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Application Process

Application Priority Criteria

Priority will be given to those Vendors who meet one or more of the following criteria:

- Vendor type – priority will **always** be given to Agriculture applicants. Priority will also be given to Prepared Food applicants who source ingredients **directly** from their own farm or farms within our 150-mile radius. This does not include sourcing from local distributors or grocers.
- Seniority – Returning Vendors (approved or waitlisted) in good standing wishing to receive priority consideration and placement must apply **before** the Market application opens to the general public, typically a 1 (one) to 2 (two) week period depending on whether the applicant was approved or waitlisted in the previous season.
- Applications and Market availability – applicants who apply earlier in the season, who request to participate in all/most Market dates, who participate in multiple Nourish Knoxville Markets, and/or who submit a **complete** application.

A complete application includes detailed answers to all applicable questions, payment of the application fee, and all requested materials (varies based on applicant type – applicable permits, photos, etc.)

- Conduct and compliance – priority will be given to applicants who have a history of compliance to Market rules and all local, state, and federal regulations; positive, fair, friendly, and knowledgeable at-market representation; timely payment history and minimal infraction history (Please see the [Infraction Policy](#) section of this Vendor Handbook for more details).

***** Important Note:** Participation in a previous Nourish Knoxville Market does **not** guarantee acceptance into future/other Nourish Markets. ***

Nourish Knoxville does not and shall not discriminate on the basis of race, ethnic origin, color, national origin (ancestry), gender, gender identity, gender expression, sexual orientation, marital status, age (over 40), religion, creed, or disability, or military status.

How to Apply

MANAGEMENT SOFTWARE

Manage My Market (MMM) is a web-based market management software that serves over 4,000 markets and close to 200,000 vendors nationwide. Nourish Knoxville uses MMM to manage Vendor applications, some Vendor application fee invoicing, and for Vendor communications. The MMM service as well as Nourish Knoxville's administrative expenses are covered by application fees.

Nourish Knoxville does not own any part of MMM. Should an Applicant or Vendor have a technical issue, they are encouraged to contact MMM directly through their [online contact form](#).

APPLICATION PROCESS

All those interested in participating in a Nourish Knoxville Market, returning or new, must submit a complete application **annually** for each of our Markets: New Harvest Farmers' Market, Market Square Farmers' Market, and Winter Farmers' Market, and pay the application fee to be considered.

Returning Vendors (approved or waitlisted) in good standing with Nourish Knoxville wishing to receive priority consideration must apply within the first 1 (one) to 2 (two) weeks - time frame varies based on whether the applicant was approved or waitlisted in the previous season - after new season applications open, before applications open to the public.

Below, you will find step-by-step instructions for how to apply to a market for both Returning and New Applicants. The instructions are optimized for a desktop/laptop computer and may not be accurate if you are applying via a mobile device.

1. Create or log into your [MMM account](#). If you've forgotten your password, there is the option to reset it from the [log in screen](#).
 - o On the "Profile" Tab in the left-hand menu and enter/update the following information tabs at the top of the Profile page:
 - Company Info – make sure the required fields are up to date: Business Name, Login Email, Business Phone, Mobile Phone, and Brief Company Description. All other fields are optional but strongly encouraged.
 - Business Info – ALL applicable fields on this tab are required to be filled out.

- Contacts – all employees, family members, and/or other agents representing your business at Market are listed along with a valid email address and MOBILE phone number.
 - Addresses – A Physical Address and Mailing Address are required. For any Vendor with multiple physical addresses, please list your main address on this tab and all others under the “Parcels” section of the Business Info tab.
 - On the “Products” tab in the left-hand menu and make sure all items you wish to sell for the current season are listed (and any you are no longer selling are removed).
 - Craft Vendors – upload all necessary photos
 - Prepared Food Vendors – upload any necessary photos of ingredient labelling.
 - Agriculture Vendors – photos aren’t required but make sure you select each product’s season/availability.
 - On the “Licenses” Tab in the left-hand menu. Upload all necessary documentation & permitting.
2. With the “My Markets” tab selected at the top of your screen, click on the blue hyperlinked text “Click Here to Apply to a Market”, then search for the appropriate market you’re wishing to apply to.
 3. Complete the application by answering all questions thoroughly, uploading all requested materials (varies based on applicant type), and submit your application. Upon submitting your application, Manage My Market will charge your card for the **non-refundable** application fee. Payment of this application fee does **not** guarantee your acceptance.

