



**2024 Hollister Certified Farmers' Market Vendor Application**  
 The Hollister Downtown Association  
 350 Sixth Street, Suite 102, Hollister, CA 95023 • (831) 636-8406 • Fax (831) 636-5909  
[www.downtownhollister.org](http://www.downtownhollister.org)  
 email: market@downtownhollister.org

This is an application to participate in the 2024 season of the Hollister Certified Farmers' Market.

**Part 1: Season Information**

**Length:** The 2024 season includes 26 Markets – April 17th to October 16th  
**Location:** San Benito Street from Fifth to Seventh Street  
**Hours:** Wednesdays from 3:00PM – 7:00PM (NO EARLY DEPARTURES)

<b>Manager Approval:</b>
Approval Date:
App Rec'd:
Pymt Rec'd:
Amount Rec'd: \$

**Part 2: General Information**

Name: (First): \_\_\_\_\_ (Last): \_\_\_\_\_

Business Type:     Certified Farmer       Processed Foods       Food Service     Retail Sales  
                           Arts/Crafts                     Non-profit             Information only

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Home/Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Booth Operator's Name: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

**Part 3: Application Fee and Deadline**

The application fee for 2024 is \$75. This fee will include a 2024 Hollister Downtown Association membership. Application fees are non-refundable and must be included when you submit your application.

Please make checks payable to: Hollister Downtown Association

Registration available online: <https://downtownhollister.org/membership-store>

Priority Consideration Deadline: April 1, 2024

**Part 4: Participant Fees (per stall):** Standard stall space is 10' x 10'. Indicate number of spaces needed: \_\_\_\_\_

Participant Type	# of Stalls	Weekly	4 Week Prepayment <i>(10% discount)</i>	13 Week Prepayment <i>(15% discount)</i>	26 Week Prepayment <i>(20% discount)</i>
• Certified Farmers	1	\$45	\$162	\$497	\$936
• Processed Foods	2	\$70	\$252	\$774	\$1456
• Food Services	3	\$90	\$324	\$994	\$1872
• Arts / Crafts/ Info					
• Wine Tasting					
• Food Trucks	2	\$70	\$252	\$774	\$1456
*fee increase over 20ft					
• Non-Profits	1	\$20	N/A	N/A	N/A

**\*No Credit for Non-Attendance if Pre-Paid**

**Part 5: Products You Want to Sell**

Please list everything you wish to sell. All products are subject to approval. We may approve all or some products, as set out in the Market Rules and Regulations. Use additional paper as required.

Month	Farmers Produce/ Vendors Products
April/May	
June	
July	
August	
September/October	

	Hot Food
List all items to be sold:	
Food preparation process:	
Cooking source: (if applicable)	

**Part 6: Permits, Certificates, and Inspections**

**You must include a copy of each applicable certificate, license, or permit with your application. Applications permits will be delayed until such certificate, license and/or permits are received. Inspections will be conducted at the beginning of the market season, and as needed for new vendors.**

Certificate/Permit	Regulatory Authority	Certificate/License/Permit #
<b>Certified Producers Certificate</b> Required for Certified Farmers	San Benito County Ag Dept. 3224 Southside Road, Hollister, CA (831) 637-5344   <a href="https://www.cosb.us/departments/agriculture">https://www.cosb.us/departments/agriculture</a>	
<b>Organic Registration</b> Required for Certified Organic Farmers		
<b>San Benito County Health Permit</b> Required for Food Vendors	San Benito County Health Department 351 Tres Pinos Rd., Ste. C1, Hollister, CA (831) 636-4035   <a href="http://www.sanbenitoco.org">www.sanbenitoco.org</a>	
<b>Resale Permit</b> (register online) Required for all Arts, Craft, and personal Goods vendors	California Department of Tax and Fee Administration (831) 754-4500   <a href="https://www.cdtfa.ca.gov/">https://www.cdtfa.ca.gov/</a>	
<b>Hollister Business License</b> Required for ALL Vendors.	City of Hollister 327 Fifth Street, Hollister, CA 95023 (831) 636-4301 <a href="https://hollister.ca.gov/business/business-licenses/">https://hollister.ca.gov/business/business-licenses/</a>	

