



# Jonesborough Locally Grown Vendor Handbook

Anyone interested in selling or currently selling at Jonesborough Locally Grown (JLG) markets should read and understand these rules, procedures, and guidelines prior to applying to become a vendor and agree to abide by these rules, procedure, and guidelines while selling at JLG markets. The market regulations in this handbook are to outline JLG's expectations of vendors, fairness policies, and general information.

Any vendor (lessee) - by signing or e-signing the Vendor Application - agrees to protect and hold Jonesborough Locally Grown and its representatives (lessor) and the Town of Jonesborough harmless and indemnify the lessor from any and all claims, demands, suits, actions, judgements, and recoveries for or on account of damage, theft, or injury (including death) to property or persons occurring as a result of the lessee's use of the leased property and any other cause whatsoever.

The JLG Board of Directors and market managers review the vendor guidelines regularly and make changes as needed. Revised guidelines will be announced and made available to vendors. Vendors will be notified directly of major changes. In the event of minor revisions, the handbook will be posted on the JLG website. Vendors are expected to remain current with the revised guidelines. Feedback is welcome; please email [jlg@jonesboroughlocallygrown.org](mailto:jlg@jonesboroughlocallygrown.org) or speak with a market manager.

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## Introduction

Jonesborough Locally Grown (JLG) is a 501(c)(3) non-profit organization that has been working to connect farmers, food, and the community since 2008. The organization exists to create and expand markets for local farmers, food producers, and consumers through Jonesborough Farmers Market and Boone Street Market. We ask that all approved vendors understand and support JLG's mission, vision, and values. Please read the 'Our Story' section to learn more.

### MISSION

Jonesborough Locally Grown works to connect farmers, food, and the community to grow a vibrant local food system.

### VISION

- Local food producers thrive and expand in a sustainable market
- Consumers choose farm-fresh locally grown food in a reliable market
- Education and community events build strong relationships between farmers and consumers

### VALUES

- Community – building relationships around locally sourced food for everyone
- Authenticity and Transparency – markets that directly connect growers to consumers with complete information about production methods
- Nourishment – access to fresh, local food for everyone as a foundation for health

## Contact, Website & Social Media Information

### Jonesborough Locally Grown (JLG)

Email: [jlg@jonesboroughlocallygrown.org](mailto:jlg@jonesboroughlocallygrown.org)

Use BSM's address for mailing

Website:

[www.jonesboroughlocallygrown.org](http://www.jonesboroughlocallygrown.org)

The Locally Grown Beet weekly e-newsletter sign-up:

<https://www.jonesboroughlocallygrown.org/newsletter-signup>

### Jonesborough Farmers Market (JFM)

Message line: 423-753-2401

Email: [jfm@jonesboroughlocallygrown.org](mailto:jfm@jonesboroughlocallygrown.org)

Location: behind the Courthouse in  
Downtown Jonesborough

Winter Market: in front of BSM

Facebook: @JBOFarmersMarket

Instagram: @jonesboroughfarmersmarket

### Boone Street Market (BSM)

Phone: 423-753-4722

Email:

[bsm@jonesboroughlocallygrown.org](mailto:bsm@jonesboroughlocallygrown.org)

Location: 101 Boone St., Jonesborough, TN,  
37659

Facebook: @BooneStMarket

Instagram: @boonestreetmarket

# Information for All Vendors

## Fee Structure & Membership

As a non-profit, JLG strives to keep vendor fees low and return as much revenue to the vendor as possible. Fees cover part of the costs of processing new vendor applications, farm/producer visit (where applicable), and market operations such as staff/administrative costs, marketing, and equipment maintenance. The rest is covered by sales revenue, grants, fundraising events, and donations.

**\$25 Application Fee – Required for JFM and BSM** - This fee is non-refundable and does not guarantee approval to sell at any market. It is required for new applicants and previous vendors who have not sold at a JLG market in the prior calendar year. Vendors applying to sell at multiple markets (i.e. JFM summer and BSM) pay only one application fee. The fee is payable by cash, card, or check at BSM; by mailed cash or check to BSM; or by online pay on the application site (see Vendor Application Process section below). Once approved as a vendor, specific market fees are:

### **Boone Street Market (BSM):**

- 20% of monthly sales
- \$8 per month shelf fee, assessed after 20% fee deduction

### **Jonesborough Farmers Market, summer (JFM):**

- Season fee: \$150 for full season – discounted fee and fixed weekly booth assignment, when able  
OR
- Day fee: \$7 per day

### **Jonesborough Farmers Market, winter (Winter Market):**

- Day fee: \$5 per day

**Vendor Membership (optional)** – JLG offers a membership program. Perks include 5% discount on each purchase at BSM, a monthly member perk, and advance notice and purchase rights of special event tickets like the Farm to Table Dinner and 100 Mile Dinners. A discounted Vendor Membership is available for \$25 and is not required to sell at JLG markets.

## Vendor & Product Selection Criteria

### General Product Guidelines

**Locally Sourced** – JFM and BSM are intended to highlight locally grown/raised food and food products. As such, all products sold at these markets must be grown, raised, or produced by the vendor or their direct employees. Priority is given to vendors located within 100 miles of Jonesborough. JFM allows only vendors located within 100 miles of Jonesborough, while BSM widens that radius to Tennessee and the Central Appalachian region ONLY IF a suitable product cannot be found within the 100 mile radius.

**No Reselling** – JLG has a zero-tolerance policy concerning resale of goods at JFM and BSM. Any vendor found selling a product they did not grow, raise, or produce themselves or by their direct employees will be dismissed from the market(s).

Gift baskets with the sole purpose of containing items grown, raised, or produced by a JLG vendor are acceptable. These gift baskets cannot be sold empty.

**Compliance with Health, Safety, and Related Laws** – All products must comply with federal, state, and local health regulations, licensing, and labelling requirements. Vendors are expected to be educated and follow laws and regulations governing the production, display, distribution, sampling, and sale of their products. Anyone wishing to sell through JLG

markets should research the laws and regulations regarding the products they are wishing to sell prior to applying as a vendor.

The 2022 TN Food Freedom Act now allows the sale of some home-processed canned goods. **The preference of JLG markets is that canned goods be pressure canned.** If a vendor is not able to pressure can, they must test the pH with pH strips (or other acceptable method) and add the appropriate amount of acid to safely water bath the product. Canned goods must also follow the labelling guidelines provided by TDA. **A manufacture date or batch number as well as net weight are strongly encouraged on labelling.** Please note that products produced under the TN Food Freedom Act can only be sold within TN, and products produced under another state's domestic kitchen/cottage food laws cannot be sold in TN.

**Disclosure of Production Practices and Farm Visits** – Full disclosure of all production practices is required for all applicants. New and returning vendors may be subject to a farm visit, as deemed necessary by JLG. Failure to allow a farm inspection will result in denial of an application or termination of ability to sell at JFM and BSM. Wildcrafted or foraged products may only be sold with prior approval; should demonstrate certification where necessary; and be obtained in a sustainable fashion. False statements on a vendor application about the origin of products or production practices is considered fraud by JLG staff. JLG reserves the right to verify the claims of everything sold at JFM and BSM.

