

VENDOR GUIDELINES

Farm to Fork at Terra Madre Americas is a unique outdoor vendor opportunity created specifically for artisans, food vendors, and food trucks who embody the spirit of Farm to Fork but may not meet the Terra Madre Americas exhibitor guidelines driven by Slow Food principles.

While the Terra Madre Americas Marketplace highlights producers, growers, vintners, and organizations aligned with Slow Food principles, we recognize that not all of our valued Farm-to-Fork Festival vendors fit squarely within those parameters. That's why we've created this dedicated two-day outdoor experience to showcase high-quality, local artisans who are rooted in the values of our Sacramento region's Farm-to-Fork movement

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:

- All vendors must share Visit Sacramento's Farm-to-Fork at Terra Madre Americas 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). Menu and sourcing will be required before approval.
- 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.



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While the Farm-to-Fork Festival does provide opportunities for our business community to support this event, they will not be approved through the Festival Vendor program if they do not align with our guideline.

Farm to Fork at Terra Madre Americas Marketplace is exclusively for food producers and local Sacramento artisans. The products presented and sold must always be produced by the producers themselves. Distributors and market/grocery retailers are not allowed to display or sell their products. The event's organizers will evaluate the possibility of granting exceptions to this rule for specific cases.

Visit Sacramento's Farm-to-Fork at Terra Madre Americas Values align with Slow Food International and their movement.

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.

