



## 2021 NEW HARVEST 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 ages 2 – 12 receive Produce Bucks to be spent on fresh fruits, vegetables, and food-producing plants at market.
  - Nourish Wellness: a workplace wellness program encouraging healthy eating habits. Participants will receive Produce Bucks to be spent on fresh fruits, vegetables, and food-producing plants at New Harvest Farmers' Market or Market at Mary Costa Plaza.
  - Nourish Moves: a New Harvest Farmers' Market program encouraging a more active lifestyle. Participants will pick up a pedometer and walk around the market and surrounding park. As a reward for their steps, each participant will then receive Produce Bucks to be spent on fresh fruits, vegetables, and food-producing plants at the market.
  - Double Up Food Bucks: A SNAP benefit doubling program that offers SNAP customers up to \$20 per day in FREE tokens to be spent on fresh fruits and vegetables at the market. Nourish Knoxville offers DUFEB at all of our farmers' markets, as well as at partner locations across East Tennessee.

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

## Market Schedule

### 2021 New Harvest Farmers' Market (NHFM)

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- **Outdoors**
- **Dates:** Every Thursday, April 22<sup>nd</sup> – September 30<sup>th</sup>, 2021 (24 Thursdays)
- **Location:** New Harvest Park, 4775 New Harvest Lane Knoxville, TN 37918
- **Market Hours:**
  - Set-up: 1:00 pm – 2:45 pm
  - Market: 3:00 pm – 6:00 pm
  - Break-down: 1:00 pm – 2:00 pm
- **Booth spaces available:**
  - (29\*) single booths WITH vehicle parking
  - \* during the COVID-19 pandemic, Nourish Knoxville will be operating on half-occupancy to allow for greater social distancing.
- **Booth dimensions:** 10' x 10'. Vehicles spaces are standard sized. Oversized vehicles may need to purchase an additional booth space or park off-site.
- **Vendor fees:**
  - All vendors - \$30 **non-refundable** application fee
  - Agriculture Vendors - \$10 per 10' x 10' booth space per Thursday (fee includes parking for 1 standard-sized vehicle)
  - Prepared Food Vendors - \$15 per 10' x 10' booth space per Thursday (fee includes parking for 1 standard-sized vehicle)
  - Craft Vendors - \$15 per 10' x 10' booth space per Thursday (fee includes parking for 1 standard-sized vehicle)

## 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 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.**

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. Given the highly varied nature of applicants and products, 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.

\*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 Agriculture applicants. Priority will also be given to Prepared Food 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 participation in Nourish Knoxville Farmers' Markets.
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 – applicable permits, photos, etc.).

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, informative, and functional 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 such as race, ethnic origin, color, national origin (ancestry), gender, gender identity, gender expression, sexual orientation, marital status, age (over 40), religion, creed, or disability, or military status.

### Unaccepted Products & Categories

1. Products grown, raised, and/or produced outside of our 150-mile radius of Knoxville, TN.
2. Products grown, raised, and/or produced by a third party intended for resale.
3. Services such as, but not limited to massage, consultations, face painting, caricature drawings, etc.
4. Products made from threatened or endangered materials or made from unsustainably produced materials including, but not limited to soy, palm oil, etc.
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 and not selling a product.
8. Unaccepted food products include: foods made from purchased mixes, crusts, dough, shells, icings, or fillings; simple-assembly 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, etc; any item that is made primarily from a manufactured/commercially processed product such as dry cereal, pretzels, etc. This is not intended to be 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 living plant material used in 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 Agriculture Vendors for more information.

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

\*\*\* 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 Agriculture 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, 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. Submit application via [Manage My Market \(MMM\)](#), 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 MMM profile. Once complete, prospective applicants will be prompted to apply to a Market. If you have already created a MMM profile, simply log in, make sure all of your profile information is up-to-date (product list, seasonal availability, contact information, employee contact information, etc.), 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. Complete the application by answering all questions thoroughly, uploading all requested materials (varies based on applicant type), and paying your application fee.
  - c. Upon submitting your application, you will receive an automated invoice for your one-time, **\$30.00 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.
  - d. You will receive an automated email from Manage My Market shortly after submitting your application notifying you that your application was received.
2. Please allow 2 weeks **from application fee payment** for your application to be processed. If your application has not been processed after this time, send us an email: [markets@nourishknoxville.org](mailto:markets@nourishknoxville.org).
3. Your application will then be accepted, waitlisted, or declined.

