



### **Lookout Farmers Market Guidelines**

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*Revised April 28, 2016*  
*Revised Feb. 28, 2017*  
*Revised April 14, 2017*  
*Revised April 23, 2017*  
*Revised July 12, 2017*

*\*Guidelines will be changed and updated as needed.*

#### **APPLICATIONS:**

All vendors must fill out an application and be approved - returning vendors have priority.

- There is an application fee that is paid once for 2017 season.
- *Committed Vendors* application fee is \$30.
- *Drop-In Vendors* and *Short Term Vendors* application fee is \$35.

#### **QUALIFICATIONS:**

- Our market is for local and regional farmers - producer only (exceptions may be granted as needed for the sustainability of the market – vendors such as wild caught seafood may be approved).
- Only vendors who are within 150 miles of the market location are considered local and 250 miles are considered regional.
- Farm and business visits by management can be expected.
- Liability insurance is encouraged and may be required at certain locations.
- Host sites may require waivers that must be signed.

- Items used as market fundraisers may be exempt.
- Rules may change to comply with host sites and certification programs issued by the Tennessee Farmers Market Association and/or the Tennessee Dept. of Agriculture, etc..

#### **VENDORS:**

- *Committed Vendors* choose a market and plan to be at the market for the entire market season. Committed vendors treat the market/s that they attend like a job. They are present unless there is sickness, death, personal emergency, scheduled vacation, etc. – *Committed Vendors* notify the market manager and their customers of their absence. They display a sign that says “Committed Vendor”
- *Drop In Vendors* are allowed at markets that have not reached their capacity. They are not guaranteed a weekly space. They display a sign that says “Drop In Vendor”.
- *Short Term Vendors* have short term crops...such as *strawberries*, peaches, watermelons, pumpkins, etc. They display a sign that says “Short Term Vendor”.

#### **FEES:**

It is your responsibility to pay your market fee/s to the market management each week. You may pay for the entire season in advance and receive a discount of 10%.

Application fees must be paid before vendors can set up. Application fees are non refundable. A late fee of \$10 will be charged. Vendors who do not pay their application fee will be prevented from attending markets.

- Application Fee -

There is a one-time \$30 application fee for *Committed Vendors* and a \$35 application fee for *Drop-in Vendors*.

This fee covers all market locations for the 2017 market season.

This fee is to be paid when your application is submitted.

- Weekly Booth Fee -

There is a \$10 fee to set up at each market for *Committed Vendors* and \$15 for *Drop-In Vendors and Short Season Vendors* at our regular markets.

The hospital market is \$20 and \$25 respectfully...street markets and other special events may be different, but will be posted before sign up for the event.

- If a market location has reached capacity, *Drop-In vendors* will be put on a waiting list for future markets.
- Market locations are subject to change.

**PARKING:**

- All vendors may (and should) park your vehicle behind your tent at all markets unless otherwise instructed.

**VOLUNTEERING:**

- **We are a market FAMILY.** Vendors may be asked to help put up and take down signs, help put up and/or take down tents, etc.

**MARKETS:**

- Each market location is different and has its own unique personality, vendor and customer base.
- Fees, market size, rules, etc. may be different at each market.
- Our current planned regular season markets:

Tuesday 4-7pm - East Brainerd/Christ United Methodist Church

Wednesday - 10:00am – 1:00pm - East Chattanooga/CHI Memorial Hospital

- The regular 2017 season will begin in April and run through October officially.
- Some markets are year around.
- There may be special events and special markets.
- A vendor can commit to one or all market seasons.
- Once *Committed Vender* capacity is reached at a market, *Drop-In Vendors* will not be permitted unless a regular *committed vendor* needs to be away. *Drop-In Vendors* will be added to a waiting list along with other interested applicants.

