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• Ellie Moore, Markets Manager
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• Ariel Allen, Community Engagement Coordinator

CONTACT:

• markets@nourishknoxville.org
• (865) 805 - 8687, ext. 1
• PO Box 2422, Knoxville, TN 37901

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 at our markets. Those that fail to meet these requirements and standards will not be admitted or may be expelled if they fail to maintain compliance.

Due to the quality and nature of farmers’ markets, 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 the applicable Vendor Handbook.
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Cultivating Healthy Communities

JAN – OCT 2021
BY THE NUMBERS

We provide economic opportunity for farmers and food producers.

94 days we operated a Nourish Market

$15,800
In Produce Bucks spent by kids on local produce at 8 farmers’ markets

6 counties where we offer Nourish Kids Clubs

1,122 kids participated in Nourish Kids in Knox County

1,623,143 steps taken during our inaugural walking program, Nourish Moves

7 employers offered Nourish Wellness, our new workplace wellness program

133 small businesses participated in a Nourish Market

31 counties covered by our Local Food Guide

$55,500
SNAP and Double Up Food Bucks spent at all locations

14 locations where we provide Double Up Food Bucks, our SNAP doubling program

We make healthy choices fun and easy.

We make local food accessible to all.

4 produce incentive programs offered at farmers’ markets

Your support keeps our local food system resilient.
Visit nourishknoxville.org/donate to become a Friend today!
Market Schedules & General Information

2022 New Harvest Farmers’ Market (Thursdays)

Dates:
• Every Thursday April 14 – September 29, 2022 (25 Thursdays)

Location:
• Outdoors at Knox County Parks & Recreation’s New Harvest Park in east Knox County

Market Hours:
• Set-up: 1:00 pm – 2:45 pm
• Market: 3:00 am – 6:00 pm
• Break-down: 6:00 pm – 7:00 pm

Booth spaces available (30):
• (13) booths WITH vehicle parking
• (17) booths WITHOUT vehicle parking

Booth dimensions:
• Booths are 10’ x 10’. A vendor’s tents, tables, weights, signage, and products all must fit within the 10’ x 10’ space.
• Vehicle spaces are approximately 10’ x 20’. Oversized vehicles may not be able to be accommodated (and must park off-site) OR may be required to purchase an additional booth/vehicle space, depending on availability. Vehicle spaces are not available at every booth and should be requested during the application process. Vehicle spaces are assigned based on demonstrated need and seniority.

Vendor Fees:
• Application Fee (all vendors)
  o $40 non-refundable application fee
    ▪ $10 discount applied during the 2-week early bird access period (for Approved & Waitlisted vendors from the previous year)
• Booth Fees
  o Agriculture Vendors - $10 per 10’ x 10’ booth space per market
  o Prepared Food Vendors - $15 per 10’ x 10’ booth space per market
  o Craft Vendors - $20 per 10’ x 10’ booth per market
  o Vehicle - $10 per standard-sized vehicle parking per market
2022 Market Square Farmers’ Market (Wednesdays & Saturdays)

Dates:
- Every Wednesday May 4 – November 16, 2022 (29 Wednesdays)
- Every Saturday May 7 – November 19, 2022 (29 Saturdays)

Location:
- Wednesdays - Outdoors on historic Market Square in the heart of downtown Knoxville
- Saturdays - Outdoors on historic Market Square, Union Ave. (between Walnut St. and Gay St.), & Market St. (between Union Ave. & Clinch Ave.) in the heart of downtown Knoxville

Market Hours:
- Wednesdays –
  - Set-up: 8:00 am – 9:45 am
  - Market: 10:00 am – 1:00 pm
  - Break-down: 1:00 pm – 2:30 pm
- Saturdays –
  - Set-up: 7:00 am – 8:45 am
  - Market: 9:00 am – 1:00 pm
  - Break-down: 1:00 pm – 2:30 pm

Booth spaces available:
- Wednesdays (57) -
  - (10) booths WITH vehicle parking
  - (47) booths WITHOUT vehicle parking
- Saturdays (137) -
  - (21) booths WITH vehicle parking
  - (116) booths WITHOUT vehicle parking

Booth dimensions:
- Booths are 10’ x 10’. A vendor’s tents, tables, weights, signage, and products all must fit within the 10’ x 10’ space.
- Vehicle spaces are approximately 10’ x 20’. Oversized vehicles may not be able to be accommodated (and must park off-site) OR may be required to purchase an additional booth/vehicle space, depending on availability. Vehicle spaces are not available at every booth and should be requested during the application process. Vehicle spaces are for Agriculture Vendors only and assigned based on demonstrated need and seniority.
Vendor Fees:

- Application Fee (all vendors)
  - $60 non-refundable application fee
    - $10 discount applied during the 2-week early bird access period
      (for Approved & Waitlisted vendors from the previous year)

- Booth Fees (by vendor type)
  - Agriculture Vendors -
    - Wednesdays - $15 per 10’ x 10’ booth space per market
    - Saturdays - $20 per 10’ x 10’ booth space per market
  - Prepared Food Vendors -
    - Wednesdays - $25 per 10’ x 10’ booth space per market
    - Saturdays - $30 per 10’ x 10’ booth space per market
  - Craft Vendors -
    - Wednesdays - $35 per 10’ x 10’ booth space per market
    - Saturdays - $40 per 10’ x 10’ booth space per market
  - Vehicle - $10 per standard-sized vehicle parking per market
Product Standards & Eligibility Criteria

Nourish Knoxville Markets are intended to showcase local* food, farm, and value-added products. As such, our Markets only feature a minority of arts & craft vendors, 40% or less of our booths per Market day. **Items to be sold at Market must be grown, raised, foraged, caught, collected, harvested, and/or produced by the Vendor locally.**

* Local products are defined by Nourish Knoxville as products that are grown, raised, foraged, caught, collected, harvested and/or produced by the Vendor within a 150-mile radius of Knoxville, Tennessee.