### Accepted Applicants

Accepted vendors will receive a welcome email upon acceptance. Nourish Knoxville may accept an applicant, but only approve a portion of the applicant’s products or selected dates. Upon acceptance, please check your product list for products that may have been declined during the acceptance process.

Booth assignments will be made for the entire season upon acceptance. Invoices for each Market date, batched by month, will be 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.

Additionally, 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 be contacted to schedule a farm inspection upon acceptance. All properties\*, leased or owned, where products available at Market are produced are subject to inspection at the discretion of the Nourish Knoxville markets staff.

\* Exceptions may exist for accepted vendors with auxiliary properties further than 20 miles from the primary property. In which case, a follow-up visit of the auxiliary properties may be required at a later date.

### 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 appeal process.

### Waitlisted Applicants

Nourish Knoxville typically maintains a waiting list for all our Markets due to lack of space and/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. Nourish Knoxville will contact waitlisted vendors individually to fill permanent vacancies. Application date, past participation, product diversity, and requested schedule are all taken into consideration when filling a permanent opening.
  - b. If your availability has changed, contact us ASAP via email, [markets@nourishknoxville.org](mailto:markets@nourishknoxville.org).
  - c. Upon acceptance, the vendor will be invoiced for accepted dates, batched by month.
2. For last-minute openings:
  - a. We will send a mass email to the entire waiting list, which generally consists of 10 - 20 vendors, 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 day 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. Note: you will receive a notification for **every** opening, regardless of the dates selected in your application.

- b. Upon confirmation of participation for a specific date, Nourish Knoxville will create an invoice in MMM and email it to the vendor. The vendor's application status will then **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 fill a waiting list opening but are no longer able to attend, you must send us an email and/or text with your cancellation no later than 5:00 pm ET\* the evening before the Market date. Email – [markets@nourishknoxville.org](mailto:markets@nourishknoxville.org). Text – (865)805-8687.
  - i. If you cancel your booth outside that time frame via text and/or email, you will still be required to pay the booth fee but will not receive an infraction.
  - ii. If you are a no-show (don't cancel via text and/or email 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.

\*If you accepted a waiting list opening after 3:00 pm on the afternoon before the Market, your cancellation period is extended – you may cancel as late as 6:00 am the morning of Market.

**All** waitlisted vendors are expected to abide by the policies set forth in this Vendor Handbook.

## 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: 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 land 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 syrup, maple syrup, eggs, cheeses (made from dairy sourced entirely from animals raised & milked by the vendor), meat, milk, bee products, animal fibers, etc. 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, USDA, Tennessee Department of Agriculture (TDA), and local Health Department regulations. TDA’s 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 (reference: 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.
  - g. Please refer to the USDA Food and Safety Inspection Service's [Guidance for Determining Whether a Poultry Slaughter or Processing Operation is Exempt from Inspection Requirements of the Poultry Products Inspection Act](#) for specific guidance and limitations.
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 herd shares, a copy of your herd-share agreement must be submitted with your application. 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. Current license to grow hemp in Tennessee
    - ii. If for human consumption: current TDA food manufacturing license to produce the product
    - iii. All products must meet all federal and state regulations for testing, labeling, and direct to consumer retail and marketing
    - iv. If an application is submitted from a grower or manufacturer outside of Tennessee, the applicant must demonstrate all requirements for commerce within the State of Tennessee in addition to any other requirements within the applicant's home state's laws and regulations where the hemp is grown, processed, and manufactured
  - b. The sale of rooted hemp plants is strictly prohibited.
  - c. The sale of hemp pre-roll, rolling supplies, vapor, hemp bud, or flower is strictly prohibited.
  - d. The resale of hemp and/or hemp products from third party manufacturers is strictly prohibited.
  - e. Product lines derived from industrial hemp grown on an applicant's farm or farm partner intended for human consumption may fall under our Prepared Food category. For more information, see our Prepared Food Vendors section.
  - f. Product lines derived from industrial hemp grown on applicant's farm or farm partner (limited to CBD oil and tinctures, body lotion, soap, cosmetics) may fall under our Craft category. For more information, see Craft Vendors section.