**Visits to farm and production facilities help JLG staff fulfill the promise to customers and the community that all products sold at JFM and BSM are grown, raised, or produced locally. Promotional photos, with the vendor's permission, may be gathered at that time.**

## Vendor Application Process

All vendors must apply and be approved to sell at JLG markets. The application is located on the JLG website.

1. Go to the Become a Vendor page on the JLG website – [www.jonesboroughlocallygrown.org/become-a-vendor](http://www.jonesboroughlocallygrown.org/become-a-vendor). This page is also located under the JFM and BSM tabs.
2. Complete the application. A paper application will be provided upon request.
3. Pay the application fee (for new vendors and previous vendors that have not sold at JFM or BSM in the prior calendar year).
4. Submit applicable certifications, permits, licenses, and photos according to the application.

The application should include all products intended for sale. Applications must also include documented proof of any and all licenses, permits, or certifications required by regulatory agencies to grow, raise, or sell the products. **Vendors that require a permit to legally sell their goods but do not have the permit at the time of the application will not be visited until that permit is acquired.**

JLG does not extend exclusive rights to any one vendor to sell any one product. However, if JLG believes the number of vendors offering the same or similar products is excessive, duplicate products may be denied entry. All vendors, returning or new, must complete an application annually to sell at JFM. Seasonal vendors (e.g. those that do not have products for more than 6 months of the year) at BSM must also complete an application annually.

**The application form must be submitted and applicable fee must be paid before JLG staff will make contact.** JLG staff will not contact an applicant if the application is not complete. **Please allow 10 business days for applications to be processed** and a farm visit to be scheduled, if necessary. A JLG staff member will reach out by email initially. If an applicant has submitted a complete application and has not been contacted by JLG staff, the applicant may contact staff at the information provided in the Contact section.

## Vendor Types

A vendor is the owner/operator of a business entity approved to sell at any market. Vendors may not operate under a franchise agreement as JLG markets focus on smaller local businesses. It is the vendor's responsibility to ensure their product is in full compliance with all local, state, and federal laws and regulations. Failure to do so may put their business at risk and could result in removal from JLG markets.

**Farmers/Agricultural Vendor** – Defined as those directly involved and invested in the planting, growing, raising, and harvesting of agricultural products on owned, rented, leased, authorized, or share-cropped land.

**Prepared Foods Vendor** – Defined as those who are actively involved and invested in the processing of value-added foods, baked goods, and food for immediate consumption. These vendors must provide JLG with all applicable copies of licenses as appropriate to their product. Prepared foods vendors may or may not be involved in the growing or of the raw ingredients for their prepared foods, but priority will be given to vendors who grow or raise the raw ingredients. Please note: due to space and ordinance restrictions, food trucks are not allowed.

- Value-added – a product that has been processed to enhance its value (i.e. pickles, condiments, jams, etc.).
- Baked goods – breads, pastries, and desserts.
- Food for immediate consumption – food or drink that is freshly made and available for consumption on-site.

Farmers/Agricultural vendors may sell a **value-added food item made for them, with their own product, if the value-added food item meets these criteria:**

- **60% or more of ingredients included must be grown, raised or made by the approved JLG vendor.**
- **The manufacturer of the value-added item must fit JLG's vendor definitions and be within the location area.**
- **The value-added food item must be something the approved JLG vendor does not have the skill or resources to make themselves.**
- **The sale of a value-added food item must be disclosed to the market manager before the item is brought to market and is subject to the market manager's and Vendor Relations Team's approval.**
- **Value-added food items not directly manufactured by the approved JLG vendor must not total more than 10% of products offered for sale.**

Examples of compliant products include green tomato relish made by a canner in the Central Appalachian region with the approved JLG vendor's green tomatoes and coffee-flavored rock candy made by a candy maker located within the 100 mile radius with the approved JLG vendor's roasted coffee beans or liquid coffee. This rule is a trial for 2024. Reasoning: JLG is about supporting local and increasing sales for vendors. Having an item manufactured for the vendor that meets these criteria may increase the product selection available, attract new customers, and increase overall sales.

**Art and Craft Vendors** – Defined as those directly involved in the making of artisan and craft items such as cutting boards, blacksmith items, crocheted/knitted items, quilted items, etc. Art and craft products may only be sold at JFM or at outdoor markets at BSM (i.e. JFM Winter Market). Art and craft products are items that have been made by the applicant. Most of the tools and equipment used to produce products must require skill, personal handling, and/or manipulation. The approved JLG vendor can permanently affix another local or non-local maker's item to their made item, as long as the majority of the overall item has been directly manipulated by the approved JLG vendor. Examples include decorative metal handles on wooden serving trays where the wood has been cut, shaped, and decorated by the vendor; affixing a purchased 'Coffee' sign and purchased hooks to a coat rack designed and made by the JLG vendor; and affixing purchased safety eyes to a crocheted/knitted/sewn stuffed animal. The jury process for Art and Craft vendors is extremely competitive due to the limited number of available spaces. Art and craft spaces are usually more available in May and October when there is less farm produce and during the Winter Market. During the summer Jonesborough

Farmers Market, craft vendors may be restricted to no more than two weekends per month, depending on the number and schedule of agricultural and food vendors. Priority is given to those that incorporate their own product, use locally sourced materials, or have food/kitchen-themed items.

Art and Craft vendors may sell another local maker's item with theirs (i.e. not attached to the approved vendor's made item, but specifically made to be paired and sold together) **as long as the value of the other local maker's item does not exceed 25% of the overall product set's fair market value and meets these additional criteria:**

- **The other local maker must fit JLG's vendor definitions and be within the location area.**
- **The included item from a non-JLG vendor must be something the approved JLG vendor does not have the skill or resources to make themselves.**
- **The other local makers item must not, under any circumstances, be sold individually – this is resale, which is absolutely not allowed at JLG markets.**
- **The sale of another maker's item must be disclosed to the market manager before that item is brought to a market and is subject to the market manager's and Vendor Relations Team's approval.**
- **Items not made by the approved JLG vendor must not exceed 10% of products offered for sale.**

Examples of compliant products include pottery bowls to go with a charcuterie board made by the approved JLG vendor and washcloth to be incorporated into a gift basket with the approved JLG vendor's soap. This rule is a trial for 2024. Reasoning: JLG is about supporting local and increasing sales for vendors. Including another maker's item that the JLG vendor does not have the resources or skill to make may increase the marketability, salability, and appeal of a product – and therefore overall sales.

## Selection Criteria & Prioritization

Space is limited at JLG markets, especially JFM. Priority is given based on the following criteria:

1. **Agricultural applicants** who sell products that are 100% locally grown and harvested on land they own, lease or operate have priority over all other applicant types.
2. **Prepared Food applicants.** Priority given to those that grow or raise raw ingredients used in their food item.
3. **Art and Craft applicants.** Priority given to those that incorporate their own grown product, locally sourced materials, or have food/kitchen-themed items.
4. **Product quality and uniqueness.**
  - a. Unique or unusual products not already presented in the markets.
  - b. Consistently high-quality products.
  - c. Clear and correct labelling on products offered.
5. **Conduct, compliance, and customer service.**
  - a. Track record of compliance with JLG market rules as well as local, state, and federal regulations.
  - b. Strong customer service skills exhibited in working with customers, staff, volunteers, and fellow vendors.
  - c. Timely submission of application, licenses, fees, and other correspondence.
6. **Application timing or notice of intent to sell** – the order in which a completed application is received or (in the case of repeat vendors) notice of a vendor's intent to sell, followed by timely application submission.
7. **Seniority** – number of years a vendor has sold at JLG markets.