**Part 7: Attendance Acknowledgment**

Please list which dates you will attend the Farmers' Market:

4/17	7/24
4/24	7/31
5/1	8/7
5/8	8/14
5/15	8/21
5/22	8/28
5/29	9/4
6/5	9/11
6/12	9/18
6/26	9/25
7/3	10/2
7/10	10/9
7/17	10/16

**\*Please Note: June 19<sup>th</sup> there will be no Market due to Federal Holiday**

Farmers and Vendors, if you are unable to attend the Market, a 48-hour notice prior to your selected dates is required. **If notice is not given, a \$25.00 no show fee will be invoiced and assessed.**

By signing below, you agree to be invoiced \$25.00 if you do not notify the Hollister Farmers' Market Manager 48 hours in advance (3PM the Monday before scheduled Market) that you are unable to attend the Market on the dates indicated above.

\_\_\_\_\_
Vendor/Farmer/Representative Signature Date

**Part 8: Signature**

I certify that all the above information is accurate and complete to the best of my knowledge. I also certify that I have read and agree to comply with the Hollister Certified Farmers' Market Rules and Regulations (Attached). I understand that compliance with the Rules and Regulations is a requirement of continued participation in the Market and that failure to comply may result in disciplinary action, including removal from the Market. I confirm that, if signing on behalf of a corporation, limited liability company, partnership, or other legal entity, the undersigned has the legal capacity and authorization to enter this agreement on behalf of that entity.

The undersigned signed this Application and agreement on \_\_\_\_\_
Date

**If signing as a sole proprietor:**

:
\_\_\_\_\_  
Printed Name Signature

**If signing as a legal entity:**

\_\_\_\_\_  
Name of Entity

\_\_\_\_\_  
Printed Name Title Signature

## **1. Introduction**

### **1.1 Mission**

The Downtown Hollister Farmers' Market (the "Market") is operated by the Hollister Downtown Association ("HDA"), a non-profit organization dedicated to revitalizing historic downtown Hollister to be the hub of social and economic activity in the community. The Market is designed to encourage community members and visitors alike to experience Downtown Hollister and purchase farm-fresh produce and local products in a fun and safe, family-friendly atmosphere.

### **1.2 This Document**

Under the rules governing California certified farmers' markets ("Direct Marketing Rules"), market operators are required to maintain a set of rules and regulations that govern the market. This document sets out HDA's Rules and Regulations (the "Rules") as adopted by the HDA Board of Directors (the "HDA Board") to govern the operations, administration, and management of the Market.

### **1.3 Market Manager**

The HDA Board has designated a Market Manager to oversee and manage the Market. The Market Manager has complete authority to interpret, apply, and enforce these Rules. The HDA Board and the Market Manager will enforce these Rules and regulations in a fair and equitable manner.

## **2. Participation**

### **2.1 Application Requirements**

Any person or entity who wants to participate in the Market must submit a signed and completed application to HDA before the deadline stated on the application, including payment of all fees and copies of applicable certificates and permits.

### **2.2 Application Review**

The Market Manager must approve all applicants before they are permitted to participate in the Market. The Market Manager has sole discretion in making admission decisions.

### **2.3 General Admission Factors**

HDA may take multiple factors into consideration in admitting participants including, but not limited to (i) history of successful participation in the Market, including attendance, payment of fees, quality of stall display, adherence to the rules, history of positive consumer interactions, and courteous conduct; (ii) quality and assortment of products; (iii) space availability at the Market; (iv) balance between Certified Farmers and other participants; (v) receipt of application before the Priority Consideration Deadline stated on the application.

### **2.4 Duration**

Participation privileges exist only for the length of the Market season. Participants must re-apply each Market season.

### **2.5 Products Review**

The Market Manager must approve all products and services offered by participants at the Market. The Market Manager may impose restrictions on the products participants may offer to ensure a balance of variety, quantity, and seasonality of products. Requests to sell additional products not listed on the application must be approved by the Market Manager. The Market Manager has sole discretion in making product decisions.

