



Market Guidelines

2024 Season - Saturdays May 4 - October 26, 8 am to 12 pm

Market will not operate during Greeneville's Iris Festival in May

Anyone interested in selling at DSFM should read and understand these guidelines prior to applying to become a vendor.

Depot Street Farmers Market is a 100% Producer-Only market! All products offered by vendors must be grown or produced within a 50-mile radius of Greeneville, TN. Our goal is to supply visitors with locally grown and crafted products and to showcase our local Farmers, Food Producers and Artisans.

Vendor Categories

Farmers/Agricultural Vendors: All produce sold at market must be grown by the vendor within a 50-mile radius of Greeneville.

Meat Vendors: Meat sold must be produced by the vendor. All meats must be refrigerated or frozen in original packaging, clearly labeled and stored in clean and sanitary refrigerators, freezers or coolers that meet USDA requirements. A Retail Meat Sales Permit is required from vendors selling meat at market. The permit must be submitted with the vendor application and also displayed at the vendor booth. Compliance with all USDA and TDA guidelines, requirements and restrictions are the sole responsibility of the vendor.

Egg Vendors: A producer may sell eggs at a farmers market from his/her own flock of less than 3,000 birds under the following conditions:
Compliance with sanitation requirements of egg rules. Eggs sold as unclassified or ungraded must be sold in containers that are labeled to indicate the producer of the eggs. Eggs are stored at 41 degrees or below

Prepared Food vendors: items such as homemade baked goods, honey, jams, jellies and canned foods are acceptable given they meet all state and local health department regulations, USDA and TN Dept of Ag regulations/standards. **All products must be properly packaged and labeled.**

Dairy Vendors: Raw milk cannot be offered for sale for human consumption. All dairy products, including ice cream and cheese, must come from an approved source that is inspected and permitted. All products must meet regulations set forth by the TDA.

Soap, Pet Food, Plant Vendors: items may be sold only in compliance with the TDA.

Artisans/Craft Vendors: Artwork and crafts must be handcrafted by the vendor.

Vendor Membership:

All vendors will be required to apply yearly. Completed applications and required certifications must be provided before setting up. Applicants may be placed on a waiting list if there is no space available or if their products would create an over-abundance of similar products at the market.

Membership shall be open to any bonafide farmer/producer of goods, raising/making 100% of his/her goods and in good standing with the market organization.

First-time applicants:

- **First-time applicants** shall submit a \$25 nonrefundable application fee with their completed application. **This fee does not guarantee approval to sell.** New applicants will be notified by email concerning their acceptance to the market.

Membership Options:

- **Option 1. Full Season Vendors** may choose to pay for the entire season up front for a discounted rate of \$187.00 (This includes the annual membership fee, daily booth rental for all 25 weeks and storage fee) (regularly \$225 if paying booth rental weekly) Full Season Vendors will be given an assigned space with the expectation that they will attend all (or mostly all) Saturdays during the regular season.
- **Option 2. Standard/traditional Vendors** pay a \$30 annual membership, pay \$7 booth rental each day they set up. Standard Vendors who expect to attend most every week may be given an assigned space (on a case by case basis.) Those not attending regularly will be given a space where available.
- **Option 3. Guest/Special Event Vendors** (are those who do not plan to set up on a regular basis) are not required to pay the annual membership fee. Regular market booth rental is \$15 per day. Approved guest vendors should contact management at least 72 hours before the day they would like to set up to sell to make sure a booth space is available.
Special Event booth rental will vary, depending on the event.

Fees And Booth Logistics:

-Booth Rental: \$7 per day for Paid Members for a 10 x 10 space

-Storage Unit Fee: \$20 annually, due with application. Vendors may use the storage building on-site for one tent, two tables, two chairs, preferably compact and folding types. No merchandise will be stored. The market assumes no responsibility for damage or loss that may occur to vendors' property. All items should be clearly labeled with the vendor's name. All items must be removed at the end of the season or when the vendor ceases attending the market. *(Vendors are offered storage as an option, not a requirement)*

-Sharing booths: Two vendors may share a booth provided that both vendors are paid members of the market. The identity of each vendor must be displayed clearly in the booth. Booth fee is \$7 per day.

-Booth Size: Each vendor space measures 10 x 10 feet. All vendor equipment, product, signage, etc must be kept inside their space. Vendors should keep their tent in line with their neighbors' tents so they do not block visibility of other booths. All tents must be secured with weights to prevent mishaps on windy days.

-Booth Assignment Preference will be given to vendors committed to attending regularly throughout the season. Management will attempt to keep regular vendors in the same space from year to year, unless the vendor requests relocation or a situation arises where management deems it necessary to move them.