**ATTENDANCE:**

Vendors must state on the application if they wish to be a *Committed Vendor, Drop-In vendor or Short Season Vendor*

- This needs to be declared for each market location and season on the application.
- Treat your market/s like you would a job.
- A strong and successful market depends on the consistency of attendance and the building of committed relationships with repeat customers. This cannot be stressed enough.
  - It is assumed that vendors will be present unless market manager is notified otherwise by texting 423.838.9804 or emailing [Lookoutfarmersmarket@gmail.com](mailto:Lookoutfarmersmarket@gmail.com)
  - There are no assigned spots unless manager decides for the betterment of the market that a vendor should be in a certain spot.

**BOOTH SPACE:**

- Booth Space is assigned at the discretion of the management.
- Tents must be used. Tents are put up by the vendor, not the market staff. (No tents inside the hospital.)
- All farmers/gardeners must have a sign stating where the produce comes from and also the growing practice used...ex. conventional, sustainable, and organic, etc.
- All producers of baked goods, jams, pies, etc. must have a 8 x 11 inch sign in 15 font sign meets the USDA/TN Ag Dept. standards for farmers markets. If you bake in a commercial kitchen or a non-certified home kitchen this needs to be stated along with your name, address and phone number. Ingredients must be displayed on packages with your address and phone number. Allergy prone ingredients must also be addressed.
- Vendors are encouraged to make their booth space neat, clean and attractive. NEVER lay down in your booth. Don't spend time on your phone.
- Each vendor needs an attractive large sign or banner hanging in the back of their booth that lists the name of your farm or business.

- The way your products and booth looks is vital to your weekly and total sales for the season.
- Greet each customer, offer samples and stories concerning your products.
- Make your booth fun, attractive and interesting.
- When setting up your booth space, think about the SAFETY of your customers, other vendors and yourself.
- Vendors are required to use a standard size, “easy up” type tent to cover your booth space. This gives your booth space an identity, protects your products and shelters you and your customers from the weather.
- If you forget your tent, or have a tent failure, you may rent a tent for \$10 (based on availability). Please do not make renting a tent a habit.
- Please do not set up before management has arrived unless you have been instructed to do so by management.
- ALL tents MUST be staked and/or weighted at ALL markets. NO exceptions! Flying tents are serious injury risks. Even light winds on sunny days can cause a tent to tumble and this can be dangerous! It is the responsibility of each vendor the properly anchor their tents.
- No booth sharing.
- Vendors must be clean and smell clean. Vendors with body odor will not be accepted.
- Food booths may not be combined with arts and crafts. A vendor wishing to sell both food products and arts and crafts may set up adjoining booths, but with separate signage, identities and applications.
- Due to space limitations and market capacities, we are only allowed to accept a certain number of vendors at each location.

**PRODUCTS:**

- Farmers can sell fruits, vegetables, nuts, farm-fresh eggs, plants, herbs, flowers, and other farm products.
- Value added items such as baked goods, breads, jams, meats, cheese, pickles, etc. are also welcomed as long as they meet the guidelines of the Department of Agriculture for the state the market is held.
- Proof of any required inspection and paperwork is required.
- Producers may sell items that fit within the markets mission and be made by the vendor.
- Vendors will need market approval of their items.
- Soaps, candles, jewelry, pottery, baskets, etc. are nice additions to farmers markets.
- We desire a healthy mix of vendor types.
- Food is the backbone of our markets.
- Please understand that several vendors may be selling vegetables, meats, breads, eggs, etc. all at the same market.
- The market may choose at some point to limit the amount of certain products by vendors, especially arts and crafts.
- Please understand that it is the job of the management and the market committee to decide how this is determined and what is best for the overall well-being, future and success of each market.
- It is the vendors' reasonability to make sure that the products offered are in compliance with the Department of Agriculture for the state in which the item is sold and/or produced.
- Please note, we are moving toward becoming a "Tennessee Certified Market". That may change some of our guidelines in the future.
- Selling live animals at market is not allowed.

