

R70. Agriculture and Food, Regulatory Services.

R70-570. Direct-to-Sale Farmers Market Signage.

R70-570-1. Purpose and Authority.

- (1) This rule is promulgated under Subsection 4-5a-103(3).
- (2) This rule establishes the signage requirements for homemade food products sold at direct-to-sale farmers markets or in direct-to-sale sections of a traditional farmers market.

R70-570-2. Definitions.

Definitions of terms used in this rule shall be the same as those in Section 4-5a-102.

R-70-570-3. Direct-to-Sale Farmers Market Signage.

- (1) Direct-to-Sale farmers market signage shall be:
 - (a) at least 22 inches by 28 inches;
 - (b) white in color;
 - (c) printed in English;
 - (d) printed in red ink;
 - (e) printed clearly and legibly, and;
 - (f) written in capital letters not smaller than 2 inches in height.
- (2) Direct-to-Sale farmers market signage shall contain the phrase, "FOOD ITEMS OFFERED FOR SALE IN THIS DIRECT-TO-SALE FARMERS MARKET ARE HOMEMADE AND HAVE NOT BEEN CERTIFIED, LICENSED, REGULATED, OR INSPECTED BY STATE OR LOCAL AUTHORITIES."
- (3) Direct-to-Sale farmers market signage shall be placed at each entrance to the direct-to-sale farmers market in a conspicuous and predominant place within plain view of the customers and shall remain in place throughout the duration of the market.

R70-570-4. Direct-to-Sale Farmers Market Section Signage.

- (1) The direct-to-sale sections of a traditional farmers market shall be segregated and clearly delineated by the placing of signage, both within the farmers market and at each individual direct-to-sale vendor location.
- (2) Direct-to-sale section of a traditional farmers market signage shall be:
 - (a) at least 22 inches by 28 inches;
 - (b) white in color;
 - (c) printed in English;
 - (d) printed in red ink;
 - (e) printed clearly and legibly, and;
 - (f) written in capital letters not smaller than 2 inches in height.
- (3) Direct-to-Sale section of a traditional farmers market signage shall contain the phrase, "FOOD ITEMS OFFERED FOR SALE IN THIS SECTION OF THE FARMERS MARKET ARE HOMEMADE AND HAVE NOT BEEN CERTIFIED, LICENSED, REGULATED, OR INSPECTED BY STATE OR LOCAL AUTHORITIES."
- (4) Direct-to-Sale section of a traditional farmers market signage shall:
 - (a) be placed at each entrance to the direct-to-sale farmers market sections,
 - (b) be at each of the individual vendor locations, and
 - (c) be in a conspicuous and predominant place within plain view of the customers and shall remain in place throughout the duration of the market.

KEY: direct-to-sale farmers market signage

Date of Last Change: January 12, 2023

Authorizing, and Implemented or Interpreted Law: 4-5a-103(3)