-Extra Vendor Vehicles should be parked away from the main customer parking lot. Spaces are available on the hill by the Greeneville Energy Authority Drive-thru, along the curb on Church Street and on the hill behind the Partnership building. (continued next page)

-Vehicle Safety: Vendors should not move their vehicles in or out of the Market area during times when such movement would pose a danger to people in the shopping area. Specifically, in all cases, *vendors are prohibited from moving their vehicles during market hours*. After the start time of the market, no vehicles may enter the marketplace area.

-Electricity: Vendors are responsible for their own power source if needed, and must comply with any City Noise and Pollution Ordinances

-Clean up: Vendors are required to leave their space clean and remove any garbage generated during market day

Set-up and Break-down:

- Vendors are expected to arrive no later than **7:30 am** and be ready for business by 8 am. **Driveways will be barricaded at 8 am** and no vehicles will be allowed in or out until after 12 pm unless there is an emergency. .
- **Late arrivals:** If a vendor arrives after the start of market and wishes to sell, all vendor materials must be unloaded and carried in, then the vendor's vehicle(s) must be moved to a vendor parking space off-site.
- **Break-down begins at 12 pm when the market closes.** Vendors are encouraged to stay mostly set-up until 12 pm. Staying setup keeps the market looking full and inviting to customers. Vendors who sell out early on a regular basis may want to plan to bring more product.
- **Leaving early:** Vendors who foresee needing to leave early should park off-site and carry their equipment, etc to their vehicle upon leaving.
- **Please note: Vendors who need to arrive late/leave early on a regular basis should advise market management at the beginning of the season so that a safe booth location may be assigned to the vendor.**

Vendor Conduct

Vendors are expected to conduct themselves in a manner that promotes the overall well-being of the market; ensure that the market is a pleasant, welcoming, no-hassle/no hawking experience; and does not cause disruption to customers or other vendors.

Vendors who bring children and/or pets must control them within their space.

The market is a non-smoking venue; vendors who smoke must step outside of the market and parking areas.

Vendors who do not conduct themselves in a manner deemed appropriate by the market management may be asked to leave. In addition, vendors will be expected to respect the market and other vendors in public settings, which includes social media. Any behavior intended to injure another vendor's business, the market or market customers will be reviewed by the NETFA board and may result in the vendor being suspended from the market, fees will not be refunded.

Non-Profit Status The Depot Street Farmers Market is a project of Northeast Tennessee Food Alliance, Inc a charitable 501c3 non-profit entity. Therefore, no political, religious or other similar activities may be conducted or handouts distributed at the market.

Sales Tax Vendors are responsible for collecting and filing any applicable taxes.

Farm Visits Market management may request a visit to the vendor's farm/place of production by a special committee designated by the NETFA Board of Directors to verify to the corporation that he/she is the original producer of all products being sold.

Product & Liability Insurance: Depot Street Farmers Market/Northeast Tennessee Food Alliance, Inc. does not provide liability insurance for individual vendors, their products, or any activity associated with their operation. Individual vendors are responsible for providing their own insurance and are encouraged to do so. Vendors are responsible for the safeguarding of their property, DSFM, Greene County Partnership, the City of Greeneville and Market Staff are not responsible for any loss or theft.

SNAP, Double Up and Produce Bucks Programs All vendors with eligible food items will be required to participate in the SNAP program at the market. Training will be provided to vendors to ensure proper compliance with program regulations. These programs not only help the local community but also serve to increase vendor sales. Vendors will be reimbursed at the end of each month with a check by mail.

Emails and texts Management will communicate with vendors through email and text messages. It is the responsibility of the vendor to monitor these lines of communication. There will be a private forum for vendors only on the market website as well as a private vendor Facebook group where important information can be found. Management will be happy to help vendors get connected to these communication sources.

Sales Reporting Vendors are required to report sales earned at each market. This information is confidential and will only be used in grant applications and reports as part of total market sales. *This information may be submitted anonymously in a designated box at the Welcome Booth if desired.* It is very important that the market has this statistical information in order to apply for funding. Grant funding helps keep out-of-pocket costs down, in return keeping vendor fees as low as possible.

Pricing & Signage Vendors are encouraged to post prices of their products for the customer's convenience. Many people will not ask how much something is and vendors will miss a sales opportunity. Vendors are encouraged to use signage, banners, etc to give customers information about their business. Farm/business branding leads to regular customers who seek out a vendor's product.

Marketing and Social Media DSFM uses its marketing and social media to support the events and operations of the Market as a whole. As independent businesses, vendors are expected to execute their own marketing and social media plans. Vendors are encouraged to tag DSFM's social media accounts and inform the management of special deals and products in order to be included in market-related media.

Vendor agrees to abide by all ordinances and regulations of the City of Greeneville and all conditions that may be required by Depot Street Farmers Market and its parent organization, Northeast Tennessee Food Alliance, Inc. By submitting/signing the Market Vendor Application, the vendor agrees to comply with the provisions herein as well as other applicable laws and regulations.

Questions? Email depotstreetmarket@gmail.com Or call/text: Mary Goldman 423-342-7006, Heather Youngblood 423-525-2621