**WHAT TO BRING:**

Bring change for your cash customers, tables, tents, scales, bags, sacks, boards/shelves, baskets, signs, containers, ice, chairs, etc. All must be provided by each vendor.

**PRICING:**

- Vendors will set their own prices. However, a vendor using the market as a way to dispose of surplus products at prices significantly below prevailing market prices will be asked to stop.
- Vendors are encouraged to clearly mark the prices of all products.

## **DRESS CODE:**

We ask that all vendors adhere to a basic dress code-

- Please be clean, well-groomed and wear clean clothes.
- Shirts should be worn and buttoned - shoes must be worn.
- Dress according to implied host site requirements for churches and hospital locations (more modest for church and business for hospital).
- Shirts with your business name or logo or that of the Lookout Farmers Market are encouraged!
- Hair must be neat and clean – in ponytail or away from face if selling readymade foods.

## **CSA's:**

We **ENCOURAGE** farms offering CSA's to offer pick up to their shareholders at the market.

## **CUSTOMER PAYMENT - EBT/DEBT/CREDIT CARDS:**

Our market accepts and encourages the use of debt, credit and EBT cards by customers. Therefore, we offer processing through the market with a machine. Currently there is at least a 3% fee associated with this convenience charged to the customer – plus a .15 swipe fee (except for EBT – no charge for EBT), also charged to the customer.

- Vendors who wish to process their own transactions with their equipment may do so.
- As of last revision-we are not using the Fresh Savings Program. Fresh Saving tokens may still be redeemed at the Chattanooga and Brainerd Markets

**For vendors who wish to have the market process their debt, credit and EBT transactions below are the current procedure:**

- Instruct your buyer to go to the Information Booth.
- They will run their debt, credit or EBT card and they will be given tokens.
- After the customer has given you their tokens - release the products to the customers.
- Customers can buy from several vendors and run their card once for all purchases.
- At the end of the market, checks will be written to vendor. The checks will be postdated to give the funds time to drop into the market account.

- It is your responsibility to turn in your tokens and collect your check from the market.
- Checks will be held and good for one month only. Transactions will then become void.

#### **SET UP:**

- Set up begins 1 hour before the market opens.
- Please arrive and allow enough time to be set up before the market begins.
- Please DO NOT set up before the market manager has arrived.
- Setting up after the market begins is discouraged.
- Market Manager will instruct vendors as to set up location.
- No saved vendor spots – unless manager decides it best for market.
- We don't want to leave "holes" when setting up...fill into the next vendor please.

#### **BREAKING DOWN:**

- Vendors must follow the set-up and take-down procedures provided for the safety and convenience of everyone at the market.
- Unless there is an emergency, vendors should attend the entire market. If there is an emergency, please notify the management.
- Even if you sell out you should stay - you are at the market to build a relationship with your customers. Chat with shoppers, get to know their wants and needs...that will help ensure repeat customers and future sells.

#### **CLEAN UP:**

- Each vendor is responsible for cleaning up their space before the vendor departs the market. Vendors who leave trash will be fined.
- Your trash is your responsibility. Please remember the Boy Scout code, "Leave the area better than when you found it".



**TAX:**

Any applicable tax is the responsibility of the vendor.

**PERMITS & LICENSE:**

Any city, county, state, or other needed permit or license is the responsibility of the vendor.