***** Important Note:** *New applicants should be sure to read through the [Product Standards & Eligibility Criteria](#) to ensure their eligibility before submitting their application and paying the NON-REFUNDABLE application fee. If you have a question about your eligibility, please email markets@nourishknoxville.org ****

4. You will receive an automated email from Manage My Market shortly after submitting your application notifying you that your application was received.
5. Once received, your application will enter the queue for processing. Please allow 2 (two) weeks **from application fee payment** for your application to be processed. If your application has not been processed after this time, send us an email: markets@nourishknoxville.org.
6. Your application will then be processed as Accepted, Waitlisted, or Declined.

After your application is submitted, you will be able to make changes to your profile information, product listings, and licenses. If you need to make changes to your application responses or requested dates, please email markets@nourishknoxville.org

Returning vendors should ensure their Manage My Market (MMM) profiles are up to date and accurate, including product listings (descriptions, photos, and availability), contact and employee information, and all applicable permits & licensing.

All Nourish Knoxville application fees are NON-REFUNDABLE, regardless of the resulting vendor status.

After Submitting an Application

After the application fee(s) has/have been paid, Nourish Knoxville's Market Staff will begin the vetting process and notify the applicant if any additional photos/documentation or clarifications are needed.

There are many variables that might qualify an applicant to be approved for a Nourish Knoxville Market. In addition to the items outlined in the [Product Standards & Eligibility Criteria](#), the following are taken into consideration when processing an application: mission alignment; community education needs; product appropriateness, quality, and presentation; customer demand; online presence/social media impressions; good reputation with other regional Markets; and unique/under-represented products.

Applicants should expect their applications to be processed within 2 (two) weeks of submission. **Incomplete applications or clarifying questions from the market staff may extend that timeline.** If your application has not been processed within 2 (two) weeks of submission, and you have not been contacted by market staff, please contact us at markets@nourishknoxville.org.

After the Application is Processed

After vetting an application, it will be processed into one of the following categories/statuses:

DECLINED

If the applicant fails to meet the conditions outlined in the [Product Standards and Eligibility Criteria](#), the applicant will be notified and will have their application "**Declined**", will forfeit their application fee(s), and will not be eligible to participate in the Market. Should the applicant feel as though their application was unfairly declined, they are able to appeal to our Board of Directors. For more information about the appeal process, please visit the [Grievances](#) section of our Vendor Handbook.

WAITLISTED

If the applicant meets all necessary/applicable items outlined in the [Product Standards and Eligibility Criteria](#) but the Market is full or has a product that is already well-represented at Market, the applicant will be "**Waitlisted**". As a Waitlisted Vendor, they'll be eligible for both

extended and/or occasional participation in the market. For more information about how our Waiting List works, check out our [Waiting List Guide](#)

APPROVED

If the applicant meets all necessary/applicable items outlined in the Vendor Product and Selection Criteria and/or and Application Priority Criteria, the applicant will be “**Approved**” and will receive a welcome email.

***** Important note:** *Nourish Knoxville may accept an Applicant, but only approve a selection of the Applicants products and/or dates. Upon acceptance, please **check your Product List and Schedule in MMM** for any products that may have been declined or dates that remain “Pending”. ****

WITHDRAWN

If the applicant fails to complete their application or respond to market staff inquiries, the application will be “**Withdrawn**” after 2 (two) weeks of inactivity. A Withdrawn applicant may reactivate their application by contacting markets@nourishknoxville.org and addressing any pending issues.

*All **accepted** and **waitlisted** vendors are expected to abide by the procedures and policies set forth in this Vendor Handbook.*