JLG reserves the unconditional discretion to accept or refuse any applicant and strives to be fair to all applicants.

## Musicians, Authors, & Non-Profit Organizations

Musicians, authors, and non-profit organizations should contact [jlg@jonesboroughlocallygrown.org](mailto:jlg@jonesboroughlocallygrown.org) to explore options.

**Musicians** are booked for JFM and BSM Burger Nights. Musicians are not allowed to sell commercially recorded music as a vendor at the markets, but may do so while performing at JFM or BSM Burger Nights.

**Authors and Literature** – Books and book signings with subjects such as food, cooking, gardening, and agriculture may be allowed at both JFM and BSM (space-dependent), provided the author is present and space allows.

**Non-profit Organizations** – Non-profit organizations may reserve a 10' x 10' booth space at no cost at JFM or BSM with prior approval of the market manager, subject to space availability and enough advance notice. These booths are intended for outreach only. Priority is given to organizations with missions dealing with agriculture and food.

## Vendor Conduct & Responsibilities

### Regulations & Licensing

Vendors must abide by all local, state, and federal regulations that govern sampling, production, labelling, and safety of every product offered for sale at a JLG market (i.e. Tennessee Department of Agriculture (TDA), United States Department of Agriculture (USDA), and/or Washington County Health Department). Vendors are responsible for researching and complying with all applicable regulations. JLG staff have compiled a list that is not all-encompassing on our website (<https://www.jonesboroughlocallygrown.org/vendor-resources>) that can help get the research process started. **Permitting must be on file with JLG for liability purposes and so they can be produced in the event of an inspection. Permits may be sent to [jlg@jonesboroughlocallygrown.org](mailto:jlg@jonesboroughlocallygrown.org) and should be updated as appropriate.**

Products that make any sort of claim that have not been evaluated and approved by the FDA are not eligible for sale at JLG markets unless a legible disclaimer statement is affixed to the product.

If it is found that a vendor is not following local, state, and federal regulations governing their goods, the market manager will first inform the vendor of the regulations and provide resources so the vendor can correct the issue. If the vendor does not correct the issue after a what the market manager deems to be a reasonable amount of time, the market manager will elevate the issue to the Executive Director and Vendor Relations Team. Further counseling may be recommended, or the vendor may be dismissed from the market(s).

### Insurance

Vendors are responsible for carrying their own insurance in the amount they deem appropriate. JLG carries liability insurance for each market, but does not cover individual vendors and their products. JLG requests that JFM and/or BSM are listed as a covered entity to further cover liability.

### CSA, Herd Share & Other Pre-sale Business Drop-offs

Vendors that offer a CSA, herd share, and other pre-sale opportunities are more than welcome to list their pickup location as JFM, provided they are attending the market on that day. All CSA, herd share, and pre-sale business drop-offs where the vendor will not be present and JLG staff/volunteers are responsible for distribution must be approved by the market manager.

### Use of the Word 'Organic'

Use of the word 'organic' to describe a product and/or growing practices must be reserved for those that are certified organic. Producers that are not certified organic but follow most or all published organic standards may use 'organically grown', 'naturally grown', 'grown to NOP standards', etc. to describe their products and/or growing methods.

### Grievances

This handbook outlines many standards for business practices and conduct that are based on our value of "community – building relationships around locally sourced food for everyone". JLG is proud of the good relationships we have with all stakeholders, and we work hard to ensure that our markets are fair, respectful, and positive places for vendors and customers. If any JLG vendor or applicant has concerns regarding the application process, market operations, the Vendor Handbook, or another vendor's compliance with the Vendor Handbook, please use the following options:



- Speak directly with the market manager or send an email (JFM – [jfm@jonesboroughlocallygrown.org](mailto:jfm@jonesboroughlocallygrown.org), BSM – [bsm@jonesboroughlocallygrown.org](mailto:bsm@jonesboroughlocallygrown.org)).
- Speak with a member of the Vendor Relations Team – see Board and Staff section.
- If the issue is not resolved or the person submitting the complaint wishes to remain anonymous, please send an email describing the issue to [jlg@jonesboroughlocallygrown.org](mailto:jlg@jonesboroughlocallygrown.org) and state you would like to remain anonymous. The Executive Director monitors this email account and will take responsibility for getting the issue resolved.

### Sales Disclaimer

JLG staff, Board, and organization in general make no promises or guarantees on the volume of sales. JLG representatives will make a good faith effort to attract customers to purchase products, but are ultimately not responsible if products do not sell.

## Boone Street Market (BSM)

A brick-and-mortar year-round local food store providing a retail outlet for locally-produced food items. Items carried include: USDA-inspected frozen retail meat cuts, bread and other baked goods, produce, honey, eggs, dairy, salsa, coffee, and spices.

**Open Hours:** Monday – Friday from 10 am to 6 pm, Saturday from 9 am to 5 pm.

Hours may vary with Town of Jonesborough and other events as well as holidays.

BSM will be closed on Memorial Day, Labor Day, one day for Independence Day, Thanksgiving Day, the day after Thanksgiving, Christmas Day, and New Year's Day. BSM may close early on other holidays.

### Ordering

The market manager/assistant may notify the vendor of low-stock items, generally via email. If an ordering or notification system is not set up with the manager/assistant, the vendor is encouraged to check their inventory by emailing (preferred), calling, or stopping by. Vendors are encouraged to work with the market manager to set regular delivery schedules. At least three days' notice for new products will allow the market manager/assistant to appropriately plan for integrating the products and selling down stock where necessary.

### Delivery

No deliveries may be made without approval from the market manager or store staff. Regular delivery is strongly encouraged to ensure adequate fresh product in the store during peak business days (Thursday to Saturday). Delivery times are during normal business hours, at least one hour prior to closing (Monday – Friday, 10 am to 5 pm; Saturday 9 am to 4 pm). Other arrangements may be made, but coordinate with market staff before doing so.

Vendors must recognize that the priority of market staff and volunteers is the customer. If vendors are delivering while customers are in the store, priority will be given to helping the customer. As such, deliveries must be completed in a prompt and efficient manner.

An invoice/delivery list of all products delivered is required. If the vendor does not have an existing invoicing system, BSM has blank forms that can be used. Storage space for backstock is limited. Vendors may leave additional product at the market for staff and volunteers to restock only with the approval of the market manager. BSM employees reserve the right to ask for and accept a certain quantity of product. This is based on customer demand and other products presently in the store.

### Product Labelling & Barcoding

BSM tracks producer sales through a point-of-sale system, cash register, and product labels. Product barcode labels (if applicable) can be provided by BSM and include the price, product name, and vendor abbreviation. If the product already has a unique barcode, it may be used in place of the BSM printed label.