Please see Unaccepted Products and Categories under Product Standards & Eligibility Criteria to make sure your product is eligible before you apply. If you aren’t sure which category your product should fall under or if your product would be eligible, please reach out to Nourish Knoxville before applying – markets@nourishknoxville.org.

Remember: while Nourish Knoxville strives 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.

Nourish Knoxville does not extend exclusive rights to any one vendor to sell any one product. 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.

Vendor Definitions & Governance

A “Vendor” is an owner/operator of a business entity approved to sell at a Nourish Knoxville Market.
Vendors may have employees, agents, and/or other persons working for, or with, the Vendor to operate their booth if they are able to accurately represent the quality of the business to the customers (answer detailed questions about the products and production practices) and abide by the Vendor Handbook.

*Children under 14 years of age brought to the Market by Vendors and their employees, agents, and/or other persons working for, or with, the Vendor must be kept within the Vendor’s Market space and under the supervision of a designated adult.*

Vendors are responsible for the actions of all employees, agents, and/or other persons working for, or with, the Vendor. All employees, agents, and/or other persons working for, or with, the Vendor must be listed in the Vendor’s Manage My Market account with an email address and *mobile* phone number.

**Agriculture Vendors**

Agriculture Vendors are defined as those with products that are 100% grown, raised, foraged, caught, collected, produced, and/or harvested on land owned and/or operated by the applicant all within 150-miles of Knoxville, TN. Vendors must be in full control of the production of all products sold at the Market.

Agriculture products include but are not limited to produce, plants, herbs, hemp & hemp products, 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, honey, bee products, animal fibers, etc.

*Vendors with agriculture products that have been processed beyond their natural state may bump the application into the Prepared Food or Craft category. Contact Market staff with any questions – markets@nourishknoxville.org*

Agriculture products must be sold in compliance with the [Tennessee Department of Agriculture Farmers Markets State Compliance Guide](#) in addition to the following policies established by Nourish Knoxville for their Markets.

- **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 Prepared Food Vendors for more information.

- **HEMP & HEMP PRODUCTS**: Hemp & Hemp Products must be grown, raised, and/or produced in compliance with the Tennessee Department of Agriculture Hemp Plan in addition to the following policies in effect at all Nourish Knoxville’s family of farmers’ markets.
  - All required permitting must be submitted with your application.
  - 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.
  - Product lines derived from industrial hemp grown on applicant’s farm or farm partner (limited to CBD oil & tinctures, body lotion, soap, cosmetics) may fall under our Craft category. For more information, see the Craft Vendors section.

- **EGGS**: Until Nourish Knoxville determines new guidelines, all egg Vendors will be expected to follow A Guide for Farm-to-Consumer Egg Sales in Tennessee.

- **POULTRY/LIVESTOCK**: Meat poultry must be purchased by the Vendor by 2 (two) weeks of age or be held for at least 1 (one) year. Livestock must be purchased at weaning or held for at least 1 (one) year.
  - Vendors must keep on file both receipts of purchase, or birth log, and slaughter of livestock and poultry. Upon inspection, the seller must be able to produce receipts.
  - Meat Vendors may not open or repackage products but may add price and UPC stickers and farm name and contact information separately if they do not obscure the original label from the processor.

All Agriculture applicants should submit all necessary licensing when they submit their application. This includes documentation for Organic, GAP, and Certified Naturally Grown labeling, if applicable.

Agriculture Vendors who are participating in a Nourish Knoxville Market for the first time will be contacted to schedule a farm visit upon acceptance. Farm visits are meant to be cordial and friendly, yet focused and informative. Nourish Knoxville approaches farm visits as a chance to learn about producers, their products, and their practices. **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. Farm visits are confidential and for internal use only unless the vendor grants Nourish Knoxville permission to share photos/video/audio/information from the visit.**
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 3rd party dairy), shelled beans/peas/nuts, halved melons, pet food/treats and CBD oil products intended for human consumption (derived by the applicant), etc. within a 150-mile radius of Knoxville, TN.

**All prepared food products sold at Nourish Knoxville markets must be produced in an inspected and licensed facility.**

In addition to being made in an inspected and licensed facility, prepared foods falling under the following categories must be sold in compliance with the linked guides:

- **Acidified Foods** (pickles, salsas, etc.)
- **Formulated Acid Foods** (hot sauces, shelf-stable salad dressings, etc.)
- **Pet Feed** (dog treats, raw milk for pets, etc.)

Nourish Knoxville also requires the following for all prepared foods offered for sale at Market:

- The process in which the Prepared Food products are made must be significantly “hands-on” and artisanal in nature.
- All processed foods must be made from scratch by the vendor including piecrusts, shells, fillings, icings, etc.
- 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.
  - Vendors serving products from bulk containers must have a printed copy(ies) of the above-listed information available for customers upon request.
  - 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.
Copies of all applicable licensing must be included when submitting your application. If accepted, Vendor must have a copy of each license on display at their booth on each Market day.

**Food Truck/Hot Served Food Vendors**

Food Truck/Hot Served Food Vendors are defined as those with products intended for immediate consumption at Market, prepared on site. These types of Vendors are considered Prepared Food Vendors and should apply to Market as such. Regulatory requirements for Food Truck/Hot Served Food Vendors at our Markets are listed below:

- All applicants will be required to submit their current menu with pricing during the application process.
- All applicants will be required to submit a list of local growers/producers from which they frequently source as well as an example list of products they source from each during the application process. This does **not** include buying from local distributors or grocers unless the products purchased from the third-party seller are grown or raised within the 150-mile radius.
- If operating out of a food truck, the Vendor is under the jurisdiction of their local health department. When submitting your application, you must upload a copy of your inspection document.

**Additional regulatory requirements for Food Truck/Hot Served Food Vendors at our Markets located within the City of Knoxville (Wednesday & Saturday Market Square Farmers’ Markets) can be found below:**

- The City of Knoxville requires all Food Truck/Hot Served Food Vendors to abide by the policies laid out in the Event Vendor Information guide
- **Only Food Truck/Hot Served Food Vendors that support local growers and producers will be considered, significantly** sourcing ingredients **directly** from their own farm or farms within our 150-mile radius. This does **not** include buying from local distributors or grocers unless the products purchased from the third-party seller are grown or raised within the 150-mile radius.

**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) within a 150-mile radius of Knoxville, TN. All products must meet the following standards:
• A Craft Vendor is considered and artisan and, as such, should only apply with high-quality products that are reflective of the Craft Vendor’s considerable skill, time, and effort.
  o Each item must be original and unique but may be assembled from patterns created by the Craft Vendor.
    ▪ Exception: Clothing and accessories, including items woven/knitted/crocheted, made from commercially available patterns, is acceptable only if the item is reflective of the Craft Vendor’s considerable, time, effort, and skill.
  o Each item must, in the judgement of the Market staff, exhibit legitimate craftsmanship that enhances the shopping experience at Market.
  o Applicants with the highest quality of craft and of the most unique/under-represented mediums will be considered.

• All applicants in this category may have their product photos submitted to the Craft Advisory Committee (CAC). The CAC is appointed by Nourish Knoxville and is charged with the responsibility of assisting the Market staff in review of Craft Vendor applications and making appropriate recommendations to the Market staff.

The Market Staff may submit any item(s) to the Craft Advisory Committee for a recommendation. However, the final decision of whether an item or items meet the above guidelines is within the discretion of the Market staff.

• During the application process, each Craft applicant must submit at least 3 (three) representative photos of their work with detailed descriptions of each. Photos and descriptions will be viewable to the public upon acceptance.
  o All photos should be submitted via your MMM profile. No photos will be accepted via email or mail unless access to the internet is unavailable.
  o If more than 1 (one) type of product is to be sold, you must include at least 2 (two) photos of each product type.
  o The CAC or Market Staff may require more pictures and descriptions, at their discretion.
  o If no photos and/or descriptions are included, your application will be considered incomplete and will not be eligible for acceptance.

Other Vendors

Creativity cannot be limited or controlled by rules and regulations. Therefore, should an applicant present a new idea or product not sufficiently covered by our existing
definitions, you are encouraged to get in touch with our Market staff before applying – markets@nourishknoxville.org.

Unaccepted Products & Categories

Nourish Knoxville does not permit the following Vendor/product types:

- Products grown, raised, foraged, caught, collected, harvested, and/or produced outside of our 150-mile radius of Knoxville, TN.
- Products grown, raised, foraged, caught, collected, harvested, and/or produced by a third party intended for resale.
- Services such as, but not limited to massage, consultations, face painting, caricature drawings, etc.
- Alcohol and smoking/e-cigarette/vaping products and/or devices including tobacco, hemp (pre-roll, rolling supplies, vapor, bud, flower, etc.), narcotics, etc.
- 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.
- Business promotion - those wishing to become a vendor for the sole purpose of promoting a business and not selling a product.

In addition to the prohibited Vendor/product types list above, Nourish Knoxville does not allow the following (listed by Vendor Category):

- Prohibited Agriculture Vendor types/products: Contract and/or Co-operative farming operations are not eligible to vend as 1 (one) vendor. See the Subletting and Sharing Booths section for more information about collaborative booths.
- Prohibited Prepared Food Vendor types/products:
  - Foods made from purchased mixes, crusts, dough, shells, icings, or fillings
  - Simple-assembly foods such as flavored popcorns*, cotton candy, roasted/spiced nuts*, etc.
  - Any item that is made primarily from a manufactured/commercially processed product such as dry cereal, pretzels, etc.
  - Potentially dangerous foods such as prepared foods made with toxic/poisonous ingredients, raw & undercooked meats, etc.
  - Purchased beverages such as energy drinks, bottled water, bottled soda/fruit drinks, etc.
  - Co-packed products & or third-party processed products.

Copackers/Third-Party Processors are defined as a company that manufactures and/or packages applicant’s product line.
* Exemptions may exist for vendors growing their own corn and nuts or sourcing corn and nuts within a 150-mile radius of Knoxville, TN.

**Prohibited Craft Vendor types/products:**

- Second-hand/vintage items
- Imported items
- Flower arrangements, wreaths, and terrariums made from purchased, dried flowers/greenery or artificial elements**
- Purchased items such as hats, tee-shirts, tumblers, tea towels, pillow covers, etc., that have been minimally altered with techniques such as, (1) machine-embroidery; (2) sewing/applying patches, vinyl stickers, pompoms, or other purchased/minimally-crafted elements; (3) machine-engraving; (4) screen-printing; (5) tie-dying; (6) etc.
- Minimally upcycled items such as purchased/found boxes, windows, mason jars, stones, shells, furniture, bottles, etc.
- Beaded jewelry of simple construction consisting mostly of purchased components
- Soy candles***
- Items assembled from commercial kits, molds, plans/patterns, etc.
- Items featuring trademarked or copywrited content, such as logos, characters, brands, etc.

** 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.

*** 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.

*These are not intended to be exhaustive lists. If you are unsure of your product’s eligibility, please contact our Market Staff before applying - markets@nourishknoxville.org.*
Application Process

Application Priority Criteria

Priority will be given to those Vendors who meet one or more of the following criteria:

- **Vendor type** – priority will always be given to Agriculture applicants. Priority will also be given to Prepared Food applicants who source ingredients directly from their own farm or farms within our 150-mile radius. This does not include sourcing from local distributors or grocers.
- **Seniority** – Returning Vendors in good standing wishing to receive priority approval and placement must apply within the first 2 (two) weeks after the new season applications open to our returning Vendors, **before** the Market application opens to the general public.
- **Applications and Market availability** – applicants who apply earlier in the season, who request to participate in all/most Market dates, who participate in multiple Nourish Knoxville Markets, and/or who submit a **complete** application.

A complete application includes detailed answers to all applicable questions, application fee, and all requested materials (varies based on applicant type – applicable permits, photos, etc.)

- **Conduct and compliance** – priority will be given to applicants who have a history of compliance to Market rules and all local, state, and federal regulations; positive, fair, friendly, and knowledgeable at-market representation; timely payment history, and minimal infraction history.

*Nourish Knoxville does not and shall not discriminate on the basis of 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.*

How to Apply

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.
For details about how to create a Manage My Market profile and/or apply, please see Appendix A: Applying as a Vendor

Post-Application Submission

An invoice for the Market’s application fee will be sent to the primary email on file. If you applied for multiple Markets, you will receive multiple emailed invoices that must be paid separately via the link in the invoice or via the “Account” tab in your MMM profile or by check mailed to:

Nourish Knoxville  
P. O. Box 2422  
Knoxville, TN 37901  
(mail payments may take longer to receive and process)

Your application will not be considered until the application fee has been received. If your application fee has not been paid after two weeks from invoicing, your application will be withdrawn. After withdrawal, you must pay your outstanding application fee and email markets@nourishknoxville.org to reinstate your application.

After the application fee(s) has/have been paid, Nourish Knoxville’s Market Staff will begin the vetting process and notify the applicant if any additional photos/documentation or clarifications are needed.

There are many variables that might qualify an applicant to be approved for a Nourish Knoxville Market. In addition to the items outlined in the Vendor Product and Selection Criteria and Application Priority Criteria, the following are taken into consideration when processing an application including mission alignment; community education needs; product appropriateness, quality, and presentation; customer demand; online presence/social media impressions; good reputation with other regional Markets; and unique/under-represented products.

- If the applicant fails to meet the conditions outlined in the Product Standards and Eligibility Criteria, the applicant will be notified and will have their application “Declined”, will forfeit their application fee(s), and will not be eligible to participate in the Market.
• If the applicant meets all necessary/applicable items outlined in the Product Standards and Eligibility Criteria but the Market is full or has a product that is already well-represented at Market, the applicant will be “Waitlisted”. As a Waitlisted Vendor, they’ll be eligible for both extended and/or occasional participation in the market. For more information about how our Waiting List works, check out Appendix B: Waiting List Guide

• If the applicant meets all necessary/applicable items outlined in the Vendor Product and Selection Criteria and/or and Application Priority Criteria, the applicant will be “Approved” and will receive a welcome email.
  o Note: Nourish Knoxville may accept an applicant, but only approve a selection of the applicants products and/or dates. Upon acceptance, please check your Product list and Schedule in MMM for any products that may have been declined or dates that remain “Pending”.

All accepted & waitlisted vendors are expected to abide by the policies set forth in this Vendor Handbook.
Legal Responsibilities

Privacy

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) provided in MMM will be included with the roster & map for customer convenience.

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 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 Harassment, 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.

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 or Nourish Knoxville’s Board of Directors at 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 or Nourish Knoxville’s Board of Directors at board@nourishknoxville.org.

Vendor Conduct & Communications

Conduct

Vendors shall collaborate with each other and Nourish Knoxville to create a safe, inclusive, welcoming environment for all who vend and 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.

All Nourish Knoxville vendors must:

- Promote physical and emotional safety in all Market activities;
- Comply with the letter and spirit of all applicable laws;
- Faithfully adhere to policies, rules, regulations, and contracts;
• Deal honestly, fairly, courteously, and respectfully with employees, customers, volunteers, vendors, or visitors;
• 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:

• Refusal to provide a physically and emotionally safe space, including but not limited to:
  o Fighting or threatening violence;
  o Disruptive behavior at the Market;
  o Violation of any Market policies;
  o Abuse or mistreatment of employees, customers, volunteers, vendors, or visitors;
  o Harassment or discrimination as defined in policies;
  o Release of confidential information;
  o The use of rude or disrespectful language when communicating verbally or in writing within the context of the Market;
  o Drinking alcohol and/or use of illegal substances, being under the influence of alcohol and/or illegal substances,
  o Malicious gossip or derogatory attacks concerning anyone associated with the Market;
  o Bullying of employees, customers, volunteers, vendors, or visitors, including cyberbullying;
• Falsification of records;
• Negligence or improper conduct leading to damage of property;
• Repeated failure to follow Nourish Knoxville’s reasonable requests;
• Gross misconduct.

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

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.

Additionally, all vehicles associated with a vendor entering, parking within, or exiting Market must be insured and driven by licensed drivers.

**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).

**COVID-19**

All Vendors agree to abide by Nourish Knoxville’s COVID-19 Response Safety Protocols found at [https://www.nourishknoxville.org/covid-19/](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.
At-Market Operations, Materials, & Responsibilities

Booth Assignments

Booth assignments will be preliminarily assigned for all Vendor’s approved dates on MMM at least 2 weeks in advance of a Vendor’s first market unless a Vendor applied and was accepted mid-season, in which case they may receive their booth assignments and invoices closer to their first Market date.

Vendors are welcome to include a request for a specific booth location/booth amenity (vehicle space, electricity, double booth, specific neighbor, etc.) in their application or via email mid-season, but these requests cannot be guaranteed. Note: Acceptance to Market does not mean we were able to accommodate all your requests. 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.

Booth assignments may be changed at any time, including on Market day. Full or partial payment of booth fees does not guarantee nor reserve any particular booth location at the Market, merely that a booth will be provided by Nourish Knoxville. Vendors should verify their assigned booth upon arrival to prevent having to pack up and move if they set up in the incorrect booth.

Market Amenities

Market amenities vary by Market location. Please see Appendix C: Market Amenities for more details.

Set-up & Break-down Instructions

A stand-alone document will be available in the “Documents” section of your Manage My market account with our load-in and load-out instructions for each market. This document will be available, at the very latest, 2 weeks before the first Market of the season.

Products at Market

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 always at least 6 inches off the ground. This includes baskets and coolers holding food.

Nourish Knoxville strives to be as environmentally responsible as possible and therefore does not allow the use of Styrofoam containers. Nourish Knoxville strongly recommends using recyclable or compostable* materials for all packaging.

*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.

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.

Mid-season product additions will be considered but must be added to the Vendor’s 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), notifying Nourish Knoxville of their request to add new products. Please allow at least 2 weeks for the Market staff to process the request.

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. Please see the Infraction Policy section of this Vendor Handbook for more details.

Product Signage, Pricing, & Sales

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 solely responsible for the collection and filing of any applicable taxes and payment to the appropriate authority.

Signage and/or packaging must not include any claims known to be false or illegally described.
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.

**Preorders/CSA Shares & Aggregation**

Preorders are sales of the Vendor’s own product that have been made prior to Market. CSA (Community Supported Agriculture) shares fall into this category. If a Vendor’s booth is to serve as a pick-up location for a preorder/CSA share, it must be composed exclusively of approved products grown/raised/collection/foraged/caught/harvested/produced by the Nourish Knoxville Vendor distributing these orders/shares.

Aggregation is the purchase of items not grown/raised/collection/foraged/caught/harvested/produced by the Vendor to be resold. Vendors wishing to aggregate products must first receive approval from Nourish Knoxville Market staff. Note: Acceptance of these types of arrangements are extremely rare and each participating business must be a current approved Nourish Knoxville Vendor.

**Promotional Products & Materials**

Nourish Knoxville Vendors have the option of giving away or selling 2 (two) branded items intended to promote their business – items such as stickers, hats, pins, shirts, etc. 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 the Vendor’s Market booth offerings. The 2 (two) promotional items must be added to the Vendor’s MMM account at least 2 (two) weeks in advance of the Market they wish to sell them at, then be approved by Nourish Knoxville. If the items have not been approved after 2 (two) weeks, please send our Markets Staff an email at markets@nourishknoxville.org.

No signage, pamphlets, or paraphernalia that promote or otherwise endorse activities outside the Market (or are not otherwise related to the Vendor’s business) are not permitted. This includes, but is not limited to, unrelated commercial businesses, controversial topics, and political/religious affiliations.

**Sampling Products**

All sampling and demonstrations must first be approved by the Markets staff (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 and/or beverages other than approved samples of their product. No commercially manufactured candy or other foods or purchased bottled/canned beverages should be given away at booth.

**Booth Materials and Operations**

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. A Vendor’s booth equipment and/or products cannot block another Vendor, impede Market traffic flow, or extend beyond their allotted booth space.

**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 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, for a total of 100 lbs. All weights should be securely attached to the tent frame.**

Any vendor found without sufficient weight or fasteners, as determined by Nourish Knoxville, will be required to take down their tent.

- 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.
- Tents and other equipment cannot be staked into the ground.
- 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.
- Weights may be purpose-built tent weights, or homemade/improvised
(concrete-filled PVC, cinder block, etc.), so long as they meet or exceed the 100 lb. threshold and can be secure fastened to the tent in a safe manner.

Any awnings, banners, or other tent accessories that project into an aisle/walkway must be pre-approved by Markets Staff and be mounted above 7ft high.

The Vendor is solely responsible for any injury to persons or property caused by the Vendor’s booth equipment.

Vendor Identification

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.

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.

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 may have one on hand you may borrow. Failure to comply will result in a fee to cover the cost of any cleanup and will result in an infraction.

Subletting & Sharing Booths

All booth spaces are the purview of Nourish Knoxville and as such, vendors are not permitted sublet a booth space they are scheduled to occupy. Applicants may share a booth provided all applicants will be involved in the operation of the shared booth at Market at some point during the season. There are two ways vendors can share booths:

- **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 (one) annual fee and 1 (one) booth fee per market date.

- **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 (one) 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.**

**Pets & Service Animals**

No pets or live animals, other than service animals, may be in a vendor’s booth at any Nourish Knoxville Market. Animals providing emotional support, wellbeing, or companionship are not recognized as service animals.

**Cigarettes & Vaping/E-Cigarette Policy**

Smoking and vaping are prohibited in or near vendor booths and within the Market’s footprint during Market hours including set-up and break-down.

**Crisis Management and Safety at Market**

In the case of a medical emergency, CALL 911, then notify any Market staff, security, or Market volunteer. In the case of a weather emergency and when sirens are engaged, take cover. If there is an active-shooter emergency, exit the Market footprint away from the shooter immediately. 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.

Additionally, all non-emergency incidents should also be reported to the Market staff immediately.
Solicitation

Nourish Knoxville has a no-solicitation policy within each of our Market footprints. This includes signature collectors, coupon book sales, business promotion through the passing out of flyers, free samples, merchandise, etc.

Additionally, no signs of an advertising nature and designed to attract attention for support of/to promote a product, commodity, service, or entertainment are allowed within the Market footprint unless required by law.

Aggressive/disruptive panhandlers will be asked to leave the Market area.

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

Booth Fees

Invoices for Market booth fees can be accessed at any time in MMM. Simply log into your profile, click on the “Account” tab in the left-hand menu, then scroll down to view all your invoices.

Invoices may be paid in their entirety or in increments. At a minimum, the Vendor’s next scheduled Market booth fees should be paid 1 week in advance. Ex: If you are scheduled to be at a Market on May 11th, your booth fee for that date (not the entire invoice for the month of May) should be paid by 11:59 pm on May 4th.

Payments can be made online via Manage My Market (PayPal link provided in each invoice); by check payable to Nourish Knoxville and mailed to Nourish Knoxville at 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.

Currently Nourish Knoxville does not offer a discount for vendors wishing to pay for the entire season up front.

Late Fees

Market Staff reviews vendor accounts each month. If a balance remains on your invoice at the end of the month, the Vendor will incur a $25 late fee. The $25 late fee and all outstanding booth fees must be paid before the Vendor’s next scheduled Market.

If continued delinquencies persist, Nourish Knoxville reserves the right to remove a Vendor from all future Market dates.

If you are unable to pay your invoice and/or late fee, please get in touch with us ASAP by emailing markets@nourishknoxville.org to discuss payment plan options to avoid incurring a late fee or expulsion from Market.
Incentive Programs & Currencies

All vendors must accept U.S. currency and other applicable Nourish Knoxville sponsored currencies. Vendors are not required to accept credit cards or personal checks.

Nourish Knoxville’s alternative currencies include:

- **Market Money** - Our Markets accept credit cards at the information booth in exchange for GREEN printed tokens in $5.00 denominations, like an ATM. Customers are charged a flat $2.00 transaction fee for this service. **All vendors must accept GREEN Market Money tokens.** Vendors need to bring plenty of change in USD as they will be required to provide change for customers with Market Money. 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 except for Wednesdays.

- **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.**

- **Double Up Food Bucks** (SNAP doubling program) - Double Up Food Bucks matches up to $20 SNAP dollars per customer per Market day in BROWN tokens in $1 increments that can be spent on fresh fruits and vegetables at Market.

- **Produce Bucks** - Nourish Knoxville hosts a variety of incentive programs including Nourish Kids, Nourish Wellness, and Nourish Moves. These activities are geared toward improving the health and wellness of participants. As an incentive for participating, each program participant receives Produce Bucks, a paper form of currency developed by Nourish Knoxville which can be spent on fresh fruits, vegetables, and food-producing plants at market.

- **WIC FMNP** - WIC FMNP gives vouchers to exchange for fruits, vegetables, and herbs to women and children (up to age 5) who receive WIC services. WIC FMNP vouchers are for $5 each, and WIC participants get a total of $10-15 per month in July and August, per eligible person. **This program is administered by the WIC Office of the County Health Department, and farmers must be approved by the WIC office.**

Vendors with food and farm products will receive a bank bag at the beginning of each Market day that includes a currency guide and a receipt. At the end of each day, vendors will count their tokens (GREEN Market Money, RED SNAP, BROWN DUFB
tokens, and paper 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.

For more detailed information on Nourish currencies and how they work at our Markets, please visit [Appendix D: Incentive Programs & Currencies](#).

**Reimbursement for Alternative Currencies**

Nourish Knoxville uses AirBase to reimburse vendors by direct deposit. You will receive an invitation via email to set up your information after turning in your first receipt. If you cannot set up online, you may provide your banking information at market for Nourish staff to set up your direct deposit. Reimbursements may also be made by mailed check, if necessary, but direct deposit will be processed more quickly. Receipts will be processed within one week for the market, and direct deposits will be received within 2 weeks. Mailed checks may take at least an additional week to receive.
Cancellation Policy

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, must be requested, and are not guaranteed.

Vendors are responsible for keeping track of their own dates. Vendors can access their assigned 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 an assigned Market date must be made at least one week in advance of the Market date being canceled to request a refund. Example: You are scheduled for a May 11th Market but can no longer attend. The vendor must email us no later than 11:59 pm ET on May 4th in order to be able to request a refund.

No-shows: A vendor who signs up for a date, does not cancel the date, and then does not show up is considered a no-show. Any vendor who is a no-show will receive an infraction, will be responsible for the booth fee, and will receive an email regarding the missed market. The no-show vendor must respond to the email within 48 hours expressing their interested in remaining at the Market, take care of any/all outstanding fees resulting from their no-show to return to Market for their next scheduled date or risk having their application withdrawn from the Market and removed from all future booth assignments.

Vendor cancellations of Market dates due to health, business failure, or other extraordinary circumstances will be taken into consideration regarding any fees due.

All cancellations must be made in writing via email to markets@nourishknoxville.org or by text to (865) 805-8687. Verbal cancellations are not accepted as official cancellations!
Vendors who cancel a large number of their originally approved Market dates will have their account evaluated. The 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 per season in which the farmer can cancel less than a week in advance and still receive credit for up to 2 scheduled Market days.

Please note: refunds must be requested in writing (email or text) for all eligible cancelations.

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

Our infraction policy operates as a single ledger system, running across all our farmers’ markets, from April 1 – March 31. The infraction ledger is reset each year on April 1.

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 $25.00 fine. Fine must be paid before the vendor may participate again.
- 4th violation - Email notification and a $25.00 fine. Fine must be paid before the vendor may participate again.
- 5th violation – Email notification and a $25.00 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 by the vendor’s next scheduled Market. If the fines are not paid or arrangements haven’t been made with Nourish Knoxville staff by the Vendor’s next-scheduled Market, the Vendor may be removed from all of their future booth assignments.

Nourish Knoxville reserves the right remove a vendor from Market at any time, regardless of the number of infractions received if the vendor is abusing Nourish Knoxville’s infraction system – example: a vendor who is intentionally running up infractions late in the calendar year knowing there aren’t enough dates left to lead to 3rd, 4th, or 5th infraction, may be removed before reaching their 5th infraction.

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
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, 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 (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 in a timely manner. 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 either party (the vendor who filed the GF or the vendor accused in the GF) is in disagreement with Nourish Knoxville over the validation or other outcome of the investigation, 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 concerning the matter. The accused vendor, the vendor(s) who filed the GF, and the Nourish Knoxville staff member(s) who validated the grievance will appear and be heard at a hearing in front of a panel of Nourish Knoxville’s
Board of Directors. The decision of the Nourish Knoxville Board of Directors (or its designee) is final.

- In most cases, the accused vendor with a validated grievance against them 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.
**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: 
   _____________________________________________________________________________
   _____________________________________________________________________________
   _____________________________________________________________________________
   _____________________________________________________________________________
   _____________________________________________________________________________
   _____________________________________________________________________________

Signature: _______________________________________________________________________

Date Signed: _____________________________________________________________________

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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!

Ellie Moore
Markets Manager, Nourish Knoxville
markets@nourishknoxville.org
(865) 805-8687, ext. 1
Appendix A: Applying as a Vendor

Management Software

Manage My Market (MMM) is a web-based market management software that serves over 4,000 markets and close to 200,000 vendors nationwide. Nourish Knoxville uses MMM to manage Vendor applications, to bill Vendors, and for Vendor communications. The MMM service as well as Nourish Knoxville’s administrative expenses are covered by application fees.

Nourish Knoxville does not own any part of Manage My Market. Should an applicant or Vendor have a technical issue, they are encouraged to contact MMM directly through their online contact form.

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 in good standing with Nourish Knoxville wishing to receive priority approval must apply within the first 2 (two) weeks after new season applications open (before applications open to the general public).

Below, you will find step-by-step instructions for how to apply to a market for both Returning and New Applicants. The instructions are optimized for a desktop/laptop computer and may not be accurate if you are applying via a mobile device.

1. Create or log into your MMM account. If you’ve forgotten your password, there is the option to reset it from the log in screen.
   - On the “Profile” Tab in the left-hand menu and enter/update the following information tabs at the top of the Profile page:
     - Company Info – make sure the required fields are up to date: Business Name, Login Email, Business Phone, Mobile Phone, and Brief Company Description. All other fields are optional but strongly encouraged.
     - Business Info – ALL applicable fields on this tab are required to be filled out.
     - Contacts – all employees, family members, and/or other agents representing your business at Market are listed along with a valid email address and MOBILE phone number.
Addresses – A Physical Address and Mailing Address are required. For any Vendor with multiple physical addresses, please list your main address on this tab and all others under the “Parcels” section of the Business Info tab.

- On the “Products” tab in the left-hand menu and make sure all items you wish to sell for the current season are listed (and any you are no longer selling are removed).
  - Craft Vendors – upload all necessary photos
  - Prepared Food Vendors – upload any necessary photos of ingredient labelling.
  - Agriculture Vendors – photos aren’t required but make sure you select each product’s season/availability.

- On the “Licenses” Tab in the left-hand menu. Upload all necessary documentation & permitting.

2. With the “My Markets” tab selected at the top of your screen, click on the blue hyperlinked text “Click Here to Apply to a Market”, then search for the appropriate market you’re wishing to apply to.

3. Complete the application by answering all questions thoroughly, uploading all requested materials (varies based on applicant type), and submit your application. You will receive an automated email from Manage My Market shortly after submitting your application notifying you that your application was received.

4. Upon submitting your application, you will receive an automated invoice for your one-time, application fee. This application fee is non-refundable. Payment of this application fee does not guarantee your acceptance. If you do not receive an invoice automatically, please email markets@nourishknoxville.org.

5. Once your application fee has been received your application will enter the queue for processing. If we do not receive payment for your application fee within 2 weeks, your application will be withdrawn.

6. 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.

7. Your application will then be accepted, waitlisted, or declined.

After your application is submitted, you will be able to make changes to your profile information, product listings, and licenses. If you need to make changes to your application responses or requested dates, please email markets@nourishknoxville.org.
Appendix B: Waiting List Guide

Nourish Knoxville maintains a separate vendor waiting list for each of our markets. Vendors on the waiting lists may be eligible to fill occasional or extended market vacancies, as they become available. Waitlisted vendors are expected to abide by all Nourish Knoxville’s policies, set forth in this Vendor Handbook and elsewhere.

Occasional Vacancies

- All waitlisted vendors will receive a mass email with any one-time openings. We endeavor to send notifications monthly, but they may be sent as late as the day before a Market.
- All waitlisted vendors will receive these notifications, regardless of the dates selected in their application.
- Vacancies offered in this manner will be filled on a first come, first served basis, though product diversity and consistency will also be taken into consideration.
- Upon confirmation of participation for a specific date(s), the vendor will receive an invoice for the applicable booth fees and their application status will temporarily be changed to “Approved” so that they may be added to the Market map. The vendor’s status will be returned to “Waitlisted” following their scheduled participation.

Extended Vacancies

- Waitlisted vendors will be contacted individually via email to fill extended vacancies. Application date, past participation, product diversity, and requested schedule are all taken into consideration when filling an extended opening.
- If your availability/requested dates have changed since you submitted your application, notify Market Staff of the schedule change ASAP. Drastic changes to your schedule may result in the revocation of your invitation to fill an extending vacancy.
- Upon accepting the extended vacancy, the waitlisted vendor’s application will be “Approved” for the allotted time and will be invoiced for the applicable booth fees.

Cancellation Policy Exception

- If you have been assigned to a same-week vacancy but are no longer able to attend, you must notify Markets Staff of your cancellation no later than 5:00 pm the evening before the Market date in order to request a refund.
  - Email (markets@nourishknoxville.org) or text (865-805-8687) to cancel.
o 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.

o 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.
Appendix C: Market Amenities

2022 New Harvest Farmers’ Market (Thursdays)

Electricity

Access to electricity is limited at New Harvest Park. 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/playground).

Nourish Kids

Nourish Kids activities are free, at-market activities geared towards children ages 2 – 12. In addition to the free activity, all participants will receive $5 in Produce Bucks to spend on fresh fruits and vegetables at Market, and a produce sample. There will be a Nourish Kids activity the 3rd Thursday of each month, April – September.

2022 Market Square Farmers’ Market (Wednesdays & Saturdays)

Electricity

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

Waste/Trash Disposal

Bins for trash 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 ground level of the Market Square Garage, accessible from Wall Avenue. Additionally, two portable restroom units will be available on Union Avenue, near Urban Outfitters (Saturdays only).

Nourish Kids

Nourish Kids activities are free, at-market activities geared towards children ages 2 – 12. In addition to the free activity, all participants will receive $5 in Produce Bucks to spend on fresh fruits and vegetables at Market, and a produce sample. There will be a Nourish Kids activity the 2nd Saturday of each month, May – November.

Veggie Valet

We will be operating our “Veggie Valet” the stage on Market Square (near Wall Avenue). Vendors may utilize the service for pre-orders, CSA boxes, wholesale orders, etc. Simply drop it off at our Veggie Valet booth or request a staff member/volunteer (when available) to pick up the items from your booth. We’ll safely store the product while your customer fetches their vehicle to pick up their purchases. Please note: we do not have a ton of shade nor do we have any refrigeration - if you plan to drop off all of your CSA shares, plan accordingly.

Gleaning

Occasionally, at the close of MSFM, volunteers with the Society of St. Andrew visit our vendors and pick up donations from our farmers and food producers. These “extras” are then donated to local agencies providing food to the hungry. The Society of St.
Andrew also will provide each participating vendor with a detailed account of their donations and provide them with a donation statement to use as a deduction on their taxes. Donation dates will be communicated to vendors via Nourish Knoxville. Donating is up to the discretion of the vendor, and not required by Nourish Knoxville.
Appendix D: Incentive Programs & Currencies

All vendors must accept U.S. currency and other applicable Nourish Knoxville sponsored currencies. Vendors are not required to accept credit cards or checks. Nourish Knoxville’s alternative currencies include:

- **Market Money**: green tokens purchased by customers with credit card, accepted by all vendors like cash
- **EBT/SNAP**: red tokens for SNAP-eligible products only (grocery items, no hot-served foods)
- **Double Up Food Bucks**: brown SNAP-doubling tokens, for produce or food-producing plants only
- **Produce Bucks**: paper vouchers, for produce or food-producing plants only

Vendors should bring ample 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 except for Wednesdays. Vendors are required to provide change for customers spending Market Money (GREEN wooden tokens).

All SNAP/EBT card transactions are processed centrally by Nourish Knoxville at the information booth. Please contact us if you are processing SNAP using your own equipment.

Vendors with eligible food products for alternative currencies will receive a bank bag at the beginning of each Market day that includes a currency guide and a receipt. At the end of each day, vendors will tally each type of alternate currency received and fill out both sides of the enclosed 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.

**Reimbursement for Alternative Currencies**

Nourish Knoxville uses AirBase to reimburse vendors by direct deposit. You will receive an invitation via email to set up your information after turning in your first receipt. If you cannot set up online, you may provide your banking information at market for Nourish staff to set up your direct deposit. Reimbursements may also be made by mailed check, if necessary, but direct deposit will be processed more quickly. Receipts will be processed within one week of the market, and direct deposits will be received within 2 weeks. Mailed checks may take an additional week, at minimum.
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, included in the bank bags distributed to vendors with food products. A printable version is also available in the “Document” section of your Manage My Market account.

Market Money (ALL Vendors)

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 flat $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, regardless of the total amount purchased.
   c. Customers can buy anything at any Nourish Knoxville Market with the GREEN Market Money tokens. Market Money tokens do not expire and may be spent 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 change back in US currency 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 along with other currencies. Note: if you only have Market Money, these tokens can be exchanged for cash at the information booth.
   d. GREEN Market Money tokens are transferable, and vendors can use those they receive during Market to make purchases from other vendors.

SNAP/EBT (All Food Vendors)

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:
It excludes any foods/drinks that is hot at the point of sale (coffee, food truck sandwich, etc) or pet food (raw milk, pet treats).

1. **How it works for customers:**
   a. Cards are swiped at the Market information booth and exchanged for **RED** tokens in $1.00 and $0.25 denominations. The customer will be given a receipt with their remaining balance.
   b. The customer’s unused **RED** tokens may be returned to the information booth to be refunded onto their card, but only on the same day they were withdrawn.
   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 may be spent 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 may only be used for USDA-approved foods and food-producing plants.
   c. Vendors cannot give change back for **RED** SNAP tokens, other than $0.25 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 $3.80
      ii. Customer hands vendor four $1.00 **RED** SNAP tokens.
      iii. Vendor writes receipt for items (one bunch green onions - $2.00, weighed tomato - $1.80, total = $3.80)
      iv. Vendor writes “$4 received”, “$0.20 remaining” and hands receipt to customer.
      v. Customer takes the receipt to the information booth to receive a refund to their card for $0.20.
      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 $3.80, the vendor may round down to $3.00 but may not round up to $4.00. The vendor may also offer to add product (such as using a larger tomato or adding a small item) 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 with all other currencies.
   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 (Produce Vendors only)

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 (DUFB) tokens, non-produce vendors at other markets across the country offering produce-only incentives have seen an increase in sales from SNAP tokens because customers were able to spend their doubled tokens on produce, freeing up their SNAP dollars for meats, cheese, baked goods, etc.

1. BROWN DUFB 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 for a full list of locations.

2. BROWN DUFB 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 DUFB 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 DUFB tokens.

5. Vendors will include all BROWN DUFB tokens in their bank bag with all other alternative currencies for reimbursement.
   a. Vendors who incorrectly accept DUFB tokens for ineligible products will not be reimbursed and will have the DUFB tokens confiscated.
6. **BROWN** DUFB tokens are grant-funded, and do not expire, as long as the program remains funded.

**Produce Bucks (Produce Vendors only)**

Nourish Knoxville hosts a variety of incentive programs including 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 each season.** Produce Bucks are only valid during the season in which they are issued. All Produce Bucks are marked with an expiration date. Expired Produce Bucks will not be reimbursed.

4. Vendors will include all Produce Bucks in their bank bag with other alternative currencies.

5. 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 distributes benefits to women and children (up to age 5) who receive WIC services that may be exchanged for fruits, vegetables, and herbs from approved farmers. WIC FMNP benefits are typically distributed in July & August and are redeemable anywhere the approved farmer does business.
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.

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