



Urban Harvest

Growing gardens. Enriching lives.

The Majority Local Standard

URBAN HARVEST'S COMMITMENT

We expect all value-added vendors to be relevant to our market by meeting our local standard. Value-added vendors are those who offer anything other than direct farm products like produce, meats, and cheeses. Farmers markets are integral to their locality and represent the local flavors of the season. Our surveys have shown people shop at farmers markets for a variety of reasons, but primarily to support the local farm economy. If value-added products are sourced from everywhere and anywhere, then they are no longer in keeping with the essence of a farmers market.

VALUE-ADDED VENDOR REQUIREMENTS

Local Ingredient Percentage – Urban Harvest Farmers Markets requires that 51% of ingredients (by weight) in value-added products (including food and non-food products that CAN be sourced locally) MUST be procured from a farm producer located within 180 miles of the market.

Menus with Seasonal Ingredients – Out of season vegetables and fruits may not be featured menu items. We are trying to promote the concept of seasonality at the markets.

Documentation – Each vendor will be required to keep receipts that document where they are sourcing their individual ingredients. These can be simple receipts from farmers or invoices from suppliers. Periodic inspections/audits will be conducted as needed to verify local standard compliance.

False Advertising – In the unlikely event an ingredient is falsely advertised as being sourced locally, the vendor in question will be expelled from the market.

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