

# FARM-TO-FORK *Festival*

## Vendor Guidelines

The Farm-to-Fork Festival is a celebration of Sacramento's food and agricultural heritage that has earned the designation as America's Farm-to-Fork Capital. This free, annual festival attracts more than 100,000 attendees. We are proud to welcome farms, growers, producers, suppliers and other organizations that share our passion for the region's agriculture, food, and spirit of community.

### Visit Sacramento's Farm-to-Fork Values

- Health – Grow and utilize nutritious ingredients and cooking practices in America's Farm-to-Fork Capital
- Economy – Support and patronize local businesses and growers, driving local investment and employment opportunities in America's Farm-to-Fork Capital
- Environment – Utilize available tools to reduce waste and create resource preservation of America's Farm-to-Fork Capital
- Community – Engage, educate and support local consumers and organizations to exemplify the values of America's Farm-to-Fork Capital

While Visit Sacramento reserves the right to deny any vendor application for any reason, the following guidelines will be considered when reviewing applications for vendor space at the Farm-to-Fork Festival:

- All vendors must share Visit Sacramento's Farm-to-Fork Values, and the items and information shared by the vendor should be consistent with those values.
- Food vendors must provide a minimum of one meal entrée that is locally sourced (within 150 miles).
- Vendors may not be affiliated with a political campaign or provide information relative to any political cause, initiative or issue.
- Any vendor with business practices or affiliations that may be considered controversial or inconsistent with values outlined above will not be approved.
- While the Farm-to-Fork Festival does provide opportunities for our business community to support this celebration, they will not be approved through the Festival Vendor program. Businesses wanting to promote products and services not connected to the Farm-to-Fork values should reach out to Karlee Cemo McIntosh at (916) 808-8642 or [kcemo@visitsacramento.com](mailto:kcemo@visitsacramento.com).