



865-483-9124
102 Deerfield Lane
Oak Ridge, TN 37830

2017-2018 Vendor Handbook Grow Oak Ridge, LLC

These guidelines apply to all vendors at a Grow Oak Ridge market. All vendors and staff are expected to follow this handbook so that everyone has a safe and successful market experience. If you have questions, please contact Market Director Rebecca Williams, 865-483-9124, manager@growoakridge.org.

Mission:

The Mission of Grow Oak Ridge is to be a catalyst for community health, an incubator for local businesses, and an advocate for the local food system. Grow Oak Ridge currently produces the Winter Farmers' Market in Oak Ridge. Visit our website, www.GrowOakRidge.org.

The Winter Farmers Market by Grow Oak Ridge, LLC, features:

- Weekly advertising via email list, Facebook ads, posters, flyers, and print advertising.
- Free weekly Kids Club.
- Market Money token system so you can take SNAP (food stamps), debit and credit cards for free.
- Dedicated manager who is not a vendor.
- Assigned spaces in a bright, attractive school gym.
- Reasonable flat weekly fees, and booth-sharing option.

Winter Farmers' Market (11 Saturdays):

- December 2, 9, 16, 2017; Jan. 6, 13, 20, 27, 2018; February 3, 10, 17 and 24, 2018 (closed Dec. 23 & 30).
- Hours: 10 a.m. to 1 p.m. Saturdays
- Location: in the Gym at St. Mary's School, 323 Vermont Ave., Oak Ridge, TN, 37830.

Vendor Eligibility

1. All vendors must apply each year.
2. Application does not guarantee acceptance.
3. All accepted vendors must pay required fees in advance of selling (see below).

Fees

- **Registration Fee:** \$20 registration if you apply by Oct. 2 and pay by Oct. 16. After that, registration is \$30 / season.
- **Weekly Booth Fees:** \$10 for agricultural vendors; \$15 for artisan craft vendors; \$20 for prepared food vendors. Each space is 10x10. If you want an extra space, they are \$5 each per week.
- **Fees are due ONE WEEK before selling, and they are non-refundable.** If you need to reschedule a week, a paid fee can be transferred to another week if you notify the manager ONE WEEK in advance.

Leaving Early

Vendors may NOT leave before the end of the market, without express permission of the manager. If you have sold out of product, put a “sold out” sign up, and visit our food truck, or volunteer with the market manager. If you are concerned you will not have enough product for 3 hours, consider doing a **Vendor Cooperative** (see page 3). We especially encourage small growers to do this, but artisans may do it as well with permission from the manager.

Assigned Spaces

Each vendor will be assigned a space, which will be consistent if possible week to week, although changes may be necessary. Please check in each week with the manager to find your space. If you have a problem with your assigned space, please express that to the market manager in writing.

Packaging

1. All containers of produce must be placed at least 6 inches off the ground for the entire market. This includes baskets and coolers.
2. Prepared foods must be labeled with your name, address, and ingredient list, according to the TN Farmers Market Compliance Guide.
3. Grow Oak Ridge recommends vendors use recyclable containers for packaging.
4. If you sell by weight, you must use an NTEP approved scale.

Pricing of goods

1. Vendors must clearly post the prices of their products the entire market.
2. Pricing of goods sold is the responsibility of the vendor. Price fixing between vendors or dishonest merchandising is grounds for dismissal from the market.
3. **All vendors are required to participate in our market-wide Market Money / SNAP token system (see page 6).**

Community Supported Agriculture (CSA)

Grow Oak Ridge supports CSA programs throughout the market. There is no extra fee for bringing your CSA delivery to market. You may advertise your CSA fully at a Grow Oak Ridge market.

Make it, Bake it, Grow it:

This is a producer only, locally made market. You must “make it, bake it, or grow it” within 150 miles of the market, to sell products at the Winter Farmers Market by Grow Oak Ridge, LLC. The market has zero tolerance concerning resale. Any vendor found selling a produce he or she did not make, bake or grow will be dismissed from the market.

Inspections:

Vendors should expect market management to verify that they are producers during the season, either through a desk audit or on-site visit, and applying to a Grow Oak Ridge market means the vendor has consented to this process. We do allow small farm cooperatives (neighbors joining together to sell). See below.

