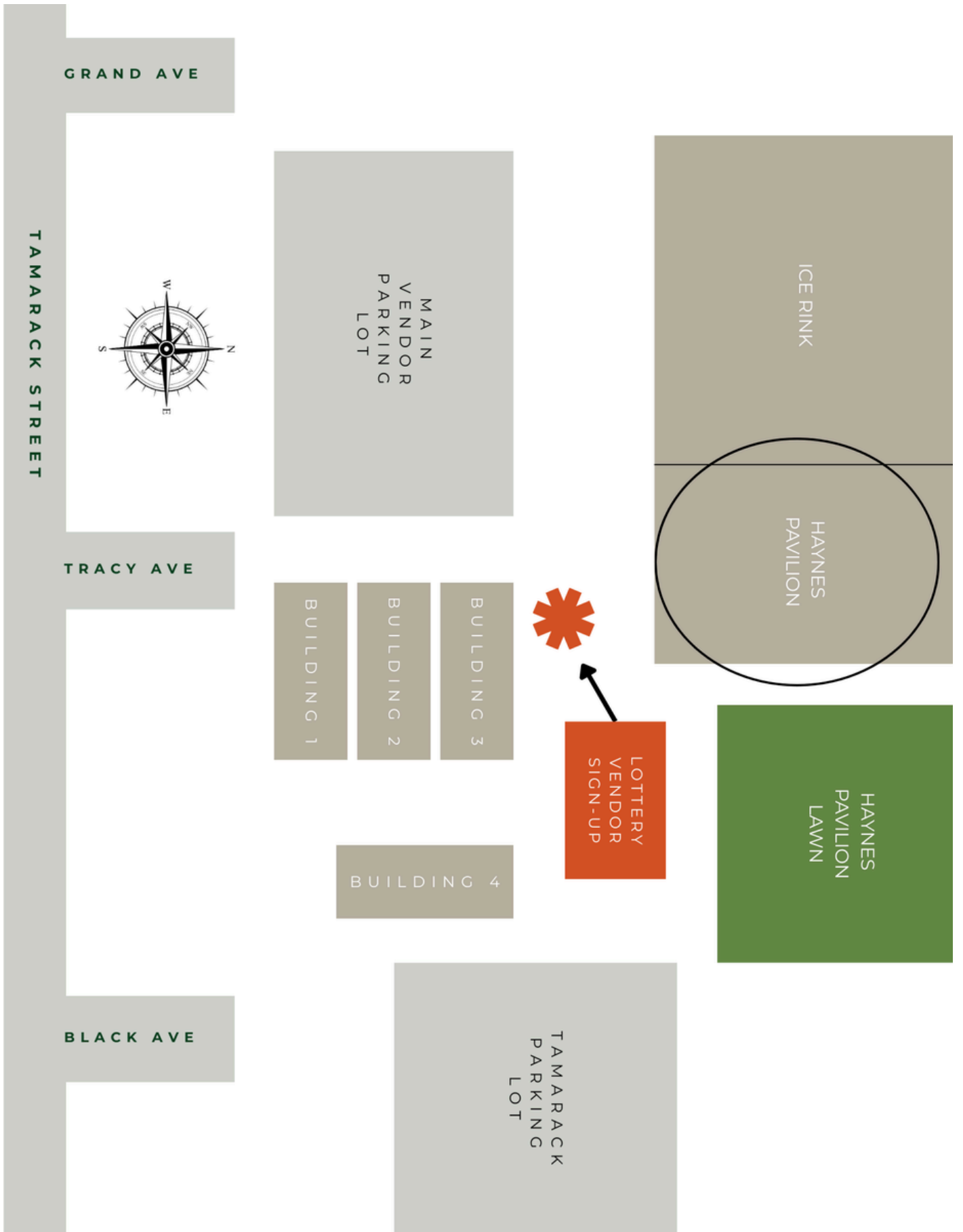
## LOTTERY VENDOR SIGN-UP AND LOAD-IN

- Lottery vendors should enter fairgrounds through Grand Gate Entrance. (See map on pg. 14) between 7:30am and 7:45am.
- Lottery vendors should make their way to the “Lottery Sign-Up,” located to the North of Exhibition Building 3. (See map on pg. 18)
- Lottery vendors will either fill out a new application form and/or check-in with market staff to pull their form if returning during same market season.
- Lottery vendors will be given a ticket.
- Tickets will be drawn to place lottery vendors in available spaces at 8:00am. Please be present at “Lottery Sign-Up,” table to wait for your number to be called.
- Lottery vendors will pay for space when ticket is drawn. Please be prepared with payment.
- LOTTERY PLACEMENT IS NOT FIRST-COME, FIRST-SERVE. Lottery vendors should not show up before 7:30, as it will not help their chances of getting placed.
- After lottery vendor’s ticket has been selected & vendor has paid, market staff will show them to their space. Lottery vendors are not permitted to drive their vehicle inside the pavilion during load-in.
- There are no guaranteed spaces.
- Lottery vendors must follow all vendor guidelines and rules outlined in this Vendor Handbook.

## LOTTERY VENDOR PRICING

- 4’ x 8’ space inside pavilion: \$25
- 5’ x 10’ space outside on lawn: \$25
- 8’ x 8’ space inside pavilion: \$30
- 10’ x 10’ space outside on lawn: \$30

\*Young entrepreneurs (18 years or younger), veterans, and non-profits receive \$10 off their fee.



# STANDARD SEASON MARKET POLICIES

## BOOTH STAFFING

The principle business owner may send family members, partners, or employees to the market in their place, but are responsible for having their on-site representation aware of, and comply with, the GVFM operating rules. All representatives of the vendor's business must have reasonable knowledge of the vendor's farm or business operation and must be able to answer questions from the market public and market staff to the best of their ability.

## PUNCTUALITY & ATTENDANCE

Market Hours:

- Market sites are not permitted or insured by the GVFM outside of contracted hours
- Vendors are not allowed to set-up before the set-up time at each market, unless previously arranged with GVFM management.
- Vendors must be set up and ready to sell by 9:00 am.

Attendance:

- A vendor must communicate with the market manager via email or the Market Manager's cell phone to communicate last-minute cancellations.
- Any vendor who fails to attend 6 out of the 12 markets during the season without advance notices or agreements will lose their priority placement.
