



nourish
KNOXVILLE

VENDOR HANDBOOK

2026-2027
Edition



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nourishknoxville.org/become-a-vendor



WELCOME

Whether you are a returning or new prospective Vendor, we're glad you're considering joining us for the 8th season of the New Harvest Farmers Market and/or the 23rd season of the Market Square Farmers Market.

Each year, we refine this Vendor Handbook to ensure our policies are clear, consistent, and fair. This latest edition of the Vendor Handbook is intended to serve as a comprehensive guide to Nourish Knoxville's Market policies and procedures, helping ensure a safe and enjoyable experience for Vendors, staff, volunteers, and shoppers alike.

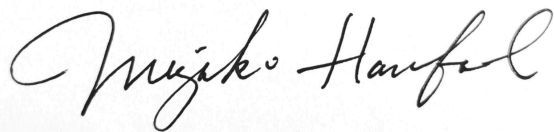
Please note: It is essential that you and any prospective employees, agents, or individuals representing your business at the Market read this Handbook in full. Doing so will help ensure your eligibility to apply (see sections ahead for details) and continued compliance with all Market policies and procedures.

Thank you for your interest in vending with Nourish Knoxville's family of Farmers Markets, and welcome to the 2026 – 2027 Vendor Handbook. If you have questions or need clarification, please don't hesitate to reach out.



Zoë Fuller (she/her/hers)

Chief Operating Officer



Mizuki Hanford (she/her/hers)

Markets Manager



Beverly Keys (she/her)

Markets Engagement Coordinator

ABOUT NOURISH KNOXVILLE

HISTORY

The Market Square Farmers Market began in 2004 and grew into one of the top producer-only farmers markets in the country. As the Market expanded, it became clear that there was no nonprofit organization dedicated to addressing food system issues in the Knoxville area. In response, Market Director Charlotte Tolley convened a group of local-food advocates to form the organization's first Board of Directors, and Nourish Knoxville, Inc. was incorporated in March 2013 to support projects across the Knoxville foodshed beyond the Farmers Markets.

MISSION

Nourish Knoxville Inc. is a Knoxville-based 501(c)(3) nonprofit organization cultivating healthy communities by supporting relationships between local farmers, producers, and the public.

PROJECTS

Current Nourish Knoxville projects include the annual publication the [East Tennessee Local Food Guide](#); operation of world-class farmers markets, including the [New Harvest Farmers Market](#) and the [Market Square Farmers Market](#), administration of low-barrier nutrition incentive programs such as [Nourish Kids](#) and [Nourish Moves](#), as well as supporting [SNAP & SNAP doubling services](#) at farmers markets and farm stores across East Tennessee.

LEARN MORE

For more information about Nourish Knoxville and our projects, visit us at nourishknoxville.org!

STAFF

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Zoë Fuller, *Chief Operating Officer*

Mizuki Hanford, *Markets Manager*

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BOARD

Fiona McAnally, President

Lauren Huston, Vice President

Mason Gwin, Secretary

Sean Fatih, Treasurer

Jenna Baker

Lila Honaker

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VENDOR HANDBOOK

Please click on each of the links below to navigate through the different sections of the 2026 - 2027 Vendor Handbook. The links will open new pages in your browser. Let us know if you have any difficulty accessing the links or navigating the handbook before you apply, as you will be bound to abide by all policies and procedures listed below upon submission (and approval/waitlisting) of your application – questions should be emailed to markets@nourishknoxville.org.

1. [MARKET SCHEDULE, LOCATION, BOOTH DESCRIPTIONS, & FEES](#)
2. [APPLICATION PROCESS](#)
3. [PRODUCT STANDARDS & ELIGIBILITY CRITERIA](#)
4. [AT-MARKET OPERATIONS, MATERIALS, & RESPONSIBILITIES](#)
5. [LEGAL RESPONSIBILITIES](#)
6. [PAYMENT PROCEDURES](#)
7. [MONEY & ALTERNATE MARKET CURRENCIES](#)
8. [CANCELLATION POLICY](#)
9. [INFRACTION POLICY](#)
10. [GRIEVANCES](#)

**** **Important note:** As Nourish Knoxville's relationship with the local food scene and government evolves, so does this Vendor Handbook. These policies and procedures may be updated by Nourish Knoxville at any time without notice. By applying to the New Harvest Farmers Market and/or the Market Square Farmers Market, each applicant agrees to be bound by the most current version. ****