## **3. Participants**

### **3.1 Certified Farmers**

**Definition.** A Certified Farmer is a person or entity authorized by their county agricultural commissioner to sell certified agricultural products directly to consumers at certified farmers' markets.

**Seller.** Only the Certified Farmer, a designated family member, or employee is permitted to sell the Certified Farmer's products at the Market.

**Products.** Certified Farmers must grow all products offered for sale at the Market upon land controlled by the Certified Farmer. Participants are expected to bring their best products to the Market. Processed food items and value-added products (honey, olives, oils, etc.) may not be sold in the portion of the Market designated for Certified Farmers.

### **3.2 Second Certificate Farmers**

**Definition.** A Second Certificate Farmer is a person or entity that sells certified products on behalf of another certified

producer.

**Representation.** Within a twelve-month period, a certified producer may not be represented by more than two other Certified Farmers, and a Certified Farmer may not represent more than two other certified producers.

**Product Identification.** Each certified producer's products to be sold, or offered for sale, must be separated and identifiable by each certified producer's valid certificate at the time or point of sale. The valid certificate must include the name of the certified producer and Certified Farmer selling the Second Certificate products.

**Product Volume.** A Certified Farmer that is selling for another certified producer must be selling, or offering for sale at the Market on the same day, products which the Certified Farmer that is conducting the sales has produced themselves and which are in greater volume than the volume offered for sale for the other certified producer. Volume is measured by the weight or dollar value of the products at the time or point of sale, and the volume requirement applies only at the beginning of the day of sale.

**Authority.** A Certified Farmer wishing to sell on behalf of another certified producer must obtain and submit to the relevant county agricultural commissioner, prior to certification, written authority to sell from such other certified producer.

**Commission.** Commission sales and buying and selling between certified producers are prohibited at the Market. Any payment made for the service of one Certified Farmer selling for another certified producer must not be related to the volume or value of the products sold.

**Records.** A Certified Farmer selling products at the Market on behalf of another certified producer or whose products are sold by another Certified Farmer at the Market must keep, for a period of not less than three years, the following records relating to such products: (i) the date of transfer of the products to the participant and an accurate accounting of the number of products by weight, dry measure, or count, with each separate product and amount recorded according to variety; (ii) the date of sale of products and an accurate accounting of the number of products sold by weight, dry measure, or count, with each separate product and amount recorded according to variety; and (iii) the names of the Certified Farmer and certified producer involved.

**Additional Admission Factors.** The Market Manager may choose not to approve a Second Certificate crop for any reason, including if it is already being sold at the Market by any other participant, including the primary Certified Farmer.

### **3.3 Food Service, Artists, Non-profits, and Others**

**Participation.** Participants who are not Certified Farmers or who wish to sell non-certifiable products at the Market may participate in the portion of the Market not designated for Certified Farmers.

**Products.** All such products must satisfy any applicable laws, including public health, labeling, permitting, and specific requirements relating to processed products. Participants serving food are encouraged to use eco-friendly, biodegradable materials. All items to be sold must be approved by the market manager to ensure appropriate family atmosphere is maintained.

## **4. Operations**

### **4.1 Role of the Market Manager**

The Market Manager's roles include making admissions decisions related to the Market, determining the products that may be sold, overseeing set-up and clean-up, making stall assignments, collecting fees, and handling disagreements. The Market Manager may, at any time with or without notice, inspect stalls and review records for compliance with these Rules.

### **4.2 Market Hours and Location**

**Hours and Location.** HDA will set the hours and location of the Market for each season and specify them in each season's application.

**Changes in Market Hours.** The Market Manager may change or cancel the Market dates and hours, as weather and conditions warrant.

**Advance Notice of Absence.** Participants must notify the Market Manager at least one day in advance if they will not participate in the Market for a day on which they are assigned. Failure to notify will result in a \$25 fine, which must be paid prior to any future participation in the Market.

#### **4.3 Stall Assignments and Fees**

Assignment of Stall Space. The Market Manager will make stall assignments. The Market Manager has complete discretion in making all decisions relating to Market layout and stall assignments. Participants may not trade or reassign their stall space without approval from the Market Manager.