- Vendors must notify the market manager by Friday at 5pm if they will not be attending the following days Market. Failure to notify the manager will incur a no-show penalty as follows:
  - 1<sup>st</sup> No-Show: Written warning
  - 2<sup>nd</sup> No-Show: Written Warning + \$5 fee due at next market
  - 3<sup>rd</sup> No-Show: Written Warning + \$5 fee due at next market + loss of priority placement for next season

## INCLEMENT WEATHER

The GVFM strives to remain open rain or shine. However, certain weather conditions (high winds, heavy snow, excessive heat, etc.) may necessitate the official closure of the market (with or without prior notice). If it is determined by the market manager that severe weather conditions could compromise the safety of vendors and shoppers, this closure will be at the GVFM's discretion. GVFM management will notify all vendors via email as soon as possible to indicate a closure. Lottery will be canceled in case of inclement weather and lawn vendors will have opportunity to vend inside as space permits.

## CHILDREN

We encourage vendors to bring their children, but vendors **MUST** supervise any children that accompany them to the farmers' market at all times. Set-up and tear-down can be especially dangerous. The GVFM takes no responsibility for your children's safety or whereabouts.

## VENDOR ISSUES

The GVFM has an open door policy. We encourage open and respectful discussion between Market Manager and vendors. All vendors should direct any concerns or issues about vendor's participation to the GVFM Manager.

Vendors should not hesitate to reach out to GVFM manager with significant concerns.

- Due to the busy nature of market day, not all concerns may be able to be addressed that same day. If a vendor deems their concern to be significant, they should follow up with a phone call or email to Market Manager during the week. Market Manager may work with the GVFM and Career Transitions staff when sorting out concerns.
- Vendors may contact the Career Transition's office if they feel their concern was not addressed appropriately.

## VENDOR COURTESY & CONDUCT

Vendors and vendor's employees are the public face of the market and their business. Every interaction or conversation a vendor has with the public affects the reputation of all fellow vendors and the GVFM. Positive attitudes are essential to attracting customers and creating thriving businesses and thriving markets. The markets are community events where many diverse people are gathered to shop and sell. Vendors and their representatives are expected to conduct themselves in a respectful, safe, courteous and harmonious manner with customers, the GVFM staff and with each other.