## 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, tea blends, oral tinctures, 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 (pickles, salsas), 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 (hot sauce, shelf-stable salad dressings), 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 manufacturing 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.
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 Vendor 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 application and MMM and are 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. Sourced CBD oil may be included as an ingredient in prepared foods.

### **Food Truck/Hot Served Food Vendors**

- “Food Truck Vendors” are defined as those with products intended for immediate consumption at Market, prepared on site within a mobile unit.
- Hot Served Food Vendors are defined as those with products intended for immediate consumption at Market, prepared on site outside of a food truck. Hot Served Food Vendors are only eligible to vend at the NHFM.



Food Truck/Hot Served Food vendors must be in compliance with all Nourish Knoxville and Knox County Health Department regulations. Regulatory requirements for our Markets are listed below:

1. Food Truck/Hot Served Food vendors, for the purposes of our application, are considered Prepared Food vendors and should apply to market as such.
  - a. **Priority will be given to applicants that support local growers and producers.**
  - b. All applicants will be required to submit their current menu with pricing.
  - c. All applicants will be required to submit a list of local growers/producers from which they source as well as a list of products/product types they source from each.
2. On-site food preparation requirements:
  - a. NHFM: vendors selling food intended for immediate consumption at the NHFM **aren't** required to operate out of an inspected and licensed food truck but are required to maintain an inspected and licensed commissary kitchen from which they conduct all prep work for service at Market. When submitting your application, you must upload the inspection documents for the commissary kitchen as well as a commissary agreement, if renting the kitchen.
    - i. Hot Served Food vendors at the NHFM are required to place a fire retardant covering on the ground below the cooking site, as well as absorbent pig matting under cooking equipment to protect the surface below.
    - ii. Hot Served Food vendors at the NHFM must provide an operable fire extinguisher. If the Hot Served Food vendor is cooking with grease, an operable K Class fire extinguisher is required.
    - iii. Hot Served Food vendors will be required to have a portable hand-washing station and hand sanitizer, a canopy (mesh sides may be required depending on product), a cooler/warmer to store all temperature-sensitive ingredients, food-grade thermometer to endure adequate cooking temperatures, and 2 large waste bins: one for customers, one for prep.
    - iv. See this Knox County Health Department .pdf for additional helpful tips:  
<https://knoxcounty.org/health/pdfs/food/FiveRiskFactorsflyer.pdf>
  - b. All Food Truck vendors must be inspected and licensed. When submitting your application, you must upload the inspection documents and licensure for your food truck.



## 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 product photos 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.
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 MMM 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](mailto:markets@nourishknoxville.org), to ensure you would be eligible.

## 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 NHFM **with prior approval from Nourish Knoxville. 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](mailto: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 in order to be more easily contacted by customers.

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. Nourish Knoxville strives to make all our markets accessible to all people and will make layout adjustments as needed. 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 unlawful harassment of any kind at Nourish Knoxville Markets, office, special events, or by electronic means will not be tolerated.

Furthermore, 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.

### Nondiscrimination

Nourish Knoxville prohibits discrimination of any kind, both against or by employees, customers, volunteers, vendors, or visitors, on the basis of race, color, creed, ethnic origin, national origin (ancestry), religion, sex, age (over 40), disability, national origin, citizenship, marital status, sexual orientation, gender, gender identity, gender expression, genetic information, marital status, political beliefs, military or veteran status, economic status, or any legally protected status.

### Anti-Harassment

Nourish Knoxville does not tolerate sexual or other unlawful harassment of any kind by any employees, customers, volunteers, vendors, or visitors. Harassment is a breach of Nourish Knoxville policy and may be a violation of state and/or federal law. In addition to any disciplinary action that Nourish Knoxville may take, up to and including removal from a market and dismissal from any role or relationship with Nourish Knoxville, offenders may also be personally liable for any legal and monetary damages.

Harassment is prohibited in all forms. Harassment can include unwelcome conduct whether verbal, physical, or visual. Nourish Knoxville will not tolerate harassing conduct that creates an intimidating, hostile, or offensive environment. Nourish Knoxville is committed to taking all reasonable steps to prevent such harassment and discrimination.