Stall Fees. Fees will be specified in each season's application. Unless pre-paid, participants pay fees once a week at each Market Day. The Market Manager will collect payment around 4:00 pm. Participants may pay by cash or check (made payable to the Hollister Downtown Association). Participants will pay an additional \$25 fee if their check is not honored.

#### **4.4 Arrival/Set-Up Requirements**

Arrival Time. Participants must arrive and set up their stalls at least 30 minutes prior to the Market opening. If participants fail to do so, the Market Manager may reassign participants' stall spaces, require participants to off load their products, or prohibit participants from participating in that day's market. Participants may not conduct sales until their stalls are fully set up.

Participant Equipment. Participants must provide their own tables, chairs, tents, and other equipment. Participants must secure and sufficiently weight their tents.

Food Preparation. Food preparation, except sampling and trimming, is prohibited in the portion of the Market designated for Certified Farmers.

Scales. Participants must use approved commercial scales that are certified by the San Benito County Sealer of Weights and Measures for the current year.

#### **4.5 Cleanup and Exit Requirements**

Participant Responsibility. Participants are responsible for removing any trash that accumulates in their area. Participants must bring their own trash receptacles. Use of the Market's trash cans by participants will result in a \$100 fine.

Takedown and exiting. Participants may not begin takedown until the Market's closing time. Participants may not leave due to inclement weather unless directed to by the Market Manager. Participants may not leave early due to lack of business or selling out of products.

Zero Waste. Participants should strive to minimize the amount of waste generated by adhering to the guidelines attached to these Rules or as otherwise provided by HDA.

Property Damage. Participants are responsible for any property damage caused by their equipment or operations.

#### **4.6 Signage and Postings**

Certificates. Participants must display required permits, licenses, and certificates, in accordance with state and federal regulations. Certified Farmers must conspicuously display their certified producer certificate. Certifiable agricultural products sold at the Market must be listed on the Certified Farmer's certified producer's certificate.

Organic products. Producers selling organic products must display their registration with the California Department of Food and Agriculture.

Pricing. Growers will set their own prices and they must be clearly marked and posted. Growers may NOT under-value their products at any time. The consequence of behaviors leading to "price wars" and underselling will be expulsion from the Market for the remainder of the market season. This will be at the discretion of the Market Manager.

#### **4.7 WIC Coupons**

Certified Farmers may only accept WIC coupons if they obtain a 6-digit WIC ID Number from the State of California Farmers Market Nutrition Program. The Market will not exchange WIC coupons for cash but will accept WIC coupons for payment of stall fees.

### **5. Health, Safety, and Conduct**

#### **5.1 Clean and Sanitary Stall Space**

Participants must display and store all food at least six inches off the ground. Participants must maintain their stall space in a clean, safe, and sanitary manner.

## **5.2 Food Sampling**

Food samples must be prepared and distributed according to Health Department guidelines.

## **5.3 Animals**

No live animals other than service animals are permitted within the boundaries of the Market. Participants are expected to enforce this rule by informing customers that the Market does not allow animals within the Market area.

## **5.4 Safety**

Participants' activities, including operations and vehicle use in the Market, must not endanger consumers or other participants. Participants must comply with the Market Manager's directions in all matters relating to safety.

## **5.5 Conduct**

All participants are expected to behave courteously and be considerate of others participating in the Market. Smoking and drinking alcoholic beverages is not permitted within the market area. Participants are responsible for the actions of their family members and stall help. Participants must stay within their paid 10'x10' stall area for information dissemination and may not wander the market for the purposes of information dissemination.

## **5.6 Children**

Children of participants under age 10 must be always accompanied by an adult while participating in the Market.

## **5.7 Music and Entertainment**

Participants may not provide music or entertainment at their stall unless approved by the Market Manager.

## **6. Discipline**

### **6.1 Disciplinary Actions**

The Market Manager has complete discretion in initiating disciplinary measures, including ordering immediate stall closure, suspension, or termination from the Market. The Market Manager may take disciplinary action against any participant who violates these Rules and will provide notice of the alleged violation and the proposed penalty.