## ANTI-HARASSMENT AND NON-RETALIATION

The GVFM is committed to providing an environment that is free of discrimination and harassment. The GVFM strictly prohibits discrimination or harassment of any kind. Harassment includes, but is not limited to: verbal harassment, physical harassment, visual harassment, and sexual harassment. The GVFM prohibits any and all conduct that may reasonably be interpreted as harassment, whether or not such conduct is pervasive enough or severe enough to meet the technical legal requirements of harassment.

## HAWKING

Calling attention to your products in a loud, repetitive, public manner is prohibited.

## **CUSTOMER COMPLAINTS**

Customer complaints regarding individual vendors will be discussed with the vendor, and vendors may be required to respond. If the GVFM receives numerous complaints about a vendor, the GVFM has the right to revoke that vendor's farmers' market placement.

## **SUBSTANCE ABUSE**

No one under the influence of alcohol or any controlled or illegal substance may be on the market premises. Any violation may result in the termination of the vendor's farmers' market placement.

## **SMOKING & VAPING**

Smoking and vaping are not allowed anywhere on the market grounds at any time. Please be 20 feet outside of market area if smoking or vaping.

## **VENDOR DRESS**

Vendors are requested to wear appropriate attire and appear neat and tidy at the markets. Vendors must wear shirts, pants and shoes at all times.

# MARKETING

## SOCIAL MEDIA

Sometimes vendors like to share their experience with the GVFM in conversations with family and friends, or to a wider online community. If you're on social media, please connect, interact and tag us in your posts, so we can respond and share!

- Facebook: [Facebook.com/GallatinValleyFarmersMarket](https://www.facebook.com/GallatinValleyFarmersMarket)
- Instagram: [Instagram.com/GallatinValleyFarmersMarket](https://www.instagram.com/GallatinValleyFarmersMarket)

We're always excited to interact with our vendors online and appreciate you spreading the word about the GVFM's mission to your own networks. While we enjoy seeing our vendors post about their experiences, we ask that you please respect the following guidelines:

- Please do not post photos of youth participants (under 18) at the market. When posting photos of adults, please ask for their consent before posting photos of them.
- Please write from your own point of view, not the GVFM's. Be clear about your vendor role in the organization. As a vendor with the GVFM, you represent us while you are performing your vendor service, but you are not an official spokesperson.
- If you've had a negative experience, please talk with us directly so we can discuss and try to remedy the situation. Please refrain from personal attacks or being disrespectful toward others. Respect people's privacy and be aware of your potential to impact on community members, such as staff, other volunteers, vendors and market shoppers.

If you have any questions, please talk to your manager before sharing online. We're always happy to answer any questions. We always like to hear our vendor's perspectives and may even want to share them with the broader GVFM community.

## VENDOR PROMOTION

The Gallatin Valley Farmers' Market is responsible for marketing and promoting the market as a whole, including overall branding, seasonal campaigns, and general event awareness. While we love highlighting the incredible vendors who make our market special, we are not responsible for marketing individual businesses. Each vendor is responsible for their own marketing efforts, including promoting their products, brand, and presence at the market through their own channels. We encourage all vendors to actively share market days, tag the market, and engage with our content to help amplify visibility for both their business and the market community as a whole.

# EMERGENCY PLAN & PROCEDURES

Simple and decisive actions taken in response to an evolving emergency can mean the difference between serious injury and staying safe. The basic concepts used to keep people safe in an emergency are knowing how to Evacuate, Shelter-in-Place, Lockdown, and knowing your options for Active Threats. Fire, severe weather conditions, hazardous material spill, finding a suspicious package, or a person intent on doing harm to others are all realistic scenarios that can occur at public events.

## EVACUATION

An evacuation is implemented under conditions when it is no longer safe for vendors, staff or customers to remain in a building or a specific area in a building.

- The GVFM Manager will notify vendors, staff and customers that an evacuation is in place via loudly speaking the Evacuation Script:
- "GIVE ME YOUR ATTENTION. ALL SHOPPERS AND VENDORS MUST IMMEDIATELY LEAVE THE FARMERS MARKET THROUGH THE NEAREST EXIT. PLEASE REMAIN CALM. YOU SHOULD NOT RETURN TO YOUR VEHICLE UNTIL DIRECTED. WE MUST KEEP ALL ROADWAYS CLEAR FOR EMERGENCY VEHICLES. PLEASE MAKE YOUR WAY TO THE NORTH DENECKE PARK. MARKET PERSONNEL WILL HELP DIRECT YOU TO THE NEAREST EXIT. THANK YOU."
- Please assist others in your immediate area if you are able.
- The GVFM Manager will activate the nearest fire alarm pull station if necessary and call 9-1-1.
- Do not, under any circumstances, enter the building until authorized to do so by the market manager of emergency personnel.

