



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

2018-2019 Vendor Handbook Grow Oak Ridge

These guidelines apply to all vendors at a Grow Oak Ridge market.

If you have questions, please contact Market Director Rebecca Williams, 865-483-9124, manager@growoakridge.org.

Mission: Grow Oak Ridge is a nonprofit organization that promotes a healthy Anderson County, Tennessee, by growing connections between local farmers, food producers, and the public. One of our projects is the Winter Farmers' market.

For more information, visit our website, www.GrowOakRidge.org.

The Winter Farmers' Market by Grow Oak Ridge features:

- Producer only market. All vendors must make, bake or grow what they sell.
- Weekly advertising via email list, Facebook ads, posters, flyers, and print advertising.
- Free weekly Kids Club that includes veggie tasting, exercise games, planting activities and more.
- 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 (12 Saturdays):

- December 1, 8, 15, 22, (closed Dec. 29); Jan. 5, 12, 19, 26; February 2, 9, 16, 23.
- 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 make, bake or grow what they sell.

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

Fees

- **Registration Fee:** \$20 registration if you apply by Sept. 30 and pay by Oct. 8. 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.
- **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.
- **SAVE!** Pay for 11 weeks and get the 12th for free.

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. Egg cartons must be labeled as well.
3. If you sell by weight, you must use an NTEP approved scale. Scales will be checked during the season.

Pricing of goods

1. Vendors must clearly post the prices of their products the entire market.

2. Pricing of goods sold if 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. 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 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 latest version of the TN Farmers’ market State 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. All items must have at least one 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. Or, we do not accept manufactured glass jars filled with manufactured decorative items, unless those items are handmade by you.
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. From-scratch and natural drinks are preferred (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 may be sold. Pets are not allowed in the market except for service animals and occasionally for a children's program.
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.
7. Food trucks and caterers MUST commit to serving agricultural products purchased from the market if they are in season. Discounts will be given to caterers who are "Eat Real" Certified. See www.EatReal.org for more information for this free certification.
8. No franchised businesses or business products will be sold except by market sponsors. See last page for more information.

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 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. 24 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.

Market Money System:

Vendors may accept cash, debit, credit, and EBT/SNAP (food stamps) cards.

ALL VENDORS are required to participate in our Market Money system for eligible products:

- **Green Tokens – \$5 Tokens.** Customer scans a debit / credit card with the manager and receives green tokens that are \$5 each. Accept these for any item. You may give cash change in return. At the end of the day, you will be reimbursed in cash from the manager. **Remember, Green means GO for it!**
- **Red Tokens – \$1 -** 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 food stamp approved foods like fruits, vegetables, meats, poultry, packaged baked goods, packaged dairy products, other packaged foods and food producing plants (herbs, tomato plants, etc.) Not restaurant foods that are sold hot or intended for on-site consumption. No beverages at all. If you are a grocery vendor (farmers and bakers) you will receive a bank bag. Put your tokens in there, fill out the form, and we will send you a check when you hit \$10 or the end of the month.
- **Fresh Savings Tokens - \$1.** These are from a grant from AARP Foundation, which doubles SNAP for fresh fruits and vegetables only. These tokens can ONLY be used on fresh fruits and vegetables. They are red and green. Reimbursement is the same as SNAP tokens.

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

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.

BUSINESS SPONSORS –

We welcome one business sponsor per week, in support of our Kids Club programs. Email the manager for more information: manager@growoakridge.org, 865-483-9124.