



Urban Harvest

Growing gardens. Enriching lives.

## 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.

### The Standard

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.

### Want to Learn More?

All value-added vendors keep a red binder on their table. The red binder has index cards for each of their products and lists their ingredients and where the products come from.

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