## LOCKDOWN

A Lockdown is a procedure used when there is an immediate threat to the building occupants. In the event of a Lockdown, vendors, staff and customers will be instructed to secure themselves in the area they are in and not leave until the situation has been contained. This allows emergency responders to secure the area, address the immediate threat and remove any innocent bystanders from immediate danger to an area of safe refuge.

- The GVFM Manager will notify vendors, staff and customers that a Lockdown is in place via loudly speaking the Lockdown Script:
- "GIVE ME YOUR ATTENTION. WE ARE IN AN EMERGENCY LOCKDOWN. REMAIN CALM AND QUIET. DO NOT LEAVE THE BUILDING. FIND REFUGE AND BARRICADE UNDER TABLES AND CHAIRS. HELP WILL COME TO YOU."
- Repeat Lockdown script to your fellow vendors and customers.
- The GVFM Manager will call 9-1-1.
- Remain calm and quiet.
- Stay in your vendor space and barricade yourself under tables if possible.
- Do not attempt to leave the building.

## SHELTER IN PLACE

A Shelter-In-Place is a procedure where the entire building population is moved to a single location, in this case, the Haynes Pavilion. Most commonly used during weather emergencies or when an extremely hazardous substance is released into the outside atmosphere.

- The GVFM Manager will notify vendors, staff and customers that a Shelter-In-Place is in place via loudly speaking the Shelter-In-Place Script:
- GIVE ME YOUR ATTENTION. WE ARE IN A SHELTER-IN-PLACE. REMAIN CALM AND QUIET. PLEASE SEEK REFUGE INSIDE THE HAYNES PAVILION IMMEDIATELY. FURTHER INFORMATION WILL BE PROVIDED ONCE EVERYONE IS INDOORS.”
- Remain inside the building, or go immediate into the nearest open building.
- Remain calm and quite.
- Close all garage and exterior doors.
- Await further instructions from the GVFM Manager or Emergency Personnel.
- DO NOT evacuate the building until your receive an “all clear” from GVFM Manager or emergency personnel.

## ACTIVE THREAT

Although rare, active threat incidents do occur. An active threat incident is a dynamic, quickly evolving situation involving an individual or group actively attempting to harm people inside or outside of a building by using firearms, bladed weapons, or a vehicle. Sadly, active threat incidents, including mass shootings, can occur anywhere, at any time. Knowing what to do if you are ever faced with an active threat, and acting quickly, can save your life and the lives of others. If faced with an active shooter/threat incident, there are THREE things you can do that make a difference. RUN, HIDE, OR FIGHT.

- RUN: When an active shooter is in your vicinity:
  - If there is a way out, and you can get out, GET OUT! This is your first and best option.
  - Get out whether others agree or not.
  - Leave your belongings behind.
  - Help prevent others from entering the danger zone.
  - Call 9-1-1 immediately.
- HIDE: If Evacuation is not possible, find a place to hide.
  - Lock and/or barricade the door.
  - Silence your cell phone
  - Hide behind large objects/barricade yourself behind tables if possible.
  - Remain calm and quiet.
  - Do not leave until directed by emergency personnel.
- FIGHT: As a last resort, and only if your life is in danger:
  - Attempt to incapacitate the shooter.
  - Act with physical aggression, improvise weapons and commit to your actions.
  - Once the shooter is incapacitated, call 9-1-1

## MISSING CHILD

If a visitor reports a child is missing, a member of event staff will assist the parent/guardian/family member to report the missing person/child to Bozeman Police Department Dispatch. (406) 582-2000 or to the nearest Bozeman Police Department Officer, describing the child's physical features and clothing.

Bozeman Police Department Dispatch would broadcast the description/circumstances over the radio to Officers in the field. The message should also be spread via word of mouth to all event staff. All entrances and exits should be secured by market staff until Bozeman Police Department have arrived. The Market Manager and other available market staff will begin looking for the child. Making sweeping motions throughout the pavilion and lawn. After the child is found an All Clear message will be distributed by the Bozeman Police Department and Market Manager via airhorn.