### **6.2 Appeals**

A participant may appeal a fine, suspension, or termination by submitting a written petition to the HDA Board within two weeks after receiving notification of the disciplinary action. In that petition, the participant must explain the basis for the appeal, the relief requested by the participant, and any proposed undertakings or commitments by the participant relating to the problem that gave rise to the disciplinary action. The HDA Board, which may appoint a committee to review appeals, may uphold, reverse, or modify fine, suspension, or termination decisions in its sole discretion. The HDA Board will seek to make a decision within 15 business days after receipt of the appeal petition. The HDA Board will notify the participant in writing of its decision regarding the appeal. The decision of the HDA Board will be final and binding.

### **6.3 No Claims Upon Termination**

Participants are not entitled, directly or indirectly, to any refunds, damages, other forms of compensation from HDA, or to obtain an injunction, specific performance, or other equitable remedy, as a consequence of suspension or termination from the Market.

## **7. General Requirements**

### **7.1 Compliance with Applicable Laws**

Each participant, at its expense, must ensure that its operations, including certification, sales, displays, set-up, and clean-up, comply with all Direct Marketing Rules, the California Health and Safety Code, labor, employment, health, safety, weighing and labeling law, and all other laws applicable to the participant's participation in the Market.

### **7.2 Insurance**

Each participant is expected to maintain its own insurance, including automotive liability insurance, and commercial general liability insurance.

### **7.3 Indemnification**

Each participant will defend, indemnify, and hold harmless each of HDA, the City of Hollister and their respective representatives, officers, directors, volunteers, donors, and employees (together, "HDA Parties"), from and against any and all claims, losses, damages, demands, and expenses, including attorneys' fees, that such HDA Party may suffer arising from the participant's participation in the Market or any breach by the participant of its obligations under these Rules or any applicable laws. The participant will have no obligation to indemnify an HDA Party to the extent the liability is caused solely by such HDA Party's gross negligence or willful misconduct.

#### **7.4 Release and Waiver of Liability**

Each participant waives and releases any and all claims against each HDA Party for any losses, damages, liabilities, expenses, or attorneys' fees (collectively "Liabilities") arising directly or indirectly from the participant's participation in the Market or any action or omission by such HDA Party, except to the extent such Liability is caused solely by the gross negligence or willful misconduct of such HDA Party.

#### **7.5 Taxes; Relationship**

Each participant is solely responsible for all tax returns, disability, unemployment insurance, workers' compensation, and payments required by any federal, state, or local tax authority in connection with its participation in the Market. Each participant is solely responsible for its own disability, unemployment insurance, workers' compensation, and similar arrangements and contributions. Nothing in these

Rules creates an employment, partnership, joint venture, fiduciary, or similar relationship between any participant and the HDA.

#### **7.6 Third Party Beneficiaries**

These Rules are for the exclusive benefit of the HDA, HDA Parties, and participants and not for the benefit of any third party including, but not limited to, any employee, volunteer, family member, contractor, or customer of a participant.

#### **7.7 No Representations**

HDA does not make any representations, warranties, promises, or guarantees of any kind to any participant, including any about sales, profits, stall location, consumer traffic, product offerings, or otherwise.

#### **7.8 Publicity**

HDA may film, tape, photograph, and otherwise document participants' operations at the Market. HDA may use such materials, including a participant's likeness and voice, on its website, in its publications, or through any other media, at HDA's sole discretion.

#### **7.9 No Waiver of Rights**

Any waiver under these Rules must be in writing and signed by the party granting the waiver. Waiver of any breach or provision under these Rules will not be considered a waiver of any later breach or of the right to enforce any provision under these Rules.

#### **7.10 Modification**

HDA may amend these Rules in its sole discretion without advance notice.

#### **7.11 Entire Agreement**

This document sets out the entire agreement between HDA and all participants in the Market and supersedes prior versions of the rules, any prior discussions and correspondence, and any course of dealing between HDA and any person relating to the operation of the Market.

#### **7.12 Severability**

If any provision in this Agreement is held invalid or unenforceable, the other provisions will remain enforceable, and the invalid or unenforceable provision will be considered modified so that it is valid and enforceable to the maximum extent permitted by law.