Accepted products: (not an exhaustive list)

1. **Agricultural products** that are grown by the vendor, the vendor’s family or employees, within a 150-mile radius of Oak Ridge, TN. All vendors should follow the labeling, handling and permitting standards for their products as listed in the [TN Dept. of Agriculture’s Farmers Market State Compliance Guide](#).
2. **Vendor Cooperative** - Products brought to market in collaborative efforts between farms are allowed, as long as both farms apply separately to the market, and explain they will be selling together. Both farms must be within 150 miles of Oak Ridge, and grow what they sell. Cooperative arrangements must be communicated to the customers clearly through signage (ex: “This is my neighbor’s XYZ Farm’s corn.”)
3. **Artisan food products.** Bread and pastries, jams, jellies, vinegars, etc. We follow the [TN Farmers Market Compliance Guide](#) for all required certificates and signage. The “home kitchen exemption” is allowed, but you MUST make sure you are following the rules described in the guide, and have appropriate signage. Any product shown to have been made in unsanitary circumstances (for example, animal hair in it), will NOT be allowed at market, and the vendor may be suspended from the market.
4. **Artisan Craft Products** - Items that you make by hand. We are especially looking for woodwork, pottery, natural fiber arts, original paintings and drawings, soaps and oils made from natural materials. No kits or plastic. Clothing must be made by hand. Tie-dye t-shirts are allowed if they are significantly artistic and unique. Jewelry items must have the main

component of it, whether bead or some other ornament, made by hand locally. In other words, we do not accept a manufactured bead strung on a manufactured string.

5. **Prepared food products** that are made in a commercial food truck, cart or kitchen and meant for consumption on site. You must have and display a current health department certificate. We encourage food trucks to purchase local foods from our vendors, and we encourage our vendors to eat lunch with our food trucks. Canned drinks are allowed but we encourage from-scratch drinks as a primary offering (brewed coffee, tea, juices, etc.)
6. **Farmers/Crafters** – Some farmers are also crafters, and you are welcome to bring crafts that fit in with Item 4, above. However, if you bring more than 50 percent (in value of your booth items) as crafts, we will consider you a crafter for fee purposes.

Unaccepted products: (not an exhaustive list)

1. Any item that is bought with intention to be resold as is.
2. Crafts – No kits, molds, or plastic. No jewelry parts manufactured in a factory but assembled by you.
3. No antiques or second hand items, unless they are substantially changed in form or function. For example, an antique window is not permitted. But if you paint a picture on the window, that would be artwork, and is permitted. Special antique days may be announced by the market manager, in which case unchanged antiques would be permitted only on those days.
4. No live animals.
5. No materials from an endangered animal or illegal products.
6. No carnival-like foods such as cotton candy, potentially dangerous foods, alcohol and tobacco products, energy drinks, bottled water, canned sodas and fruit drinks or any other purchased beverage. Food should be made from scratch.
7. Food trucks and caterers **MUST** commit to serving agricultural products purchased from the market while they are in season.
8. No franchised businesses or business products will be sold except within sponsorship guidelines (see page **Error! Bookmark not defined.**). This would include cosmetic lines, soaps and lotions.
9. Businesses who want to promote their business may contact the manager. See Sponsorship section, page **Error! Bookmark not defined.**

Sales Taxes:

Vendors are responsible for paying their own sales tax if applicable. Please consult the TN Center for Profitable Agriculture and Tennessee Tax website. **SOME FARMERS MUST PAY SALES TAX, DEPENDING ON WHAT THEY SELL.** Craft and food vendors will usually need to pay sales tax, except in certain circumstances. Please

consult the Tennessee Tax Code. Grow Oak Ridge, LLC, is not responsible for your sales tax.

Applying to the market:

1. Apply to the market via our website, www.growoakridge.org. We use a system called www.ManageMyMarket.org. You will create a free profile, then apply to our market. You will need to check the box saying that you have read this vendor handbook.
 - a. You will receive an automatic reply saying we received your application.
 - b. Don't forget to upload all the necessary documents, including any certificates and permits you hold. Applications without supporting documents will not be considered complete, nor will they be reviewed.
2. Please allow 2 weeks for us to review and process your complete applications. If you haven't heard from us, please contact Rebecca Williams, RebeccaDWilliams@icloud.com.
3. Your application will be accepted, waitlisted or declined.
 - a. Accepted applicants will receive a welcome email and must pay their annual registration fee before selling. Pay online with PayPal, or send checks to Grow Oak Ridge, 102 Deerfield Lane, Oak Ridge, TN 37830. First weekly fee is due Nov. 25 for the Dec. 2 market. You may pay for more than one week at a time.
 - b. Waitlisted vendors will be sent a letter explaining how the wait list works. If you wish to be withdrawn, please let us know by email.
 - c. Declined vendors will receive a letter stating why they were declined. If you disagree with this decision you may contact the market manager in writing explaining why your booth should be reconsidered.
 - d. Grow Oak Ridge believes customers should decide what products are most desirable at a market and does not exclude a vendor simply because he or she sells the same thing as another. However, Grow Oak Ridge does try to provide product diversity. If there is limited space at a market, vendors with new and unusual products will be given priority over those who are selling products otherwise found in the market.

