







# nourish

KNOXVILLE

# Vendor Handbook

## 2024 Edition



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 865.805.8687 ext. 1  
 [nourishknoxville.org/become-a-vendor](http://nourishknoxville.org/become-a-vendor)



# WELCOME

Whether you are a returning or new vendor, we are excited that you are considering joining us for the 6th season of the New Harvest Farmers' Market or the 21st Market Square Farmers' Market season!

Each season, we refine this handbook to ensure our policies are clear and fair. May this latest version of our Vendor Handbook serve as a comprehensive guide to Nourish Knoxville's market policies and procedures so that everyone — vendors, staff, volunteers, and shoppers — can have a safe and enjoyable experience at our Markets.

Please note: It is incredibly important that you, along with all prospective employees, agents, and/or individuals intending to represent your business at the Market, thoroughly read this handbook to ensure you/your business are eligible to apply (more details in the sections ahead) and remain compliant with all policies and procedures.

Thank you again for your interest in vending with a Nourish Knoxville farmers' market, and welcome to the 2024 Vendor Handbook! Please do not hesitate to reach out if you have any questions or need clarification.



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



Mizuki Hanford (she/her/hers)  
*Markets Manager*

# 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, *Chief Executive Officer*

Ellie Moore, *Chief Operating Officer*

Mizuki Hanford, *Markets Manager*

(position open), *Markets Assistant*

Ariel Allen, *Community Engagement Coordinator*

Kat Bike, *Programs Coordinator*

Gabby Barnard, *AmeriCorps VISTA*

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## BOARD

Dimpal Patel, President

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## LEARN MORE

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



# VENDOR HANDBOOK

Please click on each of the links below to navigate through the different sections of the 2024 Vendor 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 – questions should be emailed to [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, & RESPONSIBILITIES
5. LEGAL RESPONSIBILITIES
6. PAYMENT PROCEDURES
7. MONEY & ALTERNATE MARKET CURRENCIES
8. CANCELLATION POLICY
9. INFRACTION POLICY
10. GRIEVANCES

*Please note new and/or significantly amended policies highlighted in yellow.*

*\*\*\* 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 New Harvest Farmers' Market and/or the Market Square Farmers' Market, each applicant agrees to be bound by the most current version. \*\*\**