

2024 Spring/Summer Farmers' Market

Sponsored by the
Halls Crossroads Women's League



Halls.Farmers.Market@gmail.com

Vendor Handbook

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Markets Schedule & Basics

2024 Spring/Summer Farmers' Market

- Venue: Black Oak Plaza, 6900 Maynardville Pike, Parking Lot, Outdoors
- Dates: Every Saturday, May 11 through October 5, 2024
- Market Hours:
 - Set-up: 7:30 – 9:00 a.m.
 - Market: 9:00 a.m. – 12:00 p.m.
 - Break-down: 12:00 – 12:30 p.m.
- Booth Spaces Available: 63 spaces, 12 feet x 18 feet each space

Vendor/Product Selection Criteria

The Halls Crossroads Women's League (HCWL) intends to showcase locally grown, raised, and/or produced agriculture products. We would prefer all products to be grown, raised, and/or produced by vendors within a 150-mile radius of Halls Crossroads, Knoxville, Tennessee. Our market will have a policy that prohibits any vendor who does not grow, raise and/or produce their own products.

Vendor Selection Guidelines

1. Vendor type – Priority will always be given to agriculture applicants.
2. The first 63 vendors to respond by Wednesday at noon each week will be assigned to a space. Those who respond after the first 63 will be placed on a wait list. If space becomes available, vendors will be contacted as soon as possible. Due to limited market space, only one space per vendor will be available.
3. Vendors who have been assigned a space should let the Market Coordinator know if they cannot attend. Failure to notify her will result in being wait-listed the following week. The Market Coordinator can be reached at Halls.Farmers.Market@gmail.com.
4. Conduct and compliance – Priority will be given to applicants who have:
 - a. A history of compliance to the market rules and all local, state, and federal regulations,

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- b. A courteous and knowledgeable manner at the market,
- c. A history of positive interactions with HCWL volunteers, fellow vendors, and customers.

Unaccepted Products & Categories

1. Products grown, raised, and/or produced by a third party intended for resale.
2. Alcohol and smoking/e-cigarette/vaping products and/or devices including tobacco, hemp, narcotics, etc.
3. Franchised businesses – Those who have entered into an agreement or received a license to sell a company’s products and/or use a company’s packaging, logo, ingredients, and/or marketing tools.
4. Business promotion – Those wishing to become a vendor for the sole purpose of promoting a business/charity and not selling a product.
5. Unacceptable food products include foods made from purchased mixes, crusts, dough, shells, icings, or fillings; carnival-like foods; potentially dangerous foods; purchased beverages such as energy drinks, bottled water, bottled soda/fruit drinks, etc.; any item that is made primarily from a manufactured/commercially processed product such as dry cereal, pretzels, etc. This is not intended to be an exhaustive list. Living plants are considered an agricultural product and must be grown by the vendor; this includes plants in terrariums.
6. Wreaths must be hand-crafted.

Application Process

All those interested in participating in the Halls Farmers’ Market, returning or new, must submit an application **annually** for each of our markets.

Returning vendors, be sure to update your information to include products and descriptions.

1. Submit applications using the online application on the Halls Crossroads Women’s League website, <https://www.halls-crossroads-womens-league.org>.
 - a. Complete the application by answering all questions thoroughly.
 - b. After submitting your application, you will receive an email notifying you of your acceptance for the market.
 - c. Booth assignments will be made weekly upon acceptance.
 - d. Declined applicants will receive an email with why their application was declined. If you feel as though your application was unjustly declined, please respond with an email describing why your application should be reconsidered.
2. All vendors are expected to abide by the policies set forth in this Vendor Handbook.

Vendor Policies

Vendor Conduct

Vendors shall collaborate with each other and HCWL, assisting in creating a safe, inclusive, welcoming environment for all who attend the market. Vendors shall not be discourteous, disrespectful, or dishonest to anyone with whom they interact at the market, including market customers and visitors, other vendors, volunteers, or anyone else at the market.

Vendors shall notify HCWL members immediately of any unsafe conditions.

Vendors shall cooperate with HCWL to take all reasonable measures to ensure that the market remains a welcoming, inclusive, and safe venue.

There will be only one vendor per booth.

Pets & Service Animals

No pets or live animals, other than service animals, may be in a vendor's stall at the market.

Cigarettes & Vape Devices/E-Cigarettes

Smoking and vaping are prohibited within 50 feet of the Market perimeter.

Amplified Music

No amplified music from vendors is permitted at the market.