Nourish Knoxville is determined to resolve possible discrimination and harassment situations and quickly and discreetly as possible, and Nourish Knoxville expects all parties to cooperate fully in any investigation.

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. You should report the facts of the incident, including what happened, how often, and where the incident(s) took place, as well as the names of

the individuals and witnesses involved.

Any employee who is informed of, witnesses, or receives a complaint must report it directly to the Markets Manager or their designee at the market that day. Nourish Knoxville's Executive Director has the overall responsibility for maintaining effective enforcement of nondiscrimination and harassment policies. Each vendor is responsible for following the procedures outlined in this policy to ensure that her/his/their complaint is handled promptly and appropriately. In the event a vendor, employee, or volunteer receives a complaint about the Markets Manager or Executive Director, they may contact the Nourish Knoxville Board of Directors at [board@nourishknoxville.org](mailto:board@nourishknoxville.org).

### Sexual Harassment/Harassment

Sexual harassment is a form of sex discrimination. Sexual harassment of employees, customers, volunteers, vendors, or visitors (regardless of gender identity) by anyone (regardless of gender identity), including by employees, customers, volunteers, vendors, or visitors will not be tolerated.

Sexual harassment may consist of unwelcome sexual advances, requests for sexual favors, and other verbal or physical acts of a sexual nature where submission to such conduct is made either explicitly or implicitly a term or condition of an individual's continued role or where such conduct creates an intimidating, hostile, or offensive environment, including, but not limited to: any overt display or demonstration of sexual activity, infliction of sexually abusive behavior including sexual touching and bodily contact, exhibitionism, voyeurism, inappropriate or overtly familiar touching, sexual innuendoes, obscene gestures, and jokes and remarks of a sexual nature.

In addition to sexual harassment, harassment can also consist of unwelcome conduct or the creation of a hostile environment, whether verbal, physical, or visual, that is based on a person's protected group status.

Any employee, volunteer, or vendor who is aware of sexual harassment or any other form of harassment has a duty to report the matter to the appropriate authority. Any vendor who believes that he/she/they have been the subject of sexual harassment or any form of harassment defined in these policies is encouraged to report the incident to the Markets Manager or the designated manager on duty that market day. If an employee, vendor, or volunteer wishes to report a complaint against the Markets Manager, they may contact the Executive Director at [info@nourishknoxville.org](mailto:info@nourishknoxville.org) or Nourish Knoxville's Board of Directors at [board@nourishknoxville.org](mailto:board@nourishknoxville.org).

### Anti-Retaliation Policy

Nourish Knoxville feels very strongly that it is important to provide vendors with confidential, non-threatening alternatives for registering their concerns without fear of retaliation. Nourish Knoxville will not tolerate retaliation against anyone for stepping forward with a concern, complaint, or grievance.

An employee, volunteer, or vendor may not retaliate against employees, customers, volunteers, vendors, or visitors in any way for registering a concern or complain in good faith. Retaliation, in the context of this policy, as an adverse action against an employee, customer, volunteer, vendor, or visitor because the employee, customer, volunteer, vendor, or visitor has lodged or supported a complaint. Examples of strictly prohibited retaliatory action include: (1) disciplining, providing inaccurate information to, or refusing to cooperate with an employee, customer, volunteer, vendor, or visitor because said individual(s) has registered a complaint or (2) intentionally pressuring, falsely denying, lying about, or otherwise covering up or attempting to cover up conduct such as that described above.

Examples of concerns or complaints included, but are not limited to:

- Safety concerns
- Product concerns
- Unlawful harassment or discrimination complaints, including sexual harassment;
- Cooperation in a harassment or discrimination investigation.

All vendors are expected to comply with this policy. Should any vendor act contrary to this anti-retaliation policy, she/he/they may be subject to disciplinary action.

Any implication or threat of retaliation because an employee, volunteer, vendor, customer, or visitor has voiced a complaint, concern, or grievance should be brought to the immediate attention of the Markets Manager or the designated manager on duty that market day. If an employee, vendor, or volunteer wishes to report a complaint against the Markets Manager, they may contact the Executive Director at [info@nourishknoxville.org](mailto:info@nourishknoxville.org) or Nourish Knoxville's Board of Directors at [board@nourishknoxville.org](mailto:board@nourishknoxville.org).

