







WINTER FARMERS' MARKET

# VENDOR HANDBOOK

2023 – 2024



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# WELCOME

Whether you are a returning or new vendor, we are thrilled that you're considering joining us for our 11<sup>th</sup> Winter Farmers' Market season!

Each season, we refine this handbook to ensure our policies are clear and fair. May this newest version of our Winter Farmers' Market Vendor Handbook serve as a comprehensive guide to Nourish Knoxville's Market policies and procedures so that everyone – vendors, staff, volunteers, and shoppers – has a safe and enjoyable experience at our Markets.

Please note:

While many things remain the same season-to-season within this handbook, some things DO change (for example, booth fee invoicing is now done via QuickBooks Online instead of through Manage My Market) and it's important that you and all prospective employees, agents, and/or persons intending to represent your business at Market read over this handbook in its entirety to ensure your business/booth is first and foremost eligible to apply (more about in sections ahead) and remains compliant with all policies and procedures to avoid infractions and potential expulsion.

Thank you and welcome to the 2023 – 2024 Winter Farmers' Market Vendor Handbook! Please don't hesitate to reach out if you have any questions or need clarifications!



Ellie Moore (she/her)  
*Chief Operating Officer*



Daniel Aisenbrey (he/him)  
*Markets Manager*



Mizuki Hanford (she/her)  
*Markets Assistant*

# ABOUT NOURISH KNOXVILLE

## HISTORY

The Market Square Farmers' Market was started in 2004 and grew to be one of the top producer-only farmers' markets in the country. As the market grew, it became apparent that there was no nonprofit working on food issues in the Knoxville area. Market Director Charlotte Tolley convened a group of local-food loving individuals to become the first Board of Directors, and they incorporated Nourish Knoxville Inc. in March of 2013 to take on projects in the Knoxville food shed beyond the farmers' markets.

## MISSION

Nourish Knoxville Inc. is a Knoxville-based 501(c)(3) nonprofit organization cultivating healthy communities by supporting relationships between local farmers, producers, and the public.

## PROJECTS

Current Nourish Knoxville projects include the annual publication the [East Tennessee Local Food Guide](#); operation of world-class farmers' markets including Nourish Knoxville's [Winter Farmers' Market](#), the [New Harvest Farmers' Market](#), and the [Market Square Farmers' Market](#); [Nourish Kids](#); [Nourish Moves](#), and [SNAP & SNAP doubling services](#) at farmers' markets and farm stores across the East Tennessee region.

## STAFF

Charlotte Tolley, CEO

Ellie Moore, COO

Daniel Aisenbrey, Markets Manager

Ariel Allen, Community Engagement Coordinator

Kat Bike, Programs Coordinator

Mizuki Hanford, Markets Assistant

Gabby Barnard, AmeriCorps VISTA

[markets@nourishknoxville.org](mailto:markets@nourishknoxville.org)

## BOARD

Dimpal Patel, President

Allison Bray, Secretary

Stuart I. Cassell, Treasurer

Zoe Fuller

Lila Honaker

Patience Melnik

Ben Reed

Brian Strutz

Bryson Walker

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## LEARN MORE

For more information about Nourish Knoxville and our projects, visit us at [nourishknoxville.org](http://nourishknoxville.org)!

# VENDOR HANDBOOK

Please click on each of the links below to navigate through the different sections of the 2023 – 2024 WFM Handbook. The links will open new pages in your browser. Let us know if you have any difficulty accessing the links or navigating the handbook before you apply, as you will be bound to abide by all policies and procedures listed below upon submission (and approval/waitlisting) of your application – [markets@nourishknoxville.org](mailto:markets@nourishknoxville.org).

1. [MARKET SCHEDULE, LOCATION, BOOTH DESCRIPTIONS, & FEES](#)
2. [APPLICATION PROCESS](#)
3. [PRODUCT STANDARDS & ELIGIBILITY CRITERIA](#)
4. [AT-MARKET OPERATIONS, MATERIALS, & REPONSIBILITIES](#)
5. [LEGAL RESPONSIBILITIES](#)
6. [PAYMENT PROCEDURES](#)
7. [MONEY & ALTERNATE MARKET CURRENCIES](#)
8. [CANCELLATION POLICY](#)
9. [INFRACTION POLICY](#)
10. [GRIEVANCES](#)

*\*\*\* Important note: As Nourish Knoxville's relationship with the local food scene and government evolves, so does this handbook. These policies and procedures may be updated by Nourish Knoxville at any time without notice. By applying to the 2023 – 2024 Winter Farmers' Market, each applicant agrees to be bound by the most current version. \*\*\**