Priorities for selection:

1. Our first priority is to have a wide range of locally grown and producer-only agricultural products. Those vendors will be admitted first.
2. Our second priority is to farmers who use environmentally sustainable production methods and humane treatment of animals.

3. For arts and crafts vendors, first priority is given to those who use natural materials such as wool, clay, wood and iron.
4. We look for craft vendors with consistently high quality and unique products, and clean and attractive displays.
5. Prepared food vendors have priority if they serve healthy, non-junk food, made from real ingredients and showcasing local produce when in season.
6. Vendors who are known to be professional, polite, and obey all state and local regulations for their products will have priority. Vendors who use profanity, are rude to market staff or customers, or those who badger other vendors about their products, prices or anything else, will not be permitted at a Grow Oak Ridge market. We expect vendors to cooperate with market management, provide courteous customer service and have positive interactions with customers.
7. Vendors who apply on time with supporting documents will have priority over those who do not.
8. Vendors must pay at least one week in advance. Booth fees are non-refundable. In the case of snow and the market is cancelled, booth fees will be credited to the next week.
9. Grow Oak Ridge is committed to offering a vibrant, thriving farmers market experience for our customers, and reserves the right to refuse any vendor for due reason, even outside these guidelines.

Market Money System:

All vendors are required to participate in our Market Money system. There is no cost to the vendor, and it will help you sell more product. This is similar to systems used at other local farmers markets (Market Square, New Harvest Park, for example).

Here's How: The information desk will sell 2 colors of tokens -- **Red** and **Green** -- that customers will purchase with their debit, credit or EBT (food stamp) cards. Each token will have the Grow Oak Ridge logo on it.

- **Green Tokens – \$1 and \$5 Tokens.** These are Debit/Credit card tokens. They can be accepted for any item a vendor sells, and vendors may make cash change if the amount is not quite as large as the token. Vendors may turn in green tokens at the end of the day, and receive CASH in return. Vendors may use green tokens to buy from other vendors. Green tokens may be given as prizes to customers for various events throughout the season. **Remember, Green means GO for it!**
- **Red Tokens** – \$1 and \$0.25 tokens. These are **EBT card/SNAP** tokens (i.e., food stamp tokens). **Red means STOP and think about it first!** These tokens can ONLY be used on USDA approved foods like fruits, vegetables, meats, poultry, packaged baked goods, packaged dairy products, other packaged foods and food producing plants (herbs, tomato plants, etc.) It EXCLUDES any

read-to-eat foods sold hot or intended for on-site consumption, and it excludes beverages.

- To use: Customer presents **BOTH the SNAP card** and the token to the vendor. Vendors give the customer a receipt for the item (the manager will give you receipt forms, or make them yourself). Vendors must write the price, paid amount and change required on the receipt, and the customer can get it at the information desk. For example, if the item is \$3.10, and the customer gives \$4 in **red** tokens, the vendor writes the transaction on the receipt, showing that the customer is due \$.90 in return. The customer can get his or her card reloaded at the Information Desk. **IN NO INSTANCE SHOULD A VENDOR GIVE CASH CHANGE FOR AN EBT TRANSACTION!**
- Sales tax is **NOT allowed on any RED** token item.
- At the end of the market day, vendors may return the RED tokens to the information desk and fill out a reimbursement form.
Reimbursements will be distributed the following week by check from the market manager.
- Vendors **MAY NOT** use red tokens to purchase items from other vendors.

RED MEANS STOP (THINK ABOUT IT!) AND GREEN MEANS GO FOR IT!

***NEW FOR 2017-2018** – SNAP Fresh Savings! We have applied for a grant to receive SNAP Fresh Savings, which would double the amount of SNAP (food stamp) dollars a customer receives, to purchase fresh fruits and vegetables only. It involves a third type of token. We should know by October whether we are approved, so stay tuned.

Cancellations:

In case of a weather cancellation (snow or ice), market staff will notify vendors via email and issue credit for the next scheduled date. Vendors who cancel because it is snowing or icy at their home (but not at the market) are not eligible for refund.

Booth fees must be paid one week in advance and are non-refundable for any reason. If a vendor wishes to switch a scheduled date **ONE WEEK IN ADVANCE**, a paid fee be transferred to another date.