### Requirements for Specific Products

**Eggs** – while the State of Tennessee has loosened the regulations on small farm production of eggs, BSM still requires that eggs be washed and cartons labeled with the farmer's information. This is for health and traceability purposes as the eggs are stored in our walk-in cooler with other food products, including fresh produce.

BSM Requirements:

- Effectively clean and sanitize dirty egg shells and do not sell eggs with cracks or leaks.
- Package eggs in clean cartons that are labeled with the farm/producer name, safe handling instructions, and pack date.

**Meat** – all meat sold must be USDA-inspected or fall under the poultry exemption, and this inspection or exemption must be displayed on the label. Packaging must include a processing date and business address. Because BSM is a retail establishment that is inspected twice per year and is open to the public, we require the following:

- Packages must not be delivered with failed or compromised vacuum seals as this can lead to ice buildup on the meat and poor display appeal. If a seal becomes compromised in our care (we will do everything we can to prevent this), staff will notify the vendor.
- Meat must be delivered hard frozen – no fresh or cooled meat is allowed for liability reasons.
- Packages must be free of debris, dirt, blood, etc.
- Unusually discolored meat will be rejected for potential food safety concerns and poor display appeal.

**Produce** that is refrigerated is expected to be properly chilled and ready to be stocked directly into the cooler.

**Prepared food items made in a home kitchen** will not be accepted if they are not labeled according to the Tennessee Food Freedom Act, including the required home kitchen disclosure and allergen warnings. A manufacture date and batch number as well as net weight are strongly encouraged on labelling.

### Signage

BSM uses a uniform ‘product tag’ that lists the vendor’s name, location, and price for the item. Vendors who wish to use their own display equipment or marketing materials must contact the market manager for approval. Use of display equipment and marketing materials will be decided on a case-by-case basis and at the discretion of the market manager.

### Culling & Seconds Program

Any unsuitable, spoiled, or damaged product will be immediately removed by from sale and discarded to maintain quality products. Market staff maintain a log of culled products if the vendor wishes to see this data. A Seconds Program is also available, per the vendor’s approval. This program allows more chances for products to be sold before being culled – provided the product is still food-safe – and is an effort by market staff to boost vendor sales. Products sold as second quality are subject to regular market fees.

### Customer Satisfaction & Returns

JLG strives to maintain BSM as a market that offers fresh, appealing products and reserves the right to reject or remove from the market any vendor or product that does not meet reasonably accepted quality and safety standards and/or receives multiple complaints from customers. Customer complaints/negative feedback will be documented and passed onto the vendor.

We will accept customer returns on all items for a refund and/or replacement. Producers will be notified of the nature of customer complaints, and the returned amount will be deducted from the producer’s sales.

### Sales & Pricing – Direct-to-Consumer

The direct-to-consumer (DTC) system returns sales revenue to the vendor minus 20% of sales + \$8/month shelf fee (assessed after the 20% deduction). These fees help with the cost of store operations and may return more revenue to the vendor than wholesale. The vendor is paid for items sold in-store and online as well as those used in the BSM Kitchen. The vendor controls product inventory and pricing. BSM staff may communicate how much inventory they can accommodate at any given time and advise on a selling price that encompasses fees and other vendor costs.

E.g. A vendor wants to receive \$1 per pound for their tomatoes. Divide \$1 by 0.80, equaling \$1.25 shelf price. The vendor will receive \$1 per pound, and the market will receive \$0.25 per pound.

Wholesale and advance buying options are available at the discretion of the market manager.

## Sales Tax

DTC producers whose products require sales tax remuneration should include that in the price of their item. **Paying any required sales tax is the DTC vendor's responsibility.** BSM collects and pays any necessary sales tax on wholesale items.

## Invoicing, Payment & Fees

An invoice/product delivery list that itemizes all products is **required** upon delivery. If a vendor does not have an invoice, one will be written by BSM staff upon delivery. The vendor is entitled to a copy of any BSM-written invoice upon request. Wholesale orders are paid within 10 business days of receiving the invoice, unless other net terms are agreed upon.

DTC sales will be paid once per month via mailed billpay check (bank-issued check mailed to the vendor-provided address). The check should arrive within the first two weeks of the new month. Checks look like this:



After a vendor's first month of sales, a staff member will send a link allowing access to a Dropbox folder. The Dropbox folder will contain an Excel spreadsheet showing itemized sales, revenue, and fees (see 'Fee Structure and Membership' section under the 'Information for all Vendors') for the month. This report will refresh each period, so be sure to download if these records are needed. Save the Dropbox link as it will not be emailed each month. BSM staff maintain sales report archives and can provide those to the vendor upon request. If there are any changes to where or to whom checks are payable, email [bsm@jonesboroughlocallygrown.org](mailto:bsm@jonesboroughlocallygrown.org).

The issued checks will void after 90 days. Any check not deposited within 90 days will be reissued up to three times. The reissued check memo will state it was reissued and how often it was reissued. If the third reissued check (memo: [reason] reissued 3) is not deposited, JLG will retain the check amount and will only reissue upon vendor request. Before a check is reissued three times, staff will contact the vendor to see if there is an issue with check delivery.

## Property Loss

BSM electronically tracks and protects all products while they are in the market. However, products are ultimately left at BSM at the producer's own risk. Vendors should discuss any discrepancies in product inventory with the market manager. BSM is not responsible for any loss, theft, or damage incurred of the vendor's products in the market. Vendors are responsible for carrying their own insurance in the amount they deem appropriate. If equipment failure causes product loss, the vendor will be reimbursed for that loss as if the lost product sold.

Should BSM be closed for three or more consecutive days and cause a direct-to-consumer item to become unsellable, BSM staff will track the spoilage. A determination to credit the vendor for unsellable items will be made on a case-by-case basis.

## Wholesale Producers

While BSM's focus is DTC sales, wholesale items are carried at the market manager's discretion. For these products, BSM pays the wholesale price and processes sales tax. BSM's primary relationship is with independent vendors; however, BSM reserves the right to purchase using a wholesale distributor if products purchased fall within JLG's selling guidelines and positively add to the product selection.

## BSM Online Ordering

BSM offers an online ordering site for customers (<https://boonestreetmarket.shopsettings.com/>). Any product sold at BSM is eligible to be online, and new products have to be manually listed by market staff. Once a product is listed, the inventory is tied to the electronic inventory kept by the point-of-sale system and will be hidden if out of stock. Unless the vendor wishes to provide photos of individual products, staff will take photos of the item.

Staff will do their best to keep up with products as they come into the store, but asks that vendors be understanding if a product is not immediately listed for sale online. Products need to be sold as a fixed price item (i.e. loaf of bread, packs of meat, etc.), and staff will work with vendors selling items that are normally sold by the pound on how to best list their products at a fixed price. There is no fee for the customer or vendor for using the online ordering site.

## Use of BSM's Commercial Kitchen

BSM maintains a commercial kitchen and Food Category 1 permit with TDA. With the BSM Manager's approval, JLG vendors and members of the community are able to lease the kitchen to produce TCS (time and temperature control for safety) products that they could not produce in their home kitchen in compliance with the TN Food Freedom Act. Vendors and non-vendors (collectively, 'users') using the kitchen to produce TCS products for sale at JLG or other markets must be registered to manufacture at BSM through TDA. The BSM Manager will conduct a kitchen orientation for new users, and users should be familiar with current good manufacturing practices (cGMPs) prior to kitchen use. Users under the age of 18 must be supervised by a non-BSM staff adult. All users, vendor and non-vendor, assume all risks and accept any and all liability in the event of injury while or as a result of using the kitchen or illness caused by the consumption or other use of their product. Injuries must be reported to BSM staff immediately.