Communications

Updates for all vendors will be posted on the ***Farmers' Market sponsored by the Halls Crossroads Women's League*** Facebook page. Vendors can also post information on the page for their customers. We have adopted a "rain or shine" policy for the market so there will be no updates related to cancellations. The cancellation policy is also on page 9 of this handbook.

All vendors have the obligation to uphold HCWL's policies in their communications which either identify or appear to be associated with the League or the market. This obligation includes vendor internet postings to both internal and external web logs or blogs or any other electronic forums in the public domain.

When sending communications in your capacity or related to vendor status, vendors may not, under any circumstances violate this Vendor Handbook, other market or HCWL policies, transmit offensive, fraudulent, libelous, unsubstantiated claims, accusations, complaints or

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defamatory images or text, such as pornography or off-color jokes, or anything that may be construed as illegally harassing or offensive to others or any information related to a current, ongoing, or former investigation conducted by HCWL pursuant to these policies. **Vendors will not share or otherwise use HCWL emails or email lists. The Farmers Market emails and lists are privileged information for League use only.**

Vendors responsible for posting disparaging material or other misuse will be subject to discipline, including, but not limited to, suspension and/or termination of any business relationship, and/or the pursuit of criminal prosecution of the person(s) involved.

Insurance

Vendors are responsible for carrying their own liability insurance in the amount they deem appropriate. The HCWL carries event liability insurance for setup, **during market hours**, and breakdown but does not cover individual vendors, their products, or their vehicles. All vehicles associated with a vendor entering, parking within, or exiting the market must be insured.

Property Loss/Damage

Vendors assume all responsibility for any losses of/damages to property or money at/from the market site. Booths should never be left unattended and car doors should be locked (even if parked on site).

Solicitation

This market is a free, public event, which will attract a wide variety of people. People unaffiliated with HCWL may offer to help to unload and/or set up vendor booths in exchange for food or money. While the decision to hire anyone is ultimately up to you, HCWL discourages this practice.

HCWL has a no-panhandling policy at the market. Again, while the decision to give money or food is ultimately up to the vendor, HCWL's policy is to **not** give money or food to panhandlers. HCWL feels that this policy is in the best interest of our vendors and our customers. This also allows you to cite the policy to anyone asking for money. There are many places for people in need to receive food and shelter and if you would like to donate any leftover food product, several donation centers would be glad to have it. Additionally, the passing out of flyers, samples, etc., within market boundaries is not permitted by parties unaffiliated with HCWL.

If you feel uncomfortable about anyone, please make HCWL volunteers aware immediately. And, as always, have a neighboring vendor or HCWL volunteer watch your belongings if you need to leave your booth.

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Product Maintenance & Additions

Once approved, the vendor must keep HCWL informed of any product changes. Only products approved on the application are to be sold at the market. New products will be approved by the League before being displayed for sale.

Promotional Merchandise

Any promotional items should be provided to HCWL for approval. Vendor initiated raffles are not permitted.

Market Materials, Amenities & Responsibilities

Market Equipment

The vendor must provide **all** necessary equipment and displays. HCWL will **not** provide extension cords, electricity, signs, chairs, tables, tablecloths, scales, display containers, tents, weights, etc. All material **must** fit within each vendor's assigned space. There will be no "bleeding" outside your assigned space.

Tents/Canopies and Weights

Tents/canopies are strongly encouraged.

For your safety and for the safety of those around you, HCWL does not allow the use of umbrellas as tents/canopies at the market; only 4-legged tents/canopies that fit within the vendor's assigned space will be permitted.

All tents/canopies should be securely anchored at every market day from the moment the tent/canopy is erected until the moment immediately before the tent/canopy is taken down, **no exceptions. At least 25 pounds of weight per tent leg is required.** Each weight should be securely attached to the tent/canopy. Any vendor found without sufficient weight or fasteners, as determined by HCWL, will be required to take down their tent/canopy.

1. Tie-downs attached to vehicles will not suffice. If a vendor wishes to tie their tent/canopy to their vehicle, they must do so in addition to traditional weights and in a manner that does not affect customer traffic. No tie-downs shall be attached to the property with the market site; this includes benches, planters, fencing, street signs, plantings, etc.
2. Tents/canopies and other equipment cannot be staked into the parking lot.

3. Vendors whose tents/canopies lift off the ground due to an insufficient amount of weight will be asked to take down their tent/canopy and may be asked to leave.

Product Storage & Packaging

Containers of produce and other foods should not be placed directly on the ground. All containers containing food for sale should be at least 6 inches off the ground at all times. This includes baskets and coolers holding food.

HCWL strives to be as environmentally responsible as possible and therefore does **not** allow the use of Styrofoam containers. HCWL strongly recommends using recyclable or compostable materials for all packaging.

Signage

Vendors are urged to use signage to distinguish their business. At the very least, signage should list the name of the business and the city and state in which the business is located. All agriculture vendors should prominently and conspicuously display the name and business address of the farm where the food was grown in accordance with the Food Safety Modernization Act.

Vendors must clearly post prices on all products being sold.

HCWL has the right to ask for signage and/or displays to be rearranged if they are blocking another vendor visually or customer traffic flow. Additionally, any signage or other forms of advertisement for other events or businesses during the market is not allowed without prior approval from HCWL.

Sales & Pricing

Pricing of goods sold is the sole responsibility of the vendor. Dishonest merchandising or collusion to set prices among vendors are grounds for dismissal from the market. Vendors are discouraged from selling products at below-cost pricing, thus undercutting potential sales for other vendors and devaluing the product. Prices may be posted on the product with an individual sign or posted as a list of prices on a large sign or board. Vendors are responsible for their own applicable sales tax.

Vendors are not permitted to use the following techniques: hawking, calling attention to products in a loud, repetitive public manner, or selling products in an aggressive way. All sales activities are restricted to within the vendor's assigned booth space. Vendors may not wander through the market with free samples, coupons, or any other sort of advertisement for their business.

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Electricity

Access to electricity is not available at the market.

Waste/Trash Disposal

Bins for trash will be available at the market. Vendors are responsible for removing their own waste.

No wastewater, grease, or any other items should be poured into storm drains. Vendors should provide their own water. Grease or other cooking water must be taken out by the vendor.

Bathrooms & Handwashing Facilities

No public restrooms are available for the market.

Booth Maintenance

Each vendor is responsible for maintaining their area in a clean and orderly manner throughout the day and cleaning the area before departing. This means picking up all debris from floral arrangements and greenery, shucked corn, customer's trash, etc. Having a small broom and dustpan is highly recommended. Leaving behind a messy booth is not acceptable.

Set-up and Break-Down Instructions

Arrival: Vendors may arrive to set up as early as 7:30 a.m. No vendor will be permitted on the premises until 7:30 a.m. and all vehicles should either be parked in their vendor space or off-site by 8:45 a.m. No vehicles will be able to enter the market area after 8:45 a.m. All vendors must be set up and ready to sell at the 9:00 a.m. market opening.

Load-In: Upon arriving at the Black Oak Plaza, 6900 Maynardville Pike, Knoxville, drive slowly to the designated area. An HCWL volunteer will meet you to direct you to your assigned space. Do not start setting up your booth until you have completely unloaded and/or parked your vehicle.

Break-down: Vendors should not begin breaking down their booths until the close of the market at 12:00 p.m. Vendors will be responsible for cleaning up their booth space. Exit the parking lot slowly, just as you entered.

Cancellation Policies

If the weather is predicting thunderstorms and/or lightning, HCWL will **NOT** cancel the market. The market will be held, rain or shine. Vendors should decide individually whether or not to attend the market under questionable weather conditions. **Again, vendors who do not call the Market Coordinator to let her know they will not participate in the market will be wait listed the following week.**

Food Truck Vendor Policies

Food Truck Vendors are defined as those with products intended for immediate consumption at Market, prepared on site within a mobile food unit.

All **Vendor Policies** listed above apply to Food Truck Vendors.

In addition:

1. All food truck vendors must adhere to federal, state, and local laws, regulations, and policies regarding food service.
2. Trucks should be parked inside the market perimeter and may not block sidewalks, ADA ramps and access ways, fire lanes or streets, vehicular or pedestrian traffic.
3. All food trucks must have all food preparation equipment contained within or on the mobile unit at all times and must be properly enclosed.
4. Trucks must maintain a state of mobile readiness at all times.
5. Food trucks must be staffed appropriately.
6. All foods must be free from contamination and spoilage, and obtained from sources which comply with the laws.
7. Food trucks must prevent the disposal of any materials, including rinse or wash water, any spilled materials or any waste into streets, gutters, storm drains, or creeks.
8. Food trucks vendors may only sell food and non-alcoholic beverages; no other goods, wares, alcoholic beverages or other items may be sold.

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9. Food trucks must obey all applicable parking, traffic and vehicle safety laws, regulations, and restrictions.
10. At all times food must be protected from contamination, stored in clean, covered, approved containers and stored a minimum of six inches (6") above the floor or the ground.
11. While operating, food trucks must be at least 3 feet from other food trucks.
12. A fire extinguisher approved by the Knox County Fire Department must be present on the vehicle at all times.