**REGULATIONS:**

- Vendors must visit the web site/s for Alabama, Georgia and/or Tennessee regarding farmer market vendor's regulations.
- Vendors must stay up to date on all rules and regulations from the Department of Agriculture. Rules may vary from state to state, so be advised on rules that pertain to the state in which your farm and/or business is located, as well as the state of the farmers market you attend. It is the responsibility of each vendor to stay within all legal guidelines.
- All vendors must display a sign indicating the name of their farm or business. Also you must include the town, county or region in which your farm or business is located. State your farming practices such as: conventional, organic, organic exempt, sustainable, certified sustainable grown, etc. If you have baked goods, etc. state how your items were made: gluten free, no sugar, organic, local berries used, etc. If you have added value products, you MUST state if they come from a certified or commercial kitchen or if they are from a non certified cottage kitchen (home). This sign needs to be clearly posted for customers to view. Paperwork to back up your claim should also be on hand.
- The market may choose to limit the amount of certain products by vendors if it is determined that there is an over load that is hurting the overall market.
- Please understand that it is the job of the management and the market committee to decide how this is determined and what is best for the overall well-being, future and success of each market.
- It is the vendors' responsibility to make sure that the products offered comply with the Department of Agriculture. This is vital.

**COMMUNICATION:**

- Vendors will receive emails that will have important market information. You need to open and read these emails. You are also required to respond to emails.
- This helps the manager advertise the market through emails, FACEBOOK, Twitter, etc. and facilitates correct advertising.
- This is most important to our market. Please email your info back ASAP!
- Please help cross market the Lookout Farmers Market on your Facebook, other social media and web sites.
- Please refer to the Lookout Farmers Market as the Lookout Farmers Market in conversation, print, social media, etc. This helps to establish our brand, which helps you as the vendor. (You may also refer to the Lookout Farmers Market as: Example – Lookout Farmers Market @ the Incline, Lookout Farmers Market @ East Brainerd, Lookout Farmers Market @ Memorial Hospital and Lookout Farmers Market @ Red Bank
- It is the vendors responsibility to contact by email or text the information they want to go out in the weekly emails.

#### **MARKET CSA:**

Vendors may be asked to donate some of their offering each week to a “Market CSA”. This “CSA” is offered as a barter exchange to IMS for our continuing supply of market banners, signage, advertising, etc. (We lose signs each week due to theft and destruction, so this is an ongoing exchange.) Each market may have one or two Market CSA recipients. There may be weeks that the recipient does not pick up due to being out of town, etc. Everyone will be required to donate something. A cucumber, hand full of peppers, a cabbage, bar of soap, jar of jam, etc. if you sell higher priced items, include a sample size. (Thank you in advance for your help!)

#### **DOGS:**

- Some locations do not allow dogs. Where dogs are allowed, please understand that dogs must be kept at your booth and on a short leash.
- Dogs are never allowed to roam freely at any time. No exceptions.
- Aggressive or loud dogs are not allowed. Your dog is your responsibility.
- Be mindful of our host sites rules and requests.

**SMOKING:**

Our market is a smoke free market. If you smoke, please move outside of the market area.

**DRUGS**

Illegal drugs are not allowed.

**COMPLAINTS:**

- Complaints by customers or vendors must be reported directly to the market manager.
- It is best and encouraged to handle problems AFTER the market closes (if at all possible.)
- When possible, please present complaints in writing.
- Enforcement of market guidelines is the sole responsibility of the market manager. Any vendor who is found in compliant may lose their right to sell at this market without additional warnings.
- All concerns or complaints regarding the rules of this market should first be discussed with the market manager.
- This market will not be a good fit for vendors who have bad attitudes, enjoy gossip and/or drama.

**SUGGESTIONS:**

- This is your market.
- We are a market FAMILY.
- Please feel free to offer suggestions!
- Email to: Lookout Farmers [Market@gmail.com](mailto:Market@gmail.com)

**The Lookout Farmers Market does not discriminate on the basis of race, color, religion, creed, gender, age, ancestry, disability, marital status, sexual orientation, or military status.**

**Thank you for your interest in the Lookout Farmers Market.  
We look forward to a great 2017 season.**

I agree and will comply:

Date:

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Vendors Name/s

Business Name

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Address

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Web Site

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Email Address

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Phone Number

Phone Number

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Facebook Page Info

Instagram Info

Twitter Info

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Other Social Media Info

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Insurance Info

*Thank you for your support of local food!*