Rates for JLG vendors are \$10/hour for the first two (2) hours and \$7 per hour after the second hour. Rates for non-vendors are \$15/hour for the first two (2) hours and \$10 per hour after the second hour. Fees are due at the end of each manufacturing period and can be paid with cash, check, or debit/credit card. Times available are Monday to Friday 4-6 pm and Saturdays 12-5 pm, subject to change per BSM kitchen operation and events. Other times may be negotiated and are subject to additional fees as a staff member must be present. Times must be reserved at least three business days in advance, and only one manufacturing entity may use the kitchen at any time.

Long-term ingredient and product storage is not allowed due to limited storage space. All ingredients used by the vendor must be brought in and taken out, unless otherwise approved by the BSM Manager. Equipment use is limited to the oven/range/griddle, microwave oven, dishwasher, pans, bowls, and cooking utensils. If a user requires other equipment, they are expected to provide it. Users are expected to immediately report broken/unusable equipment to staff. If the equipment fault is found to be due to the user's improper use or negligence, the user will be liable for damages. BSM is not responsible for inventory, time, or income loss due to equipment failure; users should consider buying insurance that covers this type of loss. Users should also provide their own gloves to use while manufacturing.

Users are required to wear proper apparel while using the kitchen (appropriate shirt, pants free of excessive holes, non-slip close-toed footwear, hairnet or hat). Users must remain on site while manufacturing is taking place (i.e. cannot leave while something is cooking in the oven). BSM will make every effort to provide a secure facility, but cannot be held responsible for personal belongings, products, or supplies left behind. BSM staff have the right to inspect the manufacturing process at all times, and the state licensing agency/food safety inspectors may inspect without advance notice.

For traceability and BSM records, kitchen users will be required to fill out a form outlining when they used the kitchen, what was produced, etc.

To use the kitchen, contact the BSM Manager for availability and timing, then Patricia Szappanos-Hart with TDA's Consumer and Industry Services at [patricia.szappanos-hart@tn.gov](mailto:patricia.szappanos-hart@tn.gov) or 615-837-5177. Patricia will advise on becoming permitted to manufacture at BSM.

# Jonesborough Farmers Market (JFM)

An outdoor tailgate market open every Saturday during the summer, May through October, 8 am to 12 pm.

Will not operate during major Jonesborough festivals – Jonesborough Days (weekend closest to July 4<sup>th</sup>) and International Storytelling Festival (first full Friday-Saturday-Sunday in October) – and the Haunted Half Marathon (last weekend in October) should the race occur in Jonesborough.

Winter Market – an outdoor, smaller version of JFM during the off-season, 9 am to 12 pm.

Will operate the first three Saturdays in November & December and the third Saturday of the month, January to April.  
Priority is current JFM & BSM vendors, followed by new applicants.

## Vendor Conduct & Responsibilities

### Cancellation

All vendors must inform the market manager as soon as possible if they will not be able to attend the market **and no later than 3 pm on the Friday before the market**. If a vendor cancels after 3 pm on the Friday before or the morning of the market OR is a no-call-no-show to the market, they are still required to pay their fee. Vendors are required to send an email to [jfm@jonesboroughlocallygrown.org](mailto:jfm@jonesboroughlocallygrown.org) or notify by phone (information provided to vendors each season). If a vendor has two or more no-call-no-shows in one season, the market manager may dismiss the vendor from the market and not allow the vendor to sell at JFM in subsequent seasons.

### Customer Satisfaction

JLG strives to maintain JFM as a market that offers fresh, appealing products and reserves the right to reject or remove from the market any vendor or product that does not meet reasonably accepted quality and safety standards and/or receives multiple complaints from customers. Customer complaints/negative feedback will be documented and passed onto the vendor. It is the responsibility of the vendor to satisfy customer complaints.

### Health, Safety & Other Conduct

The following rules are for the health and safety of everyone attending and participating in the market:

- **Vendors may not bring live animals (for sale or otherwise), including pets, in the market area without prior approval of the market manager. The only exceptions are those provided by State and Federal laws (i.e. hearing, guide, and service animals).** Vendors are responsible for cleaning up after any animal in their custody. If an animal is brought to the market, the vendor must have a way of removing that animal should it cause an issue or disturbance and have hand sanitizer available at their booth.
- Vendors and the person(s) present at the booth are highly encouraged to know their product well enough to effectively market the items and communicate with customers (e.g. breed, age, and feeding conditions of animal; variety of produce and growing conditions).
- Vendors should avoid being on their phone or having earbuds in for excessive periods. Customers see this and may view you as unapproachable.
- Vendors must clean up and remove all refuse generated during market operation. A broom and dustpan will be available upon request.
- The sale and/or consumption of alcohol is prohibited in the market area by law.
- Open flames/grills are prohibited in the market area, unless approved by the market manager.
- Smoking and vaping are prohibited in the market area. Please do so in a private vehicle or away from the market area.
- Proper language for a family environment is required.

- Harassment of any kind (verbal, physical, etc.) will not be tolerated and will result in the immediate expulsion of the vendor from the market.
- Hawking, public outcries, music, or other entertainment/sound for the purpose of drawing customers to a specific booth or attracting attention is prohibited. The market manager hires a band for most market days, so this noise would interfere with the band as well as unfairly influence customers and disrupt the market.
- Vendors will be held responsible for the actions of their employees, direct employees, or persons working their booth.
- Potentially hazardous food items (meats, poultry, etc.) stored or displayed prior to sale must be maintained according to Tennessee Department of Agriculture Regulations.
- Vendors will not permit seepage/leakage of water or fluids from any part of their space into the public areas or other vendor spaces.
- **An adult must supervise children under 16 years of age.** Supervisors of children creating a nuisance will be advised to remove them from the market area. Vendors with children are strongly encouraged to have another responsible party present to help supervise.

**If a vendor's activities jeopardize the safe and efficient operation of the market, the market manager may suspend the vendor's contract to sell and/or refer the issue to the Vendor Relations Team.**

## Tents & Equipment

The vendor must provide all necessary equipment and displays. JFM will not provide extension cords, signs, chairs, tables, tablecloths, scales, display containers, tents, weights, etc. – except with prior approval from the market manager. All materials must fit within each vendor's assigned space. Please note that tents are not required, but are highly recommended for the summer market.

Tent weights of 10+ pounds each must be available to secure each tent leg in the case of gusty wind. While the weights are not required to be applied on nice days with no wind, they should be accessible if needed.

## Signage

JFM encourages all vendors to use signage to distinguish their business. Vendors are strongly encouraged to clearly post prices on or around all products being sold. All prepared food and meat vendors are expected to have a copy of each license/permit required for the legal sale of their goods on display at his/her booth on each market day. These licenses/permits must be on file with the market manager and is part of the vendor application process.