## **Vendor Conduct**

Vendors shall collaborate with each other and Nourish Knoxville, assisting in creating a safe, inclusive, welcoming environment for all who attend the Market. Vendors shall not be discourteous, disrespectful, or dishonest to anyone with whom they interact at the Market, including Market customers and visitors, other vendors, employees, volunteers, entertainers, or anyone else at the Market.

Vendors shall notify Nourish Knoxville staff immediately of any unsafe conditions.

Vendors shall cooperate with Nourish Knoxville to take all reasonable measures to ensure that the Market remains a welcoming, inclusive, and safe venue.

Failure to comply with the terms and conditions of the Vendor Handbook will lead to appropriate disciplinary action.

All Nourish Knoxville vendors must:

1. Promote physical and emotional safety in all Market activities;
2. Comply with the letter and spirit of all applicable laws;
3. Faithfully adhere to policies, rules, regulations, and contracts;
4. Deal honestly, fairly, courteously, and respectfully with employees, customers, volunteers, vendors, or visitors;
5. Preserve the confidentiality of all proprietary information, plans, decisions, and any other information that is not designated for knowledge outside of the intended parties.

The following actions are considered inappropriate for all vendors:

1. Refusal to provide a physically and emotionally safe space, including but not limited to:
  - a. Fighting or threatening violence;
  - b. Disruptive behavior at the Market;
  - c. Violation of any Market policies;
  - d. Abuse or mistreatment of employees, customers, volunteers, vendors, or visitors;
  - e. Harassment or discrimination as defined in policies;
  - f. Release of confidential information;
  - g. The use of rude or disrespectful language when communicating verbally or in writing within the context of the Market;
  - h. Malicious gossip or derogatory attacks concerning anyone associated with the Market;
  - i. Bullying of employees, customers, volunteers, vendors, or visitors, including cyberbullying;
2. Falsification of records;
3. Negligence or improper conduct leading to damage of property;
4. Repeated failure to follow Nourish Knoxville's reasonable requests;
5. Gross misconduct.

## Pets & Service Animals

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

## Cigarettes & Vape Devices/E-Cigarettes

Smoking and vaping are prohibited in or near vendor booths, indoors, and near building entrances.

## Amplified Music

No amplified music from vendors is permitted at Market.

## Communications

Nourish Knoxville recognizes that creating a safe and inclusive environment is critical to supporting its mission, serving the community, and realizing its strategic objectives. As such, all vendors have the obligation to uphold Nourish Knoxville's policies in their communications which identify or appear to be associated with Nourish Knoxville or the Markets or which identify, whether by name or implication, or appear to be associated with an employee, customer, volunteer, vendor, or visitor of Nourish Knoxville or the Market. This duty and obligation includes vendor internet postings to both internal and external web logs or blogs and any other electronic forums in the public domain.

When sending communications in your capacity or related to vendor status, vendors may not, under any circumstances violate this Vendor Handbook, other Market or Nourish Knoxville policies, transmit offensive, fraudulent, libelous, unsubstantiated claims, accusations, complaints or defamatory images or text, such as pornography or off-color jokes, or anything that may be construed as illegally harassing or offensive to others or any information related to a current, ongoing, or former investigation conducted by Nourish Knoxville pursuant to these policies.

Vendors responsible for posting disparaging material or other misuse will be subject to discipline, including, but not limited to, suspension and/or termination of any business relationship, and/or the pursuit of criminal prosecution of the person(s) involved.

## 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 ask for food, money, or other forms of currency or offer to help to set-up and/or tear-down vendors' booths in exchange for food, money, or other forms of currency. The decision to give food, money, or other forms of currency is ultimately up to you.

Additionally, people unaffiliated with Nourish Knoxville may try to pass out flyers, samples, etc. These types of solicitations are not permitted within Market boundaries.

**If you ever feel uncomfortable about anyone, please make Nourish Knoxville staff 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.**

**Report any violations of these policies to a Nourish Knoxville staff member by calling, (865) 805-8687, ext. 1.**

### Product Maintenance & Additions

Once approved, the vendor must keep their product list in Manage My Market up-to-date, as only products approved through MMM 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 Staff ([markets@nourishknoxville.org](mailto: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, such as stickers or shirts. 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 Staff an email at [markets@nourishknoxville.org](mailto: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. Joint online ordering systems also fall in this category.

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

### **Gross Sales Reporting**

Nourish Knoxville recognizes that some vendors may be apprehensive about sharing/reporting their Market sales 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's built in platform. 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. Market management is not permitted to discuss the sales tallies of individual vendors with other vendors.

## COVID-19 Procedures

All Vendors agree to abide by Nourish Knoxville's COVID-19 Response Safety Protocols found at <https://www.nourishknoxville.org/covid-19/>. Due to the quality and nature of the COVID-19 pandemic, these policies may be updated by Nourish Knoxville at any time without notice. By participating in the Market each Vendor agrees to be bound by the then current version of Nourish Knoxville's COVID-19 Response Safety Protocols.

## 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 and Weights

Tents are strongly encouraged but not required. 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 fit within the vendor's assigned space will be permitted.

All tents should be securely anchored at every WFM 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.
4. Weights may be purpose-built tent weights, or homemade/improvised (concrete-filled PVC, cinder block, etc.), as long as they weigh at least 25 lbs. per tent leg and can be secure fastened to the tent in a safe manner.

### 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.

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.

\*Many packaging products marketed as “compostable” are not able to be composted in small-scale compost systems and must be sent to specialized facilities (no local options in Knox County). Please consider the end-use of your packaging materials, and don’t be fooled by deceptive marketing.

## 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 Manage My Market.

## 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 75' extension cord) the extension cords may not be stretched across walkways.

### Waste/Trash Disposal

Bins for trash 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. Water or other appropriate liquids can be poured into on-site sinks. Grease or other cooking water must be packed out by the vendor.

### Bathrooms & Handwashing Facilities

Public restrooms are located on the exterior of the New Harvest Park Community Building (facing the splash pad/park).

### Nourish Kids

Nourish Kids activities are free, take-home kits geared towards children ages 2 – 12. All children will receive a take-home activity, Produce Bucks to spend on fresh fruits and vegetables at Market, and a produce sample. There will be a Nourish Kids activity the 3<sup>rd</sup> Thursday of each month, May – September.

### Veggie Valet/Curbside Pick-up

We will be operating our “Veggie Valet” during our NHFM season. Our Veggie Valet is conveniently located in our Community Booth. Vendors may utilize the service for pre-orders, CSA boxes, wholesale orders, etc. Simply drop it off at our information

booth or request a staff member/volunteer to pick up the items from your booth.

## Gleaning

Occasionally, at the close of NHFM, 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. Vague 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** (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 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](http://nourishknoxville.org).

## Sampling

All sampling and demonstrations must first be approved by the Markets staff ([markets@nourishknoxville.org](mailto:markets@nourishknoxville.org)). Please be specific with 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 booth.

## 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

## Set-up & Break-down Instructions

1. Arrival:
  - a. Vendors may arrive to set up as early as 1 pm. **No vendor will be permitted on the premises until 1:00 pm** and all vehicles must be either parked in Market by 2:45 pm.
  - b. All vendors will enter the NHFM site via New Harvest Lane, making an immediate right into New Harvest Park. Entering the parking lot, turn right to access the market area from directly in front of the Community Building. Vendor traffic is one-way inside the market area (from the Community Building toward the Pavilion).
  - c. All vendors will then park their vehicles in their assigned parking space, adjacent to their booth spaces, pulling all the way up to the curb. Vendors with oversized vehicles may wish to arrive earlier to facilitate parking.
  - d. No vehicles will be able to enter NHFM after 2:45 pm. Vendors who arrive after 2:45 pm will be permitted to set up but must load in their materials by foot and park their vehicle off-site.
    - a. All vendors must be set up and ready to sell at market opening, 3:00 pm. Market Staff will ring a cowbell to signal the opening of the market, vendors may not begin conducting sales until the bell has been rung.

2. Set-up:



- a. 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 county property, for example, using sidewalk chalk on paved surfaces.
- b. Electrical connections are available on a limited basis to vendors for whom it is 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.
- c. In the event of selling out, vendors must check out with Nourish Knoxville staff. Upon checking out, vendors will be permitted to break-down their booth and pack up. Please note: if the sold-out vendor's vehicle is parked within the NHFM, you will not be able to leave the market footprint until 6:00 pm, at the close of market.
- d. 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.

### 3. Break-down

- a. Vendors will **not** begin breaking down their booths until the close of the WFM, 6:00 pm.
- b. In the event of selling out, vendors must check out with Nourish Knoxville staff. Upon checking out, vendors will be permitted to break-down their booth and pack up. Please note: if the sold-out vendor's vehicle is parked within the NHFM, you will not be able to leave the market footprint until 6:00 pm, at the close of market.
- c. Vendors will be responsible for cleaning up their booth space.
- d. Any vendors requiring additional vehicles to enter the Market site to hold booth materials should enter the Market site the same way described in the set-up instructions.
- e. Please do not linger onsite after packing up. If you anticipate needing more than half an hour to break down and load your vehicle, please notify market staff so they can plan accordingly.

## Fees & Payment Procedures

### Application Fees

**A one-time, \$30.00 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](mailto:markets@nourishknoxville.org) to reinstate your application.

### Booth Fees

After a vendor's acceptance into a Market, Nourish Knoxville will create invoices for the applicable market dates & fees, grouped by month. 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 Manage My Market account and may be paid in their entirety or in increments. 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 11<sup>th</sup>, your booth fee would be due by 11:59 pm on May 4<sup>th</sup>.

Payments can be made online via Manage My Market (PayPal) 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. Cash payments can be accepted at market but are strongly discouraged.

Nourish Knoxville will review accounts each month. If a balance remains on your invoice at the end of that month, the vendor will incur a \$10 late fee. All outstanding booth fees and any incurred late fees should be paid by the end of the following month – Example: a vendor did not pay all of their May booth fees. On June 1<sup>st</sup>, they receive a \$10 late fee. The outstanding booth fees for May, the \$10 late fee, and the June booth fees must all be paid before July 1<sup>st</sup>. If continued delinquencies persist, Nourish Knoxville reserves the right to remove a vendor from future market dates.

#### 2021 NHFM Fees:

- Agriculture Vendors - \$10 per 10' x 10' booth space per Thursday (includes space for standard-sized vehicle)
- Prepared Food Vendors - \$15 per 10' x 10' booth space per Thursday (includes space for standard-sized vehicle)
- Art & Craft Vendors - \$20 per 10' x 10' booth per Thursday (includes space for standard-sized vehicle)

## 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 Produce 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 **RED** wooden tokens to be spent with vendors. SNAP customers also receive free **BROWN** 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. Please contact us if you are processing SNAP using your own equipment.

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, **BROWN** DUFEB 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. Vendors should **return all Nourish Knoxville sponsored tokens and vouchers at the end of each Market day** to our information booth in the provided bank bag. Once the vendor's total reimbursement amount \$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. Outstanding booth fees may be deducted from the reimbursement at the end of the season.

### 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. All vendors will receive a bank bag each market day which will include a printed copy of the currency guide. A printable version is also available in your Manage My Market account.

## 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. Customer 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, and can be used at any Nourish Knoxville Market.

### 2. How it works for vendors:

- a. **All vendors are required to accept GREEN Market Money.**
- b. Market Money should be treated as a \$5.00 bill. Vendors will give US currency change back for purchases. **DO NOT GIVE CHANGE IN ANY OTHER ALTERNATE CURRENCY (SNAP tokens/Produce Bucks)**
- c. Vendors will include all **GREEN** Market Money tokens in their bank bag and will receive a check when their total reimbursement amount reaches \$10.00 or after 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.

## EBT/SNAP

EBT/SNAP: EBT stands for Electronic Benefits Transfer, which is the current system used for distributing the USDA Supplemental Nutrition Assistance Program (SNAP), formerly referred to as “food stamps”. 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 and any hot or cold beverages (coffee) 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 should be used the day the tokens were purchased.
- e. **RED** SNAP tokens can be used on grocery items throughout the Market, as well as food-producing plants and seeds.

## 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. Vendors **cannot** give change back for **RED** SNAP tokens, other than \$.25 tokens for \$1 tokens. **At no time can RED SNAP tokens be exchanged for cash.**
- d. If purchases are not in a whole dollar amount, the vendor may choose to round down or provide the customer with additional produce to get closer to the whole dollar. Alternately, 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 tomato - \$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 \$5.00. The vendor may also offer to add product to get a sale closer to a whole dollar amount.
- e. 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 at the point of sale, you do not charge sales tax. Note: particular

businesses may have different requirements. Contact [FNS](#) with questions.

- f. Vendors will include all **RED** SNAP tokens in their bank bag and will receive a check when their total reimbursement amount reaches \$10.00 or after the end of the month, whichever comes first.
  - 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 (DUFEB) 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** DUFEB tokens are distributed at all Nourish Knoxville Markets, along with partner farmers' markets and farm stores in the region, and customers can spend their tokens at any participating location. Visit [nourishknoxville.org](http://nourishknoxville.org) for a full list of locations.
2. **BROWN** DUFEB 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** DUFEB tokens **cannot** be spent on meat, eggs, cheese, dried and processed herbs/mushrooms/vegetables/fruit, nuts, baked goods, pickles, jams, jellies, or other foods that do not fit into the above guidelines. Nonfood items are **not** eligible.
4. No change may be given for purchases with **BROWN** DUFEB tokens.
5. Vendors will include all **BROWN** DUFEB tokens in their bank bag and will receive a check when their total reimbursement amount reaches \$10.00 or after the end of the month, whichever comes first.
  - a. Vendors who incorrectly accept DUFEB tokens for ineligible products will not be reimbursed and will have the DUFEB 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 receives Produce Bucks, 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 expire at the end of the season, and Winter Farmers' Market Produce Bucks are only valid during the WFM. Expired Produce Bucks will not be reimbursed.
4. Vendors will include all Produce Bucks in their bank bag and will receive a check when their total reimbursement amount reaches \$10.00 or after the end of the month, whichever comes first.  
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 \$10-15 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](mailto: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 Manage My Market 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 11<sup>th</sup> Market but can no longer attend. The vendor must email us no later than 11:59 pm ET on May 4<sup>th</sup> 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 to request a 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](mailto: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 paid, or arrangements made with Nourish Knoxville staff, 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](mailto: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. For volunteer inquiries, email [volunteer@nourishknoxville.org](mailto:volunteer@nourishknoxville.org).

Nourish Knoxville also has an individual giving program, [Friends of Nourish Knoxville](#). Any vendor is welcome to become a Friend of Nourish Knoxville, and donor status will not be a consideration for Market acceptance or placement.

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

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

Any Vendor with complaints regarding the Grievance Procedures or implementation of the Grievance Procedures can request to meet with Nourish Knoxville staff and will be contacted to schedule a meeting.

### 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](mailto:markets@nourishknoxville.org), delivered to a Nourish Knoxville staff member in-person at Market, or mailed to: Nourish Knoxville, PO Box 2422, Knoxville, TN 37901. Payments can be made via PayPal to [knoxfarmersmarket@gmail.com](mailto: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.** *If the grievance is not validated, the \$20.00 fee will be forfeited and a letter of explanation will be sent to the grievant.*

- All validated grievances will be addressed with the vendor in violation in the manner deemed fit by Nourish Knoxville. Determinations by Nourish Knoxville will be based on the review and investigation of Nourish Knoxville and not the GF itself.
- If an accused vendor of a validated grievance is in disagreement with Nourish Knoxville over the validation or other outcome, the vendor may make a written application to the Nourish Knoxville Board of Directors (or its designee) to have a hearing on the issue within fourteen (14) days of the last communication by Nourish Knoxville to the accused vendor concerning the matter. The accused vendor and the Nourish Knoxville staff member who validated the grievance will appear and be heard at the hearing. The decision of the Nourish Knoxville Board of Directors (or its designee) is final.

- 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.

The disciplinary consequences of a validated grievance may include, but not be limited to:

- Writing a letter of apology to the injured party
- Repair of or restitution for property damage
- Probation for a specified period of time with the understanding that another violation will lead to more serious disciplinary action
- Suspension from the market for a period of time
- Reassignment to a different space in the market
- Permanent exclusion from the market
- Referral to the appropriate law enforcement agency or other authority

### **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](mailto: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: \_\_\_\_\_

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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, ext. 1