



2020 Market Square Farmers' Market VENDOR HANDBOOK



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May this handbook serve to inform prospective and participating vendors of Nourish Knoxville's policies and procedures. All vendors, at-market staff, and volunteers are expected to adhere to the items listed in this handbook so that everyone has a safe and enjoyable experience.

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About Nourish Knoxville

Nourish Knoxville, Inc. is a Knoxville-based 501(c)(3) nonprofit organization working in the East Tennessee region to cultivate healthy communities by supporting relationships between local farmers, producers, and the public.

Projects include:

- [East Tennessee Local Food Guide](#) – a comprehensive resource finding locally-grown food in East Tennessee.
- Farmers’ markets: [Nourish Knoxville’s Winter Farmers’ Market](#), [Market Square Farmers’ Market](#), and [New Harvest Farmers’ Market](#).
- Projects funded under a grant contract with the State of Tennessee
 - Nourish Kids: FREE and fun opportunities for children to engage in the local food system through conversations with farmers’ educational games and demonstrations, and exposure to new fruits and vegetables. Participants will receive Produce Bucks to be spent on fresh fruits, vegetables, and food-producing plants at market.
 - Nourish Wellness: a corporate wellness program encouraging healthy eating habits through farmers’ market tours and cooking demonstrations. Participants will receive Produce Bucks to be spent on fresh fruits, vegetables, and food-producing plants at market.
 - Nourish Moves: a New Harvest Farmers’ Market program encouraging a more active lifestyle. Participants will receive a pedometer to measure steps they take while at market. Participants will receive Produce Bucks to be spent on fresh fruits, vegetables, and food-producing plants at market.
- East Tennessee chapter of [Fair Food Network’s](#) Double Up Food Bucks (DUFb) [SNAP Doubling program](#). Nourish Knoxville offers DUFb at all of our farmers’ markets, as well as at partner locations across East Tennessee. This project is funded under a grant contract with the State of Tennessee.

For more information about our organization, visit our [website](#).

Markets Schedule

2020 New Harvest Farmers' Market (NHFM)

- Outdoors
 - 30 booth spaces
- **Thursdays**, April 23rd – September 24th, 2020 (23 Thursdays)
 - Location: New Harvest Park, 4775 New Harvest Lane Knoxville, TN 37918
 - Market Hours: 3 pm – 6 pm

2020 Market Square Farmers' Market (MSFM)

- Outdoors
 - 143 booth spaces
- **Wednesdays & Saturdays**, May 2nd – November 21st, 2020 (31 Saturdays, 30 Wednesdays)
 - Location: Market Square (+ Union Ave. & Market St., Saturdays only) Knoxville, TN 37902
 - Market Hours:
 - 11 am – 2 pm (Wednesdays)
 - 9 am – 2 pm (Saturdays)

-- Market closes for Thanksgiving holiday (no MSFM on Wednesday, November 25 and Saturday, November 28th) and will return in December on Saturdays only with shortened hours. See below. --

- Outdoors
 - 98 booth spaces
- **Saturdays**, December 5th – December 19th, 2020 (3 Saturdays)
 - Location: Union Ave. & Market St. Knoxville, TN 37902
 - Market Hours: 10 am – 2 pm

Vendor/Product Selection Criteria

Nourish Knoxville Markets are a marketplace for food and farm products and are intended to showcase locally* grown, raised, and/or produced agriculture and value-added products. Also represented at Markets are locally* produced arts & crafts. Businesses with art & craft products only represent a small portion of our Markets, 40% or less per market day. **All products must be grown, raised, and/or produced by the vendor within a 150-mile radius of Knoxville, TN.**

Nourish Knoxville does not extend exclusive rights to any one vendor to sell any one product. However, if Nourish Knoxville believes the number of vendors offering the same or similar products is excessive, duplicate products may be denied entry. Nourish Knoxville is committed to creating a diverse marketplace with the highest quality locally grown, raised, and/or produced products available. Nourish Knoxville will not be bound to apply a particular set of selection criteria in every instance and reserves unconditional discretion to accept or refuse any applicant.

Nourish Knoxville has a zero-tolerance policy concerning resale at our Markets. Any vendor found selling product(s) they did not grow, raise, and/or produce will be banned from the Nourish Knoxville Market for the remainder of the season.

*A local product, as defined by Nourish Knoxville, is a product grown, raised, and/or produced within a **150-mile** radius of Knoxville, TN.

Vendor Selection Guidelines

Vendor selection is based on the following:

1. Vendor type – priority will **always** be given to Farmer applicants. Priority will also be given to Specialty/Food Artisan and Food Truck applicants sourcing 50% or more of their ingredients **directly** from their own farm or farms within our 150-mile radius. This does not include sourcing from local distributors or grocers.
2. Seniority – priority will be given to applicants based on past Market participation.
3. Applications and availability – priority will be given to applicants:
 - a. who apply earlier in the season
 - b. who request to participate in all/most Market dates
 - c. who participate in multiple Nourish Knoxville Markets
 - d. who submit a **complete** application - a complete application includes the application (every applicable question answered, in detail),

application fee, and all requested materials (varies based on applicant type)

4. Product quality and composition – priority will be given to applicants:
 - a. using sustainable growing, foraging, raising, harvesting, sourcing, etc. methods
 - b. with unique or unusual products not already represented
 - c. with a consistently high-quality product
 - d. with clean and attractive booth displays

5. Conduct and compliance – priority will be given to applicants who have:
 - a. a history of compliance to Market rules and all local, state, and federal regulations
 - b. courteous and knowledgeable at-market staff
 - c. a history of positive interactions with Nourish Knoxville staff, volunteers, fellow vendors, and customers
 - d. a timely payment history
 - e. a minimal infraction history

Nourish Knoxville does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status.

Unaccepted Products & Categories

1. Products grown, raised, and/or produced outside of our 150-mile radius of Knoxville, TN.
2. Products created by a third party intended for resale or processed using a co-packer.
3. Services such as, but not limited to massage, consultations, face painting, caricature drawings, etc.
4. Products made from threatened or endangered materials.
5. Alcohol and smoking/e-cigarette/vaping products and/or devices including tobacco, hemp, narcotics, etc.
6. Franchised businesses – those who have entered into an agreement or received a license to sell a company’s products and/or use a company’s packaging, logo, ingredients, and/or marketing tools.
7. Business promotion - those wishing to become a vendor for the sole purpose of promoting a business.

8. Unaccepted food products include foods made from purchased mixes, crusts, dough, shells, icings, or fillings. Carnival-like foods such as flavored popcorns*, cotton candy, roasted/spiced nuts*, etc. Potentially dangerous foods. Purchased beverages such as energy drinks, bottled water, bottled soda/fruit drinks or any other purchased beverages. This is not intended as an exhaustive list.

*Exemptions may exist for vendors growing their own corn and nuts or sourcing corn and nuts within a 150-mile radius of Knoxville, TN.

9. Unaccepted craft products include: second-hand/vintage items, commercial or imported items, faux & dried flower arrangements and terrariums*, mesh wreaths, purchased items embroidered with sewing machine templates, embellished objects such as purchased/found boxes, windows, mason jars, stones, shells, etc.**, Beaded jewelry consisting mostly of purchased components (jewelry made with applicant-made beads is acceptable), soy candles***, items made from commercial kits, molds, and commercially available plans, etc. This is not intended as an exhaustive list.

* Living plants are considered an agriculture product and must be grown by the vendor; this includes terrariums. Fresh and dried flower arrangements & wreaths fall into the same category; vendors must grow as well as dry all flowers, filler, and greenery within the arrangement/wreath. Please refer to the Definition and Requirements for Farmer Vendors for more information.

** Upcycled products are permitted but must be **extensively** embroidered, dyed, printed, painted, reworked, etc. by the vendor.

*** Soy candles are not permitted but candles made from beeswax raised and harvested by the vendor are acceptable and would be considered an agriculture product. Please refer to the Definition and Requirements for Farmer Vendors for more information.

Application Process

All those interested in participating in a Nourish Knoxville Market, returning or new, must submit an application **annually** for each of our Markets: New Harvest Farmers' Market, Market Square Farmers' Market, and Winter Farmers' Market.

Returning vendors, please be sure to update your Manage My Market profiles. This includes products, descriptions, and photos. If your packaging has changed, your style of craft has changed, etc., your Manage My Market profile needs to reflect those changes.

1. Applications are submitted for all Nourish Knoxville Markets via [Manage My Market](#), an online market management program.
 - a. Applicants will first create a detailed profile. Applicants **must** include **all** products they intend to sell at the Market in their Manage My Market profile. Once complete, prospective applicants will be prompted to apply to a Market. If you have already created a Manage My Market profile, simply log in, make sure all of your profile information is up-to-date, then click on the “My Markets” tab at the top of your screen. Click on the blue hyperlinked text “Click Here to Apply to a Market”, then search for Nourish Knoxville’s Winter Farmers’ Market.
 - b. Upon submitting your application, you will receive an automated invoice for your one-time, \$45.00 application fee. This application fee is **non-refundable**. Payment of this application fee does **not** guarantee your acceptance. If we do not receive payment for your application fee within 2 weeks, your application will be withdrawn.
 - c. You will receive an automated email from Manage My Market shortly after submitting your application notifying you that your application was received.
 - d. Make sure your application is complete by answering all of the application questions thoroughly, uploading all requested materials (varies based on applicant type), and paying your application fee.
2. Please allow 2 weeks **from application completion** for your application to be processed. If your application has not been processed after this time, send us an email: markets@nourishknoxville.org.
3. Your application will then be accepted, waitlisted, or declined.

Accepted Applicants

Accepted vendors will receive a welcome email upon acceptance. Booth assignments and invoices for each Market date for the entire season (based on the dates in which the applicant applied) will be placed and created at least 2 weeks in advance of a vendor’s first Market **unless** a vendor applied after the Market season started in which case, they may receive their booth assignments and invoices closer to their first Market date. **All** accepted vendors are expected to abide by the policies set forth in the Vendor Handbook.

Agriculture Vendors who are participating in a Nourish Knoxville Market for the first time, as well as Agriculture vendors who have participated with us before but haven’t been inspected recently, will also be contacted to schedule a farm inspection upon acceptance. Typically, inspections are scheduled within 2 weeks of the

vendor's first Market, either before or after. All properties in which products for Market are produced must be visited by the Nourish Knoxville inspector.

Declined Applicants

Declined applicants will receive an email with why their application was declined. If you feel as though your application was unjustly declined, please view the Grievances section for more information on the appeals process.

Waitlisted Applicants

Nourish Knoxville typically maintains a waiting list for all our Markets due to lack of space or a surplus of vendors selling the same/similar products. Each vendor on the waiting list is eligible for both permanent and last-minute participation. How it works:

1. For permanent openings:
 - a. We will contact waitlisted vendors individually to fill these vacancies. Application date, past participation, product diversity, and requested schedule are all taken into consideration when filling a permanent opening.
 - b. Upon acceptance, the vendor will be invoiced for **all** of the dates selected in their original application. If your availability has changed, contact us via email, markets@nourishknoxville.org.
2. For last-minute openings:
 - a. We will send a mass email to the entire waiting list, which generally varies from 10 – 40 vendors (depending on the Market), as soon as we know we will have multiple openings for a particular date. This email may come 2 weeks before a Market date or as late as the afternoon before a Market date. Openings will be filled on a first come, first served basis, though consideration of product diversity will also be taken into account. Please note: you will receive a notification for EVERY opening, regardless of the dates selected on your application.
 - b. Upon confirmation of participation for a specific date, Nourish Knoxville will create an invoice in Manage My Market and email it to the vendor. Note: the vendor's application status will **temporarily** be changed to "approved" so that they may be added to the Market map. The vendor's status will then be returned to "waitlisted" following participation.
 - c. If you filled a waiting list opening but were no longer able to attend, you must send us an email with your cancellation no later than 5:00 pm the evening before the Market date. If you are a no-show (don't cancel and don't show up), you will receive an infraction, be responsible for the booth fee, and it will hurt your chances of

participating in the future. We will make exceptions for emergencies but abuse of this policy will not be tolerated.

All waitlisted vendors are expected to abide by the policies set forth in the Vendor Handbook (with the exception of the cancellation policy for waitlisters accepting a last-minute opening).

Vendor Definitions & Governance

A vendor is an owner/operator of a business entity approved to sell at a Nourish Knoxville Market. Vendors may send family members, partners, or employees to Market in their place, but are responsible for making their onsite representatives aware of **all** the rules, regulations, policies, and procedures discussed in this handbook. All at-market staff must be listed in your Manage My Market account with an email address and phone number.

Remember: local, state, and federal laws trump any and all Market rules. While we strive to keep our handbook up-to-date with the latest rules and regulations, it is the vendor's responsibility to ensure their product is in full compliance with all local, state, and federal regulations. Failure to do so may put their business at risk and could result in expulsion from the Market.

Agriculture Vendors

Agriculture vendors are defined as those with products that are **100% grown, raised, produced and harvested on farmland owned and/or operated by the applicant, all within 150-miles of Knoxville, TN.** Products include produce, plants, herbs, hemp, decorative gourds (unadorned), cut flowers, honey, sorghum molasses, maple syrup, eggs, cheeses (made from dairy sourced entirely from animals raised & milked by the vendor), meat, milk, beeswax candles, and animal fibers. New vendors will be subject to a farm inspection. Returning vendors are subject to re-inspection, as needed. Products must be sold in compliance with all Nourish Knoxville, Tennessee Department of Agriculture (TDA), and local Health Department regulations. Regulatory requirements for Tennessee Farmers' Markets can be found here: [TDA Farmers Markets State Compliance Guide](#) with specific exceptions/amendments for Nourish Knoxville's markets noted below:

1. POULTRY

- a. Poultry products are under the jurisdiction of the Food Safety Inspection Service (FSIS) of the USDA.
- b. Producers may be exempt from compliance with federal authority in certain circumstances (Poultry Products Inspection Act). Exempt operations are exempt from continuous bird-by-bird inspection and the presence of FSIS inspectors during the slaughter of poultry and processing of poultry products.
- c. Exempt operations may sell birds they process to the public if the birds were raised, slaughtered, and processed on the producer's property in sanitary conditions suitable for human food.
- d. Poultry slaughtered under the exemption may **not** cross state lines.
- e. The TDA recognizes the USDA small poultry exemption guidelines and, therefore, does not require a permit to process and market poultry under

this exemption. This recognition is based on the assumption that all applicable standards set forth in the USDA guidelines for exempt poultry processing are satisfied.

- f. Nourish Knoxville requires all vendors utilizing this exemption to label their poultry with the processor's name, address, the exemption statement: "Exempt P. L. 90-492", net weight, and safe handling instructions.
2. RAW DAIRY: Advertising the sale of "raw milk" is not allowed. Vendors may advertise the sale of herd shares or pet food. If selling raw milk as pet food, please see "Pet Food" under our Prepared Food Vendors for more information.
 3. HEMP
 - a. Applicants must demonstrate the following for Market consideration:
 - i. A current license to grow hemp in Tennessee;
 - ii. A current TDA food manufacturing license to produce a product for human consumption (hemp growers with these types of products may fall under our Prepared Food category. For more information, see Prepared Food Vendors sections);
 - iii. Product line derived from industrial hemp grown on applicant's farm or farm partner limited to CBD oil and tinctures, body lotion, soap, make up, food or beverage (hemp growers with these types of products may fall under our Craft category. For more information, see Craft Vendors sections);
 - iv. All products must meet all federal and state regulations for testing, labeling, and direct to consumer retail and marketing.
 - b. The sale of hemp pre-roll, rolling supplies, vapor, hemp bud, or flower will be prohibited at all times.
 - c. The resale of hemp products from third party manufactures is strictly prohibited.
 - d. If an application is submitted from a grower or manufacturer outside of Tennessee, the applicant must demonstrate all requirements above in addition to any other requirements within the applicant's home state laws and regulations where the hemp is grown, processed and manufactured.

Prepared Food Vendors

Prepared Food Vendors are defined as those with products that have been processed beyond their natural state such as baked goods, breads, candies, bean-to-bar chocolate, spices/spice blends, juices, jams, jellies, pickles, cheeses (made from sourced dairy), shelled beans/peas/nuts, halved melons, etc. Pet food/treats and CBD oil products intended for human consumption (derived by the applicant) also fall under this category for the purposes of Nourish Knoxville's product categories. These processed foods must be sold in compliance with all Nourish Knoxville, TDA,

and local Health Department regulations. Regulatory requirements for our Markets are listed below:

1. **Nourish Knoxville requires that all Prepared Food Vendors operate out of an inspected and licensed facility.**
 - a. Depending on the product, vendors may rent inspected and licensed kitchen space but must provide a copy of the inspection document as well as a commissary agreement with their application.
 - b. Copies of all applicable licensing must be included with the application. All Prepared Food Vendors must also have a copy of each license on display at their booth on each Market day.
 - c. If manufacturing acidified foods, you must complete the Better Process Control School program, find a commercial facility for manufacturing your product or contact TDA Regulatory Services Division to review and approve any new construction or remodeling, register your facility with the FDA by completing and submitting Form 2541, register your facility to be in compliance with the Bioterrorism Act, work with a process authority to develop a scheduled process and determine any critical factors for your product, submit Form 2541a for each product, and maintain a food manufacturers license through the TDA Regulatory Services Division. Proof of all of the above must be included with your application. For more information: <https://extension.tennessee.edu/publications/Documents/SP747-A.pdf>
 - d. If manufacturing formulated acid foods, you must find a commercial facility for manufacturing your product, contact TDA Regulatory Services Division to review and approve any new construction or remodeling, register your facility to be in compliance with Bioterrorism Act, work with a food safety expert to develop a manufacturing process and determine and critical factors for your product, and obtain a food manufacturers license through TDA Regulatory Services Division. For more information: <https://extension.tennessee.edu/publications/Documents/SP747-B.pdf>
2. All processed foods must be made from scratch by the vendor including piecrusts, shells, fillings, icings, etc. Any item that is made primarily from a manufactured/commercially processed product such as dry cereal, pretzels, etc. is not allowed.
3. All packaged processed foods must be labeled with, at the very least: vendor contact information (name, street address, city, state, and zip code, or a website containing the aforementioned information), an accurate statement of the net amount of food in the package in English and Metric units, as well as **all** ingredients **and** sub-ingredients in the food, listed in order of predominance by weight.

- a. All Prepared Food Vendors applicants with packaged foods must upload photos of their labeling for their 3 most popular items. This includes applicants with juice, pet food/treats, and CBD products intended for human consumption.
4. Juices/Beverages – Because of the potential for pathogenic microbial growth juices sold at Market must be produced in a facility that is inspected and licensed. No vendor is allowed to give away beverages unless the beverages have been included in the vendor’s Manage My Market account and approved by Nourish Knoxville.
5. Pet Food/Treats – Any person who manufactures or distributes an animal feed or pet food in the state, including pet treats and raw milk (being sold as pet food), must be licensed by the Tennessee Department of Agriculture. Required labeling must accompany the product, including the manufacturer's name and address, net weight and guaranteed analysis. Additional information may be obtained by contacting TDA Agricultural Inputs Section at (615) 837-5135.
6. CBD Oil – All applicants must extract and process their own CBD oil (clean crude, distillate, isolate, THC-free full-spectrum, etc.) products. No co-packing or reselling is permitted. All CBD oil applicants must include their hemp licensing with their application.

Food Truck Vendors

Food Truck vendors are defined as those with products intended for immediate consumption at Market, prepared on site within a food truck. These foods must be in compliance with all Nourish Knoxville and local Health Department regulations. Regulatory requirements for our Markets are listed below:

1. **Only applicants that support local growers and producers will be considered**, sourcing 50% or more of their ingredients **directly** from their own farm or farms within our 150-mile radius. This does **not** include buying from local distributors or grocers unless the products purchased from the third-party seller are grown or raised within the 150-mile radius.
 - a. All applicants will be required to submit their current menu with pricing.
 - b. All applicants will be required to submit a list of local growers/producers from which they source as well as a list of products they source from each.
2. On-site Food Preparation Requirements

- a. All food intended to be sold for immediate consumption at the MSFM must be prepared and served from an inspected and licensed food truck, as per our agreement with the City of Knoxville.
 - i. Food trucks are under the jurisdiction of the local health department in each county. When submitting your application, you must upload a copy of your inspection document.
 - ii. The City of Knoxville requires all food trucks that participate in the MSFM to also become a certified Mobile Food Unit. We require this permit to be uploaded with your application as well as be on display at every Market. For more information: http://knoxvilletn.gov/government/city_departments_offices/business_support/mobile_food_units
 - iii. The City of Knoxville does not allow food trucks on Market Square; therefore, food trucks are not eligible for the Wednesday MSFM.

Craft Vendors

Craft Vendors are defined as those with products that have been made by hand, by the applicant, from start to finish (raw materials to the final product). All products must be sold in compliance with all Nourish Knoxville requirements listed below:

1. A majority of the tools and equipment used to produce products must require expert skill and extensive personal handling and/or manipulation.
2. All applicants in this category will have their products submitted to a Nourish Knoxville jury. The jurying process is extremely competitive and only applicants with the highest quality of craft and of the most unique/under-represented medium will be accepted.

Note: we have an **extremely** limited number of spaces for jewelry and bath & body vendors, as these are consistently the most well-represented crafts at our Markets.

3. Each Art & Craft applicant must submit at least 3 photos of their work with a detailed description of each for the jurying process. Photos and descriptions will be viewable to the public via the Manage My Market platform and our website.
 - a. All photos should be submitted via your Manage My Market profile. No photos will be accepted via email or mail.
 - b. If more than one type of product is to be sold, i.e. you intend to sell pottery and paintings, you must include at least 2 photos of each product.

- c. The jury may require more pictures and more detailed descriptions, at their discretion.
- d. If no photos and/or descriptions are included, your application will be considered incomplete and will not be eligible for acceptance.

Literature Vendors

Books and book signings may be allowed, provided the author is present. Books will be limited to local history, food, cooking, and/or gardening themes. If you are an author interested in a booth at one of our Markets, please contact us before applying, markets@nourishknoxville.org, to ensure you would be eligible.

In many cases, it may be more appropriate to arrange a special event, separate from our Markets, rather than participate as a vendor. For more information regarding arranging a special event, please contact: [The City of Knoxville's Special Events Office](#): (865) 215-2024

Musicians & Buskers

Musicians can sell their commercially recorded music as a Market vendor, but musicians intending to perform are not eligible as Market vendors. Musicians can perform as buskers at the MSFM in one of our **designated** busking zones. **No amplification will be allowed.**

Nourish Knoxville reserves the right to dismiss any busker who is causing a nuisance or obstructing pedestrian and/or vehicle traffic. Buskers with excessively loud performances may also be dismissed.

For more information regarding busking at our Markets, please email markets@nourishknoxville.org.

Vendor Policies

Vendor Roster & Map Publication

Nourish Knoxville publishes the participating vendor roster as well as an interactive map on our website. The vendor's website, social media outlets, email address, and/or phone number(s) will be included with the roster & map if the vendor chooses to make them public in their Manage My Market account.

The vendor roster and contact information will not be shared with other organizations/companies or sold by Nourish Knoxville.

Americans with Disabilities Act Compliance

The Americans with Disabilities Act (ADA) is a federal law that prohibits discrimination and ensures that people with a range of abilities can participate fully in American life. This law affects farmers' markets too.

At a minimum, farmers' markets and farmers' market vendors should see that disabled visitors are not prevented from attending market, shopping market, or using a restroom. Additionally, vendors should offer assistance in their booths to disabled customers whenever needed.

Other resources:

- [Center for Agriculture & Food Systems: Farmers Market Legal Toolkit, Americans with Disabilities Act Compliance](#)
- [ADA Guide for Small Businesses](#)
- Department of Justice's toll-free hotline at 800-514-0301

Workplace Violence & Discrimination

The safety of Nourish Knoxville's employees, customers, volunteers, vendors, and visitors is of the utmost importance. Threatening behavior, both verbal and physical, acts of violence, or sexual harassment at Nourish Knoxville Markets, office, or by electronic means will not be tolerated.

Furthermore, Nourish Knoxville prohibits discrimination of any kind, both against or by vendors, staff, or customers, on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation,

disability, age, political beliefs, or economic status. Any person who engages in this behavior shall be removed from the premises immediately and banned from the Nourish Knoxville Market premises pending the outcome of an investigation.

Subsequent to the investigation, Nourish Knoxville will respond appropriately. This response may include, but is not limited to, suspension and/or termination of any business relationship, and/or the pursuit of criminal prosecution of the person(s) involved.

If you experience workplace violence, sexual harassment, or discrimination, please communicate with the Nourish Knoxville staff as quickly as possible so the matter can be addressed swiftly.

Insurance

Vendors are responsible for carrying their own liability insurance in the amount they deem appropriate. Nourish Knoxville carries event liability insurance for each of our Markets but does not cover individual vendors, their products, or their vehicles. All vehicles associated with a vendor entering, parking within, or exiting Market must be insured.

Property Loss/Damage

Vendors assume all responsibility for any losses of/damages to property or money at/from the Market site. Booths should never be left unattended and car doors should be locked (even if parked on site).

Solicitation

Our Markets are free, public events, which attract a wide variety of people. People unaffiliated with Nourish Knoxville may offer to help to unload and/or set up vendors' booths in exchange for food, money, or other forms of currency. While the decision to hire anyone is ultimately up to you, Nourish Knoxville discourages this practice and will often have staff and/or volunteers who can aid vendors in unloading/loading and set up/tear down.

Nourish Knoxville has a no-panhandling policy at all of our events. Again, while the decision to give money/food/etc. is ultimately up to you, Nourish Knoxville's policy is to **not** give money or food to panhandlers. We feel that this policy is in the best interest of our vendors and our customers. This also allows you to cite the policy to anyone asking for money. There are many places downtown for people in need to receive food and shelter and if you would like to donate any leftover food product, several donation centers would be glad to have it! Please feel free to contact us for a

list of suggested donation centers. Additionally, the passing out of flyers, samples, etc. within Market boundaries is not permitted by parties unaffiliated with Nourish Knoxville.

Please report any violations of these policies to a Nourish Knoxville staff member or volunteer by calling us at 865-805-8687.

If you ever feel uncomfortable about anyone, please make Nourish Knoxville staff and/or our police officers aware immediately. And, as always, have a neighboring vendor or Nourish Knoxville staff member or volunteer watch your belongings if you have to leave your booth.

Product Maintenance & Additions

Once approved, the vendor must keep their product list in Manage My Market up-to-date, as only products approved through Manage My Market are allowed to be sold at Market. Any vendor found selling products not approved by Nourish Knoxville will be asked to remove the product from their booth and be subject to an infraction. For more information regarding Nourish Knoxville's infraction policy, please see the Infraction Policy section of this Vendor Handbook.

Mid-season product additions must be added to your Manage My Market account with all necessary photos, descriptions, and permitting. Once the products have been uploaded to your MMM account, the vendor must then email the Markets Manager (markets@nourishknoxville.org) with their new product request at least 2 weeks in advance of the requested sale date.

Promotional Merchandise

Each Nourish Knoxville vendor has the option of giving away or selling TWO items branded to promote their business. These items may be made by a third party, must be promoting the **specific** business approved to vend at Market, and cannot take up more than 5% of your Market booth. The two promotional items must be added to your MMM account at least 2 weeks in advance of the Market you wish to sell them, then be approved by Nourish Knoxville. If the items have not been approved after 2 weeks, please send our Markets Manager an email at markets@nourishknoxville.org.

Subletting & Sharing Booths

All booth spaces belong to Nourish Knoxville and as such, vendors are **not** permitted sublet a booth space they are scheduled to occupy. Applicants may share a booth

provided each applicant will operate the shared booth at Market at some point during the season. There are two ways vendors can share booths:

1. Example 1, individual applications: Jamie's Jewelry and Polly's Pottery are marketing their products together as J&P Creations. Jamie and Polly should fill out a single application as J&P Creations, listing and describing both vendors' products. Jamie and Polly's products would then have to be approved as a whole, meaning: Nourish Knoxville may want Polly's Pottery to participate, but feel as though Jamie's Jewelry does not meet our quality standards. But since they applied as a whole, they would then get denied as a whole. If J&P Creations were accepted, they would pay 1 annual fee and 1 booth fee per market date.
2. Example 2, separate applications: Polly's Pottery would like to sell at the Market weekly. Polly's friend Jamie has a jewelry business and would like to share a booth occasionally with Polly. Polly and Jamie would fill out separate applications and would **each** need to specify in their application that they would like to share a booth. Jamie and Polly would be approved/denied separately, meaning: Polly may be approved, but Jamie may be put on the waiting list or denied and wouldn't be eligible to sell her products with Polly. If both vendors were to be accepted, they would **each** pay an annual fee, but only pay 1 booth fee/market date.

If a Nourish Knoxville approved vendor sells his or her business, their stall space does not transfer to the new business owner. The new owner must submit a new application for approval. Nourish Knoxville cannot guarantee acceptance or the same/similar booth placement if accepted.

CSA Shares & Other Pre-Sell Business Drop-Offs

All CSA (Community Supported Agriculture) shares being distributed at a Nourish Knoxville Market must be composed entirely of products grown/raised/produced exclusively by the Nourish Knoxville vendor distributing these shares. Vendors wishing to distribute aggregate* CSA shares or products from any other online ordering system/pre-sell business structure and delivered at a Nourish Knoxville Market must notify Nourish Knoxville staff, in writing, of the following:

1. Drop off location (Ex: Sally's Farm Fresh Produce booth at the Market Square Farmers' Market).
2. A complete list of growers and producers (and the products they are providing) participating in the aggregate CSA/online ordering system/pre-sell business. Please note: Each vendor participating must be a current Nourish Knoxville vendor or submit an application to the appropriate Market to become an approved vendor, even if they don't plan on participating in Markets as a stand-alone vendor. These new applicants are required to meet

all Nourish Knoxville guidelines set forth in the Vendor Handbook, pay the one-time application fee, and have a farm inspection conducted, if applicable.

*CSA shares composed of multiple growers'/producers' products are considered aggregate CSA shares.

Nourish Knoxville reserves the right to deny aggregate CSA share drop-offs at Market.

Gross Sales Reporting

Nourish Knoxville recognizes the sensitivity around gross sales reporting but firmly believes collecting gross sales data along with crowd counts are critical measures of our collective success.

Vendors will be prompted to answer a survey at the end of the Market season and are expected to represent themselves with honesty and integrity. The survey can be completed anonymously, if desired. Vendors are also welcome to submit sales directly through Manage My Market. Please note, if submitting via Manage My Market your data won't be anonymous.

Only the Market management will be privy to the original survey responses and forms submitted via Manage My Market. Market management is not permitted to discuss the sales tallies of individual vendors.

Market Materials, Amenities, & Responsibilities

Market Equipment

The vendor must provide **all** necessary equipment and displays. Nourish Knoxville will **not** provide extension cords, signs, chairs, tables, tablecloths, scales, display containers, tents, weights, etc. All materials **must** fit within each vendor's assigned space. There will be no "bleeding" into the aisles.

Tents & Weights

Tents are strongly encouraged but not required for the MSFM.

For your safety and for the safety of those around you, Nourish Knoxville does not allow the use of umbrellas as canopies at Markets; only 4-legged tents that are 10' x 10' or smaller will be permitted.

All tents should be securely anchored at every MSFM market day from the moment the canopy is erected until the moment immediately before the canopy is taken down, **no exceptions. At least 25 lbs. of weight per tent leg is required.** Each weight should be securely attached to the tent. Any vendor found without sufficient weight or fasteners, as determined by Nourish Knoxville, will be required to take down their tent.

1. Tie-downs attached to vehicles will not suffice. If a vendor wishes to tie their canopy to their vehicle, they must do so in addition to traditional weights and in a manner that does not affect customer traffic. No tie-downs shall be attached to property within the Market site; this includes benches, planters, fencing, street signs, plantings, etc.
2. Tents and other equipment cannot be staked into the ground.
3. Vendors whose tents lift off the ground due to an insufficient amount of weight will be asked to take down their canopy, charged a \$100 fine, and will be subject to an infraction.

Scales

All vendors selling products by weight must have certified scales in accordance with state law. Approval seals are placed on all scales in compliance. Non-compliant scales must be repaired by scale agencies licensed by TDA. Additional information may be obtained by contacting TDA Weights and Measures at (615) 837-5109.

Product Storage & Packaging

Containers of produce and other foods should not be placed directly on the ground. All containers containing food for sale should be at least 6 inches off the ground at all times. This includes baskets and coolers holding food.

Nourish Knoxville strives to be as environmentally responsible as possible and therefore does **not** allow the use of Styrofoam containers. Nourish Knoxville strongly recommends using recyclable or compostable materials for all packaging. Recycling bins are available at each of our Markets.

Vendor & Product Identification

Signage:

- Vendors are **required** to use signage to distinguish their business. At the very least, signage must list the name of the business and the city and state in which the business is located. In compliance with the Food Safety Modernization Act, all agriculture vendors must prominently and conspicuously display the name and business address of the farm where the food was grown.
- **Vendors must clearly post prices on all products being sold.**
- Nourish Knoxville staff and volunteers have the right to ask for signage and/or displays to be rearranged if they are blocking another vendor visually or customer traffic flow. Additionally, any signage or other forms of advertisement for other events or businesses during our Markets is not allowed without prior approval from Nourish Knoxville staff.

Sales & Pricing:

- Pricing of goods sold is the sole responsibility of the vendor. Dishonest merchandising or collusion to set prices among vendors are grounds for dismissal from Market. Vendors are discouraged from selling product at below-cost pricing, thus undercutting potential sales for other vendors and devaluing the product. **All items for sale must be clearly marked with the retail price.** Prices may be posted on the product with an individual sign or posted as a list of prices on a large sign or board. Vendors are responsible for their own applicable sales tax.
- Vendors are **not** permitted to use the following techniques: hawking, calling attention to products in a loud, repetitive public manner, or selling products in an aggressive way. All sales activities are restricted to within the vendor's

assigned booth space. Vendors may not wander through the Market with free samples, coupons, or any other sort of advertisement for their business.

Medical Claims: Products that make any sort of medical claim that have not been evaluated and approved by the FDA are not eligible for sale at Nourish Knoxville Markets unless a legible disclaimer statement is affixed to the product. A label for each product requiring a disclaimer statement must be submitted with the application by uploading a photo to the product section of MMM.

Market Amenities

Electricity

Access to electricity is **not** available at every booth at any of our Markets. If you require electricity, **indicate this in your application** along with why you need access to electricity. Nourish Knoxville will not be able to accommodate all requests for electricity. Those granted access to electricity will need to bring an extension cord (we recommend at least a 50' extension cord) the extension cords may not be stretched across walkways.

Waste/Trash Disposal

Bins for trash and recycling will be available at all Markets. If a vendor generates a larger-than-usual amount of waste during Market, that vendor may be subject to an infraction and have their waste disposal privileges at Market revoked.

No wastewater, grease, or any other items should be poured into storm drains and/or within the Market site. At the MSFM, water will need to be taken by the vendor. Grease or other cooking water must be packed out by the vendor.

Bathrooms & Handwashing Facilities

Restrooms are located in the lower level of the Market Square Garage. Restrooms open at 8:00 am. A portable toilet and hand washing station are available at our Saturday MSFMs on Union Ave., just past our street closure (across from The Oliver Hotel).

Nourish Kids

Nourish Kids happens once a month at NHFM (3rd Thursdays) and MSFM (2nd Saturdays + Wednesday during Knox County School's fall break).

Veggie Valet

At Saturday MSFMs (May – November) we operate our “Veggie Valet” for customers who purchase items and wish to have them held while they fetch their vehicle, have lunch, or continue shopping. This unique service is offered during MSFM operating hours and is free of charge. Our Veggie Valet is conveniently located on Wall Ave. near the stage on Market Square, perfect for picking up those large/heavy purchases with your vehicle.

Vendors may also utilize the service, leaving large deliveries, such as CSA boxes, flats of plants, or wholesale order, at the Veggie Valet booth for a customer to pick up with their vehicle later.

Gleaning

At the close of each Saturday MSFM, volunteers with the Society of St. Andrew visit our vendors and pick up donations from our farmers and food producers. These “extras” are then donated to local agencies providing food to the hungry. The Society of St. Andrew also will provide each participating vendor with a detailed account of their donations and provide them with a donation statement to use as a deduction on their taxes. Donating is up to the discretion of the vendor, and not required by Nourish Knoxville.

Booth Maintenance

Each vendor is responsible for maintaining their area in a clean and orderly manner throughout the day and cleaning the area before departing. This means picking up all debris from floral arrangements and greenery, shucked corn, craft demonstrations, paper, cigarettes, toothpicks, customer’s trash, etc. Having a small broom and dustpan is highly recommended. If you forget your broom, Nourish Knoxville will have a few on hand you may borrow. Leaving behind a messy booth may result in an infraction.

Booth Assignments

Vendors are placed based on a variety of factors including past participation, conduct/infractions/payment history, application submission, amount of dates participating this season, etc.

Be specific with your booth location requests. Notes such as “where I was last year” will be ignored, as we won’t remember where exactly you were last year and you may have had a different space at different times. Any notes you may have made

regarding your placement in Market will be reviewed, though we will not be able to honor all requests. **Acceptance to Market does not mean we were able to accommodate all of your requests** (vehicle space, electricity, specific neighbor, etc.). If one of your requests is a necessity and you aren't sure if we were able to accommodate it, please get in touch with us ASAP.

Please note: your booth assignments may change for a variety of different reasons throughout the season. We encourage all of our vendors, even our vendors in who participate weekly, to check their booth assignments each evening before the next Market date throughout the season. Maps are accessible at any time via our website, nourishknoxville.org.

Vendor Conduct & Customer Service

Customer Service

While at Market, vendors are expected to conduct themselves professionally at all times, behaving courteously toward Market staff, volunteers, other vendors, and customers. Vendors are expected to answer customer questions factually and knowledgeably and may not disparage other vendors, products, or markets.

Pets & Service Animals

No pets or live animals, other than service animals, may be in a vendor's stall at any Nourish Knoxville Market.

Pets are not allowed down the center aisles of Market Square or on Market St. Pets are welcome everywhere else.

Cigarettes & Vape Devices/E-Cigarettes

In the interest of health and cleanliness, smoking and vaping are not allowed in or around vendor stalls at the MSFM.

Amplified Music

No amplified music from vendors is permitted at Market

Sampling

All sampling and demonstrations must first be approved by the Markets Manager (markets@nourishknoxville.org). Please be specific when crafting your request.

Sampling requests should include the specific product, the sampling method/distribution process, as well as any additional amenities required.

Vendors are not allowed to give away food other than **approved** samples of their product. No commercially manufactured candy or other foods should be given away at booths.

Crisis Management and Safety at Market

Nourish Knoxville has a crisis management plan for each of our Markets. This plan is available at our information booth at each market and is available to all staff, volunteers, and vendors.

We also recommend you save Nourish Knoxville's cell phone number in your phone, (865) 805-8687 for last-minute cancelations and to report any issues while at Market.

Market Location & Logistics

Market Square Farmers' Market

1. Location: Market Square, Knoxville, TN 37902, as well as Union Ave. and Market St. on Saturdays
2. Hours:
 - a. Wednesdays (May 6th – November 18th, 2020)
 - i. Set-up: 9:00 am – 10:45 am
 - ii. Market: 11:00 am – 2:00 pm
 - iii. Tear down: 2:00 pm – 3:30 pm
 - b. Saturdays (May 2nd – November 21st, 2020)
 - i. Set-up: 7:00 am – 8:45 am
 - ii. Market: 9:00 am – 2:00 pm
 - iii. Tear down: 2:00 pm – 3:30 pm
 - c. Saturdays (December 5th – December 19th, 2020)
 - i. Set-up: 8:00 am – 9:45 am
 - ii. Market: 10:00 am – 2:00 pm
 - iii. Tear Down: 2:00 pm – 3:30 pm
3. Booth dimensions: 10' x 10'. Vehicle spaces adjacent to booth are available to agriculture vendors only. Vehicle spaces are standard sized. Oversized vehicles may require additional booth spaces.
4. Set-up instructions:
 - a. Saturdays:
 - i. Booths on Market Square (booths 1 – 39) will enter and exit Market Square from Wall Ave.
 - ii. Booths around the large trees on Market Square (booths 40 - 54) will enter Market from Union Ave., turning left onto the Square in front of Tupelo Honey or left onto the Square in front of Petro's. Vendors will park towards one side of the aisle to unload, and then continue down Market Square towards Wall Ave. to exit. Vendors in booth 40 – 44, **do not drive on the concrete and fountain area where your booths are located (the area between the treeline and the fountain information sign).**
 - iii. Booths set up on Union Ave. (booths 55 – 88 and booths 142 – 137) will enter on Union Ave., parking close to the curb to unload, then continuing straight on Union Ave. to Gay St. to exit.
 - iv. Vendors set up on Market St. (booths 89 – 136) will enter on Union Ave., then make a right down Market St. Vendors should

unload then continuing straight on Market St. to Clinch Ave. to exit. Please note: This is the opposite way from Market St.'s usual traffic direction, but the road is closed for our event.

- b. Wednesdays: All vendors will enter Market Square from Wall Ave. You can enter from either side of the stage depending on which side your booth is located. Upon arriving, unload at your booth and then park your vehicle off site.
 - c. Special Note: After the first Monday in November, **booths 1-44 are no longer available**, and booth assignments are adjusted accordingly. On Saturdays, vendors from that area are relocated onto Union Ave. & Market St. and **previously held amenities (vehicle space, double-booth, electricity, etc.) throughout the market area may be re-allocated.**
5. Set-up policies and guidelines:
- a. Set-up may begin two hours before the opening time on each Market day. Vendors must be set up and ready to sell by Market opening. If a vendor is not set up by Market opening, they will be subject to an infraction.
 - b. Vendors who arrive before set-up hours will be asked to leave the Market site. No vendor may enter or park & wait within our Market site until set-up hours begin. Vendors who repeatedly enter our Market site before set-up hours will be subject to an infraction.
 - c. Vendors who arrive after set-up hours will be permitted to set up but must load in their materials by foot. No vehicles will be permitted within our Market site after set-up hours and before break down hours. Vendors arriving after set-up hours will be subject to an infraction.
 - d. Vendors are only allowed to have one vehicle at a time within the market area during set-up and break-down. If two vehicles/loads are needed, the first vehicle must exit the market area before the second may enter.
 - e. Vendors are not allowed to use more than their allotted booth space. This includes placing signage and product displays in aisles. Vendors also may not draw or otherwise mark on city property, for example, using sidewalk chalk on city sidewalks or Market Square.
 - f. Be aware of your surroundings - our Market sites fall within very pedestrian-friendly areas. Always look before you drive and **never** exceed pedestrian speed (5 mph) when driving within the Market site.
 - g. If you have any questions or issues, feel free to stop by our information booth during Market.
 - i. On Saturdays, our main information booth will be located on the corner of Union Ave. and Market St., near the entrance to Krutch Park. We also have an auxiliary information booth (May – November) located between the Market Square stage and Wall Ave. Our main information booth will be staffed from 6:45

- am – the last vendor leaves Market or 3:30 pm. Our auxiliary information booth will be staff from 8:45 am – 2:00 pm.
 - ii. On Wednesday, our information booth can be found on Market Square and will be staffed from 8:45 am – the last vendor leaves Market or 3:30 pm.
 - h. **Do not** start setting up your booth, including tent, tables, etc., until you have parked your vehicle off site (unless you are an Agriculture vendor who has a vehicle space within Market). Any vendors found setting up their booth before parking their vehicle off site will be subject to an infraction.
 - i. Agriculture or Specialty/Food Artisan set-up exception: vendors with food products are permitted to set-up two tables (no tents, no tablecloths) to keep edible products off the ground during set-up.
 - ii. Rain exception: if it is raining or threatening to rain during set-up, all vendors will be permitted to set up their tent and one table before parking their vehicle off site, to keep their product dry. Tents must be weighted as soon as they are erected.
 - i. It is strongly suggested that you ask a Market volunteer or fellow vendor to watch your belongings while you park your vehicle if you are setting up alone.
 - j. Be mindful of planters, marble inlays, outdoor furniture, and the fountains when driving. We will be fined for damages to City property. Any fees will then be passed on to the vendor.
 - k. Electrical connections are available on a limited basis to vendors for whom is it necessary for the safe display and sale of their products. Prohibited electrical items include, but are not limited to: fans/heaters, lighting, heating blankets/pads, chargers for electronic devices, and electronic registers/POS systems.
 - l. **In the event of sell out, vendors must check out with Nourish Knoxville staff for permission to leave early.** Driving within the Market site outside of set-up and tear down periods is forbidden. If granted permission to leave early, all booth materials must be walked/carted out of the Market site. Please note: some vendors with vehicles parked within the MSFM may not be able to leave early due to their booth location.

6. Parking:

- a. Wednesdays: free parking is available in the Old City Lot South, 300 E Jackson Ave. Knoxville, TN. It's a 0.5 mile walk to Market Square or a quick, free trolley ride (trolley pick up on Willow Ave.). There are also several parking garages you can pay for by the hour, the closest being Market Square and Walnut St. garages.
- b. Saturdays: all parking garages are free on **non-UT-football-home-game weekends** (Locust St. and Walnut St. garages charge for UT home football game days) but we ask that our vendors park in the

State St. or Locust St. Garages. **Please leave the street parking on Wall Ave., Clinch Ave. & Market St. as well as the Market Square and Walnut St. Garages** for Market customers. Parking for large vehicles and/or trailers is available in the Old City Lot South, 300 E. Jackson Ave. Knoxville, TN. under the James White Parkway Bridge.

- c. For more information about parking, visit:
downtownknoxville.org/explore/parking/

7. Tear down instructions & guidelines:

- a. Tear down should not begin until the close of Market unless permission was granted by Nourish Knoxville staff to leave early after selling out.
- b. Tear down your booth completely before going to get your vehicle. **This includes your tent.** If it is raining during break down, vendors will be allowed to leave up their tents (**still weighted**) and 1 table to keep their product dry.
- c. Enter Market via the same routes described in the set-up instructions.
- d. Vendors will be responsible for cleaning up their booth space. If there is any sort of debris, please ask Nourish Knoxville staff for a broom & dustpan.
- e. Any vendor found running errands, dining, shopping, etc. after Market closes without prior approval from Market staff while their vehicle and/or booth materials remain within the Market site will be subject to an infraction.

Fees & Payment Procedures

Application Fees

A one-time, non-refundable fee is due upon submission of your application. Your application will **not** be considered until the application fee has been received. If your application fee has not been paid after two weeks from invoicing, your application will be withdrawn. After withdrawal, you must pay your outstanding application fee **and** email markets@nourishknoxville.org to reinstate your application. The 2020 Market Square Farmers' Market Application Fee is \$45.

Booth Fees

After a vendor's acceptance into a Market, Nourish Knoxville will create invoices for the entire season of that Market. Invoices will be created no later than 2 weeks before a vendor's first market with exceptions for vendors who were accepted mid-season. Invoices will be available in the vendor's MMM account, with a separate invoice for each Market day. Booth Fees are due one week in advance of your next scheduled market. Ex: If you are scheduled to be at a Market on May 11th, your booth fee would be due by 11:59 pm on May 4th.

Payments can be made online via MMM or by check payable to Nourish Knoxville and mailed to PO Box 2422, Knoxville, TN 37901, or delivered in person to the information booth on a Market day.

Nourish Knoxville will review accounts each month. If a balance remains on your invoice at the end of that month, a \$10 late fee invoice will be created. For example, if on June 1st we see a vendor has not paid for all of their May dates, the vendor is considered delinquent for the month of May and will be invoiced for a \$10 late fee. If the outstanding fees and late fee are not paid in full within two weeks or if continued delinquencies persist, Nourish Knoxville reserves the right to remove a vendor from future market dates.

Market Square Farmers' Market Fees

1. Agriculture vendors
 - a. Saturday: \$10 per 10' x 10' booth space per Market day
 - b. Wednesday: \$10 per 10' x 10' booth space per Market day
 - c. Vehicle space: \$10 per vehicle per Market day (1 vehicle per vendor limit)
2. Specialty/Food Artisan vendors
 - a. Saturday: \$25 per 10' x 10' booth space per Market day

- b. Wednesday: \$15 per 10' x 10' booth space per Market day
- 3. Food Truck vendors
 - a. Saturday: \$25 per 10' x 10' booth space per Market day
- 4. Craft Vendors
 - a. Saturday: \$30 per 10' x 10' booth per Market day
 - b. Wednesday: \$15 per 10' x 10' booth per Market day

Incentive Programs & Currencies

All vendors must accept U.S. currency and other applicable Nourish Knoxville sponsored currencies. These currencies include EBT/SNAP (if selling eligible products), Market Money (accepted by all vendors), Double Up Food Bucks (if selling fruits and vegetables), and POP Bucks (if selling fruits, vegetables, and food producing plants). Vendors are not required to accept credit cards or checks. More information about each of these currencies can be found below.

Vendors need to bring plenty of change in USD. Nourish Knoxville does not carry enough to supply vendors with change and there are no banks within walking distance and/or that are open during our Markets. Vendors will be required to provide change for customers with Market Money (**GREEN** wooden tokens).

Nourish Knoxville will process credit and EBT/SNAP transactions for customers at our main information booth at all of our Markets. All cards will be swiped for the customer's desired amount in exchange for wooden tokens to be spent with vendors. SNAP customers also receive tokens for fresh fruits and vegetables, called Double Up Food Bucks (more below). If a vendor accepts SNAP directly, the customer can receive Double Up Food Bucks at our information booth by presenting their receipt provided by the vendor.

Vendors should return all Nourish Knoxville sponsored tokens and vouchers at the end of each Market day to our information booth. Specific instructions for each currency included below.

Fruit & vegetable growers only: please return your tokens and vouchers in the provided bank bag.

Currency Guide

Nourish Knoxville supports 4 forms of alternate currencies. We have created a currency guide to help vendors keep track of these currencies and what they look like. A printable version is available in your Manage My Market account and we highly recommend all at-Market staff has a copy with them at every Market. Printed copies are also available at our information booth. Vendors selling fresh fruits and vegetables at Market will receive a bank bag with a printed copy of the currency guide at each Market.

Market Money

Our Markets accept credit cards at the information booth in exchange for **GREEN** printed tokens in \$5.00 denominations, similar to an ATM. Customers are charged a

\$2.00 transaction fee for this service. **All vendors must accept GREEN Market Money tokens.**

1. How it works for customers:
 - a. Credit cards are swiped at the Market information booth in exchange for GREEN Market Money tokens in \$5 denominations.
 - b. All GREEN Market Money purchasers will be charged a \$2 fee per transaction. Example: Customer wants \$20 in tokens, is charged \$22.00 via our machine and receives four \$5 GREEN Market Money tokens. If that same customer comes back needing another \$20, they will be charged another \$2 transaction fee + \$20 in Market Money.
 - c. Customers can buy anything at any Nourish Knoxville Market with the GREEN Market Money tokens. Tokens do not have to be spent that day and can be brought back to use at later Markets.

2. How it works for vendors:
 - a. **All vendors are required to accept GREEN Market Money.**
 - b. Market Money should be treated as a \$5 bill. Vendors will give US currency change back for purchases.
 - c. Vendors will be refunded in cash at the end of the Market day – simply bring the tokens you accepted during Market to the main information booth to exchange for cash. Double Up Food Bucks-eligible vendors will have the option of turning in their GREEN Market Money tokens with their zipper bag and receiving a check when their total reimbursement amount reaches \$10.00 or the end of the month, whichever comes first.
 - d. GREEN Market Money tokens are transferable and vendors can use those they receive during Market to make purchases from other vendors.

SNAP

SNAP: Electronic Benefits Transfer (EBT) is the current system used for distributing the USDA Food Stamp Program, now referred to as the Supplemental Nutrition Assistance Program (SNAP). These tokens are printed in RED and come in \$1.00 and \$0.25 denominations. **Only vendors with SNAP eligible products can accept RED tokens.** Eligible products include: fruits, vegetables, meats, poultry, packaged baked goods, packaged dairy products, other packaged foods, and food producing plants (ie: herbs, tomato plants, blueberry bushes). It **excludes** any foods sold hot or prepared for on-site consumption (food truck meals) and any hot or cold beverages (coffee, etc.) or pet food (raw milk, pet treats).

1. How it works for customers:

- a. Cards are swiped at the Market information booth and exchanged for **RED** tokens in \$1.00 and \$0.25 denominations. The customer will be given a receipt with their remaining balance.
 - b. The customer's unused **RED** tokens can be returned to the information booth to be refunded onto their card. If a customer withdrew more than they needed, they **MUST** return the **RED** SNAP tokens the same day they were taken off the card in order to receive a refund.
 - c. No lost or stolen tokens will be reissued or refunded.
 - d. All **RED** SNAP tokens must be used the day the tokens were purchased.
 - e. **RED** SNAP tokens can be used on grocery items throughout the Market and food-producing plants.
2. How it works for vendors:
- a. Vendors with eligible products are required to accept **RED** SNAP tokens.
 - b. **RED** SNAP tokens can only be used for USDA approved foods and food producing plants.
 - c. The customer must present both the SNAP card and the tokens to the vendor at each transaction.
 - d. Vendors **cannot** give change back for **RED** SNAP tokens. **At no time can RED SNAP tokens be exchanged for cash.**
 - e. Any remaining amount from the **RED** SNAP tokens received can be written on a receipt by the vendor. Customers will bring the receipt to the information booth for a refund of the remainder. Example:
 - i. Customer purchase total comes to \$4.17
 - ii. Customer hands vendor four \$1.00 **RED** SNAP tokens and one \$0.25 **RED** SNAP token for a total of \$4.25.
 - iii. Vendor writes receipt for items (one bunch green onions - \$2.00, weighed spinach - \$2.17, total = \$4.17)
 - iv. Vendor writes "\$4.25 received", "\$0.13 remaining" and hands receipt to customer
 - v. Customer takes the receipt to the information booth to receive a refund to their card for \$0.13.
 - vi. Vendors may not round up or overcharge at any time but are welcome to round down to a whole number. For instance, using the above example of a total of \$4.17, the vendor may round down to \$4.00 but may not round up to \$4.25. The vendor may also offer to add product to get a sale closer to a whole dollar amount.
 - f. Sales tax: If sales tax is **included** in the display price, you can charge the full amount for the item. If the sales tax is **added** to the displayed price, you do not charge sales tax. Note: particular businesses may have different requirements. Contact [FNS](#) with questions.

- e. At the end of the Market day, vendors will return the **RED** SNAP tokens with to the Market staff or volunteers who will write a receipt for redeemed tokens. Vendors with fresh fruit and vegetables will return all tokens in their provided bank bag (See Double Up Food Bucks information below). Vendors will be written checks for the amount owed at every \$10.00 or after one month, whichever comes first. Checks will be delivered at the Market or mailed if the vendor is no longer participating. **RED** SNAP tokens are not transferable should not be used to buy from another vendor.
 - i. Vendors who incorrectly accept SNAP tokens for ineligible products will not be reimbursed and will have the SNAP tokens confiscated.

Double Up Food Bucks (SNAP doubling program)

Despite the support of government programs like SNAP, many families still struggle to put food on the table. To help fill the gap and get more produce into the hands of our low-income neighbors, Double Up Food Bucks matches up to \$20 SNAP dollars per customer per Market day.

A note for non-produce vendors: Although non-produce vendors are not eligible to accept Double Up Food Bucks tokens, non-produce vendors at other markets across the country offering produce-only incentives have seen in an increase in sales from SNAP tokens because customers were able to spend doubled SNAP tokens on produce, freeing other SNAP currency for meats, cheese, baked goods, etc.

1. **BROWN** Double Up Food Bucks tokens will be distributed at all Nourish Knoxville Markets beginning in April 2019.
2. **BROWN** Double Up Food Bucks tokens can be used for fresh fruits and vegetables only. Eligible items include any variety of fresh whole or cut fruits and vegetables without added sugars, fats, oils, or salt. This includes mushrooms, herbs, and dried beans.
3. **BROWN** Double Up Food Bucks tokens **cannot** be spent on meat, eggs, cheese, dried herbs/mushrooms/vegetables/fruit, nuts, baked goods, pickles, jams, jellies, or other foods that do not fit into the above guidelines. Edible plant starts are also **not** eligible, although those items are eligible for SNAP. Nonfood items are **not** eligible.
4. No change may be given for purchases with **BROWN** Double Up Food Bucks tokens.
5. **BROWN** Double Up Food Bucks tokens are redeemed via check reimbursement. Eligible vendors will receive a blue bank bag at the

beginning of each Market day that includes a currency guide and a receipt. Vendors will count their tokens (**GREEN** Market Money, **RED** SNAP, **BROWN** Double Up Food Bucks tokens, and Produce Bucks) and fill out the corresponding blanks on the receipt. Vendors will keep one half of the receipt for their records, then return the blue bank bag to the information booth with all tokens and vouchers & the other half of the receipt. Once the vendor's total reimbursement amount (including SNAP, Produce Bucks, and Double Up Food Bucks) reaches \$10.00 or the end of the month, Nourish Knoxville will write a check for the amount. Checks will be delivered at the Market or mailed if the vendor is no longer participating.

- a. Vendors who incorrectly accept Double Up Food Bucks tokens for ineligible products will not be reimbursed and will have the Double Up Food Bucks tokens confiscated.

Produce Bucks

Nourish Knoxville hosts a variety of incentive programs such as Nourish Kids, Nourish Wellness, and Nourish Moves. These activities are geared toward improving the health and wellness of participants through physical activity, health education, cooking demonstrations, and more. As an incentive for participating, each program participant will receive Produce Bucks. Produce Bucks are a form of currency developed by Nourish Knoxville which can be spent on fresh fruits, vegetables, and food producing plants at market.

1. Only vendors with fruits, vegetables, and food producing plants can accept Produce Bucks
2. No change can be given for Produce Bucks
3. Produce Bucks are redeemed via check reimbursement. Eligible vendors will receive a bank bag at the beginning of each Market day that includes a currency guide and a receipt. Vendors will count their tokens (**GREEN** Market Money, **RED** SNAP, Double Up Food Bucks tokens, and Produce Bucks) and fill out the corresponding blanks on the receipt. Vendors will keep one half of the receipt for their records, then return the bank bag to the information booth with all tokens and vouchers & the one half of the receipt. Once the vendor's total reimbursement amount (including SNAP, Produce Bucks, and Double Up Food Bucks) reaches \$10.00 or the end of the month, whichever comes first, Nourish Knoxville will write a check for the amount. Checks will be delivered at the Market or mailed if the vendor is no longer participating.
 - a. Vendors who incorrectly accept Produce Bucks for ineligible products will not be reimbursed and will have the Produce Bucks confiscated.

WIC FMNP

Some East Tennessee farmers are now approved to accept WIC FMNP vouchers given to participants. In East Tennessee, the WIC FMNP serves families in Knox and Sullivan counties.

- WIC stands for: The Special Supplemental Nutrition Program for Women, Infants, and Children
- FMNP stands for: Farmers Market Nutrition Program

WIC FMNP gives checks to exchange for fruits, vegetables, and herbs to women and children (1 through 4 years) who receive WIC services. WIC FMNP checks are for \$5, and WIC participants **each** get a total of \$10 per month in July and August.

This program is administered by the WIC Office of the County Health Department, and farmers must be approved by the WIC office. Vouchers are only valid for Tennessee-grown produce. Vouchers may be redeemed with pre-approved farmers only. If you are not an approved vendor, do not accept these vouchers. Nourish Knoxville will not reimburse you for these vouchers. Vouchers can be accepted by the approved farmer wherever the farm sells.

Participants in the WIC FMNP program can visit the information booth at our Markets for assistance finding participating farms on any given Market day.

Questions about how to become an approved vendor? Please email us at: markets@nourishknoxville.org.

Cancellation Policies

Nourish Knoxville's Markets are held rain or shine. Vendors canceling due to weather, such as rain, will not be eligible for a refund.

If the weather at Market or the Market site itself is too dangerous to hold a Market or for vendors to safely get to/from Market (snowy/icy conditions, tornado, flooding), Nourish Knoxville staff will cancel the Market, notify vendors and issue necessary refunds for the date. Similarly, if conditions at your home/property are too dangerous to attend Market, the vendor should notify Nourish Knoxville via text or email that they are unable to attend Market. Refunds for these types of cancellations are at the discretion of Nourish Knoxville and are not guaranteed.

Vendors are responsible for keeping track of their own dates. Vendors can access their approved dates at any time via their MMM account. If a change needs to be made, the vendor must email Market staff of said change. Cancellations for a reserved Market must be made **one week** in advance of the Market date being canceled to request a refund. Example: You are scheduled for a May 11th Market but can no longer attend. The vendor must email us no later than 11:59 pm on May 4th in order to be able to request a refund.

No-shows: A vendor who signs up for a date, does not cancel the date, and then does not show up. Any vendor who is a no-show will receive an infraction, will be removed from all future booth assignments, and will still be responsible for the booth fee. In order to return to Market, the vendor must take care of all outstanding fees as well as get in touch with Nourish Knoxville staff, requesting to the possibility of their return.

Vendor cancellations of Market dates due to health, business failure, or other extraordinary circumstances will be taken into consideration regarding any fees due. Please note: you must **request** a refund. All cancellations must be made in writing via email to markets@nourishknoxville.org or by **text** to 865-805-8687. Verbal cancellations are not accepted as official cancellations.

Vendors who cancel a large number of their originally approved Market dates will have their account evaluated. Said vendor may lose their permanent booth space (if they had one) or be removed from the roster entirely and added back on a day-by-day basis. Agriculture vendors suffering weather-related season delays or a season that ends prematurely will be allowed 2 buffer credits in which the farmer can cancel less than a week in advance and still receive credit for up to 2 scheduled markets.

Nourish Knoxville reserves the right to change the cancellation policy, as they see fit.

Infraction Policy

Any vendor found in violation of the vendor handbook will be subject to the following disciplinary process:

- 1st violation – Email notification.
- 2nd violation - Email notification.
- 3rd violation - Email notification and a \$20.00 fine. Fine must be paid before the vendor may participate again.
- 4th violation - Email notification and a \$20.00 fine. Fine must be paid before the vendor may participate again.
- 5th violation – Email notification and a \$20.00 fine. Vendor will be removed from all future dates and will not be permitted to return until their fines are paid and their performance is reviewed by Nourish Knoxville. Nourish Knoxville has the right to terminate the vendor’s attendance for the remainder of the season, if deemed necessary.

All fines must be paid within 2 weeks of invoicing. If the fines are not taken care of within 2 weeks, the vendor may be removed from all of their future booth assignments.

If a vendor feels as though they received an infraction unjustly, they may appeal within **one week** of receipt. To appeal an infraction, simply forward your receipt of your infraction with a brief description as to why you feel as though you have been unjustly issued an infraction to: markets@nourishknoxville.org.

Sponsorships and Donations

Vendor fees at Nourish Knoxville Markets cover some of the basic costs of operating the Markets, but not all. Nourish Knoxville seeks sponsors annually to provide additional income for educational outreach, advertising, special events, and market programming.

Organizations or businesses wishing to become a sponsor are evaluated on an individual basis, with a strong preference to those whose mission or values align with Nourish Knoxville. Sponsors might be ongoing or appear on single occasions.

Nourish Knoxville also holds fundraising events, receives in-kind donations, enlists support of volunteers, and cultivates community partners to ensure the organization's continued success. Nourish Knoxville also has an individual giving program, Friends of Nourish Knoxville.

For more information about potential partnerships and sponsorships, please contact Nourish Knoxville's Executive Director, Charlotte Tolley: info@nourishknoxville.org.

To become a Friend of Nourish Knoxville, contact Nourish Knoxville's Local Food Initiative Coordinator, Kimberly Pettigrew: outreach@nourishknoxville.org.

As a 501(c)(3) nonprofit organization, donations are tax deductible.

Grievances

Nourish Knoxville has created protocols that allow vendors to lodge complaints against other vendors whom they believe to be out of compliance with Market rules and policies.

Nourish Knoxville has also created protocols and procedures that allow applicants and vendors to lodge a complaint against Nourish Knoxville staff to the Nourish Knoxville Board of Directors.

Vendor V. Vendor Grievance Procedure

Nourish Knoxville vendors who have concerns regarding another vendor's compliance with the Vendor Handbook should submit a Grievance Form (GF), available below, with \$20.00 within **one** week of the alleged incident/violation.

Completed GFs may be emailed to markets@nourishknoxville.org or mailed to: Nourish Knoxville, PO Box 2422, Knoxville, TN 37901. Payments can be made via PayPal to knoxfarmersmarket@gmail.com (please include a receipt of payment with your GF) or by check.

Nourish Knoxville will review the grievance(s), investigate, and work to resolve the issue. **If the grievance is validated, the \$20.00 fee will be refunded.**

- All validated grievances will be addressed with the vendor in violation. **The vendor who submitted the grievance GF will remain anonymous.**
- In most cases, the accused vendor will have the opportunity to correct the concern by their next scheduled Market.
- If the accused vendor chooses not to comply or does not respond to our correspondence, their contract with Nourish Knoxville will be terminated immediately.
- If a vendor receives 3 validated grievances within a calendar year, the vendor will undergo a review process and may not be welcome back the following season.
- Any and all contract terminations will be communicated via email.

Vendor/Applicant V. Nourish Knoxville Staff/Volunteer Grievance Procedure

Nourish Knoxville vendors and applicants who have concerns regarding the application process and/or a Nourish Knoxville staff member or volunteer's conduct should fill out a GF and email it to our board at board@nourishknoxville.org.

Nourish Knoxville Grievance Form

- 1. What type of Grievance is this? Circle one option:
 - a. Vendor v. Vendor
 - b. Vendor/Applicant v. Staff/Volunteer

2. Your Business Name: _____

3. Your Name: _____

4. Your Contact Information:
- a. Phone (home): _____
 - b. Phone (mobile): _____
 - c. Email: _____

5. Date of incident: _____

6. Description of incident: _____

7. Date of incident: _____

Signature: _____

Date Signed: _____

Closing

Whether you're a returning or prospective vendor, we are thrilled that you are considering joining a Nourish Knoxville Market! If you have any further questions or concerns regarding this handbook or any of our Markets, please feel free to contact us!

See you at Market!

A handwritten signature in black ink that reads "Ellie Moore". The signature is fluid and cursive, with the first name "Ellie" and the last name "Moore" clearly distinguishable.

Ellie Moore
Markets Manager, Nourish Knoxville
markets@nourishknoxville.org
(865) 805-8687