## Pricing & Sales Reporting

Pricing of goods is the sole responsibility of the vendor. Vendors are strongly discouraged from selling products at below-cost pricing, thereby undercutting other vendors and devaluing the product. Vendors are encouraged to clearly post prices on or around all products available for sale. Vendors should be prepared to break large bills and bring more change with them than they think is necessary.

Vendors are strongly encouraged to report sales earned at each market. This information is confidential, will only be shared as part of total market sales, and will only be used in grant reports and applications.

## Utilities

Electricity, water, and gas are not available. Internet connectivity may be spotty as well.

## Property Loss

Vendors are responsible for the individual safeguarding of their products, supplies, and money. Neither JLG (or any of its representatives) nor the Town of Jonesborough is responsible for loss, theft, or damage incurred while at the market.

## Sharing Booth Space

Shared booth space is permitted, but must be approved by the market manager. The definition of shared booth space is two or more separate vendor entities sharing a 10' x 10' booth space. Both vendors must apply separately, pay a separate \$25 application fee (as applicable), and be present at the market. One vendor is not allowed to sell the other vendor's products without the other vendor being present. Both applications will be processed to ensure the products sold fall within JLG's selling guidelines. Vendors will have separate vendor pouches to keep tokens redeemed separate and only pay one day fee; it is up to the vendors to equitably split the day fee or work out another arrangement.

## Reserving Multiple Booths

A maximum of two 10' x 10' market booths may be reserved at the market manager's discretion. The opportunity to reserve two booths is limited as, historically, the majority of booths are filled each week. If a vendor is approved to have two booths, the vendor will pay two day or season fees. Criteria for having two booths include the vendor's track record with and the value the vendor's business brings to the market.

## Information Booth

JFM staff and volunteers maintain an information booth at each market. Customers can visit to get tokens if they run out of cash, redeem SNAP-EBT funds, and participate in incentive programs (see 'Alternative Currencies' section below). JFM merchandise is also sold here; merchandise items priced greater than \$10 are \$5 off for vendors. Staff and volunteers tend to be informed about Jonesborough and local events, so if a vendor can't answer questions, feel free to send them to the information booth. The market manager will generally be located at or near the information booth. If an issue arises, visit the booth first to find the manager.

## Summer Market Specific Information

### Location

The summer JFM (May through October) is located behind the Washington County Courthouse in Downtown Jonesborough. The closest address is 100 East Main St. The market is in a cul-de-sac-like parking lot called the Stevenson Lot next to the brick Restrooms building.

### Booth Assignments

Booth spaces are 10' x 10' load-in, 10' x 10' pull-in with vehicle (limited to 13), and trailer (limited to 2). A 10' space will be allotted behind trailers for booth set-up. Vendors with a load-in space may enter the market area, unload, and park in the Courthouse parking lot (large lot behind the Courthouse). Vendors are not allowed to use more than their allotted booth space, unless approved by the market manager. Double booths may be possible with market manager approval and appropriate payment of fees (see the 'Reserving Multiple Booths' section above).

Booth assignments are set each week and communicated via email on Thursday. Season vendors are assigned the same booth space for the entire season. However, changes may be needed when in the best interests of market operations (i.e. left vehicles, debris impacting spaces, etc.).

### Vendor Pouch & Fees

Each vendor is assigned a pouch that can be picked up at the Information Booth at the start and turned in at the end of each market day. The pouch will contain a record sheet to keep track of fee payments, sales, and alternative currencies collected (see 'Alternative Currencies' section below).

Season vendor fees are due on or before the first market day. Day fees are due each day and can be left in the vendor pouch. Fees can be paid by cash or check made out to Jonesborough Locally Grown or Jonesborough Farmers Market.



See the 'Fee Structure and Membership' section under 'Information for All Vendors'. Any outstanding fees will be deducted from a positive token balance at the monthly token payment; deductions will be noted on the record sheet.

## Music at the Market

Musicians are booked to play at the market most Saturdays. While not every vendor may be able to hear the music, everyone benefits from the festive environment the music creates for customers. Each band is paid a small stipend, and JFM staff asks that each vendor that is willing and able contributes product to a 'market basket' to show appreciation for the music. Staff or a volunteer will visit each booth between 11:30 am and 12:00 pm to collect. Contributing to the music IS NOT MANDATORY – it is completely voluntary.

## Set-up

Vendors may arrive for set-up as early as 6:30 am – for trailers only. Pull-in and load-in spaces may arrive starting at 7:00 am and no later than 7:45 am (unless otherwise approved by the market manager) to ensure all vendors have time to set up prior to market opening. Please arrive with enough time to be fully set up and ready to serve customers before the market opening. **The market entrance will close at 8:00 am.** Vehicles will not be allowed to enter the market area once the entrance is closed. An empty cart may be available at the Information Booth to assist vendors in walking their materials to their booth. Pull-in vendors arriving between 8:00 and 8:15 am are only allowed to drive into the market area with an escort to notify customers the need to move. Pull-in vendors arriving after 8:15 am WILL NOT be allowed to drive into and must park their vehicle outside of the market area. This is for staff, vendor, and patron safety. \*\*Please note: vendors found to be repeatedly late (arriving after 8:00 am) will be dismissed from the market at the discretion of the market manager.

The Parking Coordinator will greet vendors upon arrival and direct traffic flow. Please check in with the coordinator as changes may have happened after the booth map was communicated. With only one loading entrance, traffic can pause for a few minutes. **Drive slowly and be aware of the surroundings! During unloading for load-in spaces, pull as close to the assigned booth as possible to help traffic flow around you.** \*\*Please note: vendors found to repeatedly cause safety issues will be dismissed from the market at the discretion of the market manager. JFM takes safety seriously. **Do not reverse except where necessary. Please use a spotter when possible.**

Staff, volunteers, and other vendors generally help each other when setting up. If assistance is not wanted, just say so – otherwise, they're there to help speed the process. Remember that volunteers share their time with the market, so thank them.

## Take-down

Take-down begins at 12:00 pm when the market closes. Vendors are expected to stay mostly set up until 12:00 pm, even if they are sold out. Early leaving may be arranged at the discretion of the market manager. Staying set up sends the message to customers that the market is full and still open. It's also a great time to network with customers. \*\*Please note: vendors found to repeatedly pack up early will be dismissed from the market at the discretion of the market manager.

**Vendors with pull-in spaces keeping their vehicle and trailer spaces will not be allowed to remove their vehicles from the market area until the market is closed.**

Staff, volunteers, and other vendors generally help each other when taking down. If assistance is not wanted, just say so – otherwise, they're there to help speed the process. Remember that volunteers share their time with the market, so thank them.

## Weather Safety Plan

In the event of spontaneous severe storms with lightning and/or high winds, vendors should take shelter in their vehicles or in the restrooms. If there is time, vendors will be required to lower their tents and apply tent weights if not already in place. The market manager/staff/volunteers will monitor the market area, if possible.

If severe weather moves in close to the end of the market, the market manager will communicate that vendors are able to pack up and leave early. If the market manager does not do so and any vendor has weather-related safety concerns, they may communicate such concerns with the market manager.

If severe weather is consistently forecasted for 24 hours before the market, the market manager may cancel. They will notify each vendor scheduled to attend as soon as possible. The market will operate in the event of low (to 15F) and high temperatures and heavy rain without lightning and high winds.

Markets and other events that allow vendor participation may be closed or canceled in the event of adverse weather conditions. Staff will not take closures and cancellations lightly as this can impact revenue both for JLG and the vendor - but the safety of staff, vendors, and customers is of utmost importance.

Vendors are encouraged to stay updated as to weather conditions and make decisions regarding market/event participation or delivery accordingly. BSM staff will discourage vendor deliveries or accept limited quantities until weather conditions improve. Closures and/or cancellations that impact the vendor will be directly communicated by staff as quickly as possible. The closure and/or cancellation will be posted on BSM's door, social media, and the JLG website.

## Injuries & Incidents

A first aid kit will be available at the Information Booth. Should a medical emergency arise requiring an ambulance, call emergency services and immediately notify the market manager. If a vendor does not feel comfortable calling emergency services, immediately notify the market manager and they will call. The market manager will coordinate with emergency services and their access to the injured person(s). The market manager may require some vendors to move or leave the market area to facilitate access.

Inform the market manager immediately if a customer or other patron in the market area makes a threat, uses harassing language, or has a severe complaint. For liability purposes, any injuries or incidents will be documented by the market manager.

## Winter Market Specific Information

### Vendor Priority

Priority is given to current JFM summer market vendors followed by BSM vendors that reach out regarding the Winter Market before considering new applicants.

### Location

The Winter Market (November to April) is located in front of BSM (address in the 'Contact' section). All 8 spaces plus the plaza area next to BSM will be used.

### Booth Assignments

Booth spaces are 10' x 10' load-in (limited to 4) and 10' x 10' back-in with vehicle (limited to 8). A 10' space will be allotted behind vehicles for booth set-up, where possible; some back-in spaces may be impacted by trees in which case vendors are advised to pull forward to accommodate their set-up. Vendors are not allowed to use more than their allotted booth space, unless approved by the market manager. JFM recommends that vendors with a back-in space

approach from Main St. due to the orientation of the spaces. Double booths may be possible with market manager approval and appropriate payment of fees (see the 'Reserving Multiple Booths' section above).

Booth assignments are not set each week to avoid open parking spaces if a scheduled vendor is unable to attend – only booth type is set. Space assignments are on a first-come, first-served basis. Please fill in the spaces closest to the building first. A reminder for the market will be communicated via email on or before Thursday.

### Vendor Pouch & Fees

Each vendor is assigned a pouch that can be picked up at the Information Booth at the start and turned in at the end of each market day. The pouch will contain a record sheet to keep track of fee payments, sales, and alternative currencies collected (see 'Alternative Currencies' section below).

Day fees are due each day and can be left in the vendor pouch. There is no season fee option for the Winter Market. Fees can be paid by cash or check made out to Jonesborough Locally Grown. See the 'Fee Structure and Membership' section under 'Information for All Vendors'. Any outstanding fees will be deducted from a positive token balance at the monthly token payment; deductions will be noted on the record sheet.

### Set-up

Vendors may arrive for set-up as early as 8:00 am. Please arrive with enough time to be fully set up and ready to serve customers before the market opening. **\*\*Please note: vendors found to be repeatedly late (arriving after 9:00 am) will be dismissed from the market at the discretion of the market manager.**

**Take care when parking** as there will be no Parking Coordinator and the back-in spaces are off a road that can be decently busy (Boone St.). The market manager will monitor parking and stop traffic when possible. If there is no vehicle in the parking space when BSM closes on Friday, staff will place a traffic cone in each space. Please be patient as these are moved when you arrive. Vendors with a load-in space may park across from BSM, along the side of BSM, or temporarily in the handicap parking space (must move vehicle from this space when done unloading) to unload. Parking during the market may be available across from BSM or in the Visitor's Center parking a short distance away on Boone St.

Staff and other vendors generally help each other when setting up. If assistance is not wanted, just say so – otherwise, they're there to help speed the process.

### Take-down

Take-down begins at 12:00 pm when the market closes, unless a drop in customer traffic warrants an early close. Due to the location of this market, closing early and leaving is more forgiving than the summer market location. Early leaving for other reasons may be arranged at the discretion of the market manager. **\*\*Please note: vendors found to repeatedly pack up early will be dismissed from the market at the discretion of the market manager.**

Staff and other vendors generally help each other when taking down. If assistance is not wanted, just say so – otherwise, they're there to help speed the process.

### Weather Safety Plan

In the event of spontaneous severe storms with lightning, high winds, and/or heavy frozen precipitation (snow, sleet), vendors should take shelter in their vehicles or in BSM. If there is time, vendors will be required to lower their tents and apply tent weights if not already in place. The market manager will monitor the market area if possible.

If severe weather or heavy frozen precipitation moves in close to the end of the market, the market manager will communicate that vendors are able to pack up and leave early. If the market manager does not do so and any vendor has weather-related concerns, they may communicate such concern to the market manager.

If severe weather, heavy frozen precipitation, or temperatures of 15F or lower for the duration of the market are consistently forecasted for 24 hours before the market, the market manager may cancel. They will notify each vendor scheduled to attend as soon as possible.

Markets and other events that allow vendor participation may be closed or canceled in the event of adverse weather conditions. Staff will not take closures and cancellations lightly as this can impact revenue both for JLG and the vendor - but the safety of staff, vendors, and customers is of utmost importance.

Vendors are encouraged to stay updated as to weather conditions and make decisions regarding market/event participation or delivery accordingly. BSM staff will discourage vendor deliveries or accept limited quantities until weather conditions improve. Closures and/or cancellations that impact the vendor will be directly communicated by staff as quickly as possible. The closure and/or cancellation will be posted on BSM's door, social media, and the JLG website.

## Injuries & Incidents

A first aid kit will be available inside BSM. Should a medical emergency arise requiring an ambulance, call emergency services and immediately notify the market manager. If a vendor does not feel comfortable calling emergency services, immediately notify the market manager and they will call. The market manager will coordinate with emergency services and their access to the injured person(s). The market manager may require some vendors to move or leave the market area to facilitate access.

Inform the market manager immediately if a customer or other patron in the market area makes a threat, uses harassing language, or has a severe complaint. For liability purposes, any injuries or incidents will be documented by the market manager.

## Alternative Currencies

JFM partners with organizations to provide multiple incentive programs as well as a token system for customers to use their credit/debit and EBT-SNAP card if vendors are not able to take electronic payments. These services are provided at no cost to the vendor. **All vendors are required to accept these currencies if they sell an eligible item as well as valid US dollars. Vendors are not required to accept electronic payments of any kind, but are welcome to if possible. Please do not use alternative currencies for change.**

Because these currencies could change year-to-year or mid-season, the only currencies listed here are permanent. The current season currencies will be on the record sheet located in each vendor's pouch. Tokens are counted, verified, and collected by the market manager after each market day. Any questions about the currencies should be directed to the market manager.

### JFM Credit Tokens

At the information booth, customers can purchase green-colored tokens via credit/debit cards to spend at the market. These tokens do not expire and are in \$5 increments only. Customers are not charged a fee to use this service. Eligible items: any item, including crafts. Change: change can be given in cash by the vendor.



### SNAP-EBT Tokens

At the information booth, customers receiving SNAP-EBT benefits can 'purchase'/redeem funds for red-colored tokens. Tokens are issued in \$1 increments only. NO SALES TAX is added by the vendor. Eligible items: food, seeds for food-producing plants, and food-producing plants only (except hot, ready-to-eat meals). Change: DO NOT give change. Work with the customer to round to the nearest dollar.



## Currency Reimbursement Process

Accepted alternative currencies need to be recorded by the vendor on the record sheet located in their pouch and provided at each market (see 'Vendor Pouch & Fees' section). The currencies themselves (tokens, cards, etc.) are expected to be turned in the pouch each market day. The market manager will enter this data into a spreadsheet and generate a payment summary each month. The amount of the check, with any fees deducted, will be recorded on each vendor's record sheet.

Vendors are paid via billpay check (bank-issued check mailed to the vendor-provided address) for all alternative currencies collected. Checks should arrive within the first two weeks of the month. Checks look like this:



The issued checks will void after 90 days. Any check not deposited within 90 days will be reissued up to three times. The reissued check memo will state it was reissued and what time it was reissued. If the third reissued check (memo: [reason] reissued 3) is not deposited, Jonesborough Locally Grown will retain the check amount and will only reissue upon vendor request. Before a check is reissued three times, staff will contact the vendor to see if there is an issue with check delivery.

## Sponsorships, Donations & Volunteers

Vendor fees at JLG markets cover only some of the costs associated with operating. JLG seeks sponsors and donors annually to provide additional income for community outreach, advertising, and market programming and to keep vendor fees as low as possible. For more information on sponsorship and donation opportunities, please visit [www.jonesboroughlocallygrown.org/support-us](http://www.jonesboroughlocallygrown.org/support-us) or contact the Executive Director (information below).

JFM, BSM, and special events use volunteers to facilitate operations. We have a general volunteer form/application on our website: [www.jonesboroughlocallygrown.org/volunteer](http://www.jonesboroughlocallygrown.org/volunteer). Interested persons can also email [jlg@jonesboroughlocallygrown.org](mailto:jlg@jonesboroughlocallygrown.org) for opportunities.

## Board & Staff

The following Board and Staff members are current as of this revision, but may have changed. Please visit [www.jonesboroughlocallygrown.org/staff-board](http://www.jonesboroughlocallygrown.org/staff-board). The Board and Vendor Relations Team can be contacted via email at [jlg@jonesboroughlocallygrown.org](mailto:jlg@jonesboroughlocallygrown.org).

### JLG Board of Directors

Shannon Phillips, President

Lee Clements, Secretary

Alex Sargsyan

TBA, Vice President

Pat Lynch

T McLeod

Emily Lamb, Treasurer

Karen Wheeler

Tim Spann

### Vendor Relations Team

Pat Lynch, Farmhouse  
Gallery & Gardens

Shannon Phillips & Alex  
Sargsyan, Dashing Duckling  
Farm

Tim Spann, SLAP Farms

### Staff

Lori Powell, Executive Director | JFM Manager – [lori@jonesboroughlocallygrown.org](mailto:lori@jonesboroughlocallygrown.org)

David Phillips, BSM Manager – [david@jonesboroughlocallygrown.org](mailto:david@jonesboroughlocallygrown.org)

Marcelo Gisbert, BSM Operations Assistant

Eileen Timm- BSM Kitchen Assistant

# Our Story

10+ years of connecting farmers, food, and the community

## Jonesborough Farmers Market

Our local food story began with the creation of Jonesborough Farmers Market. Local farmer Heather Halsey was looking for a ‘true’ farmers market, one where the farmer – not a reseller – sells directly to the consumer, given customers the opportunity to know their farmer, ask questions, and really understand where and how their food was produced. When Heather started selling produce to Jonesborough neighbors Curtis Buchanan and Karen Childress, they began thinking that Jonesborough would be a good place for this kind of market. Six months later, the Town of Jonesborough granted permission to use the library parking lot as the market space, a handful of vendors signed up, and Jonesborough Farmers Market opened for its first season in May 2008. The market was entirely volunteer-run for the first five years.



*Farmer Heather Halsey*

The market grew, adding vendors, customers, weekly music, and kids’ activities. In 2010, it moved to the Courthouse Square. With a strong set of volunteers helping at the market each week, acceptance of SNAP-EBT and credit/debit cards was introduced. Another innovation was a popular online ordering system for winter months that demonstrated growing demand for a year-round local foods store. The most important element was – and is – the sense of community. One customer fondly named the farmers market ‘Jonesborough’s Front Porch’.



*Jonesborough Farmers Market at the Courthouse Square*

In 2013, market organizers started thinking about expansion to a year-round store and commercial kitchen, with eyes on the vacant Exxon Gas Station on the corner of Boone St. and Main St. As the vision for the market grew, **Jonesborough Locally Grown** was incorporated as a 501(c)(3) non-profit organization to carry out the work of this broader mission.

## Boone Street Market

The vision of Boone Street Market was a year-round retail outlet for local food products that would be a convenient place for farmers to sell and a convenient place for customers to buy local food. It would help small-scale farmers market their products. The idea was pitched to Town leaders, and a creative partnership paved the way for Boone Street Market to become a reality. The Town, as owners of the building, granted a lease, provided critical construction resources, and helped raise state and federal funds to make the building useable. Equally important were local contributions raised by Jonesborough Locally Grown from the Washington County Commission, many businesses, and our



*Bob's Exxon before Renovation*

strong community of supporters. Renovation took place during Summer 2014, and Boone Street Market opened for business on October 29, 2014.

Boone Street Market stocks over 900 food items from 100+ vendors, all produced within 100 miles of Jonesborough (priority and >95% of vendors), Tennessee, and the Central Appalachian region. Products may be sold wholesale or direct-to-consumer, with the goal of returning as much revenue to the vendor as possible. Boone Street Market's commercial kitchen and chef produces Grab and Go meals featuring seasonal produce, meat, and value-added products from market vendors.



*Boone Street Market, 2015*

### **Fundraisers**

Fundraisers are needed to help meet operating expenses. The most popular fundraisers are the seasonal 100 Mile Dinners and our signature Farm to Table Dinner, events that are always sold out. A membership program allows customers to support the markets and receive special benefits, like 5% off each purchase at Boone Street Market, a monthly member perk, and advance notice and purchase opportunity for special events.



*Farm to Table Dinner, 2022*

### **Boone Street Market Expansion**

Jonesborough Locally Grown's vision is to establish Boone Street Market and Jonesborough Farmers Market as sustainable models for community markets. Kids' activities at Jonesborough Farmers Market, Burger Nights at Boone Street Market, and 'meet your farmer events' are all part of our vision for a strong local food community. We will change and grow with our community while always working to connect with and teach about ways to grow, cook, and enjoy our rich local food resources.



*Boone Street Market, 2019*

In the first quarter of 2019, we expanded Boone Street Market to add 450 square feet, increasing our total floor space by 30%. The expansion was funded by a TDA grant, which was supplemented with funds from private donations. The additional space increases product display space with the goal to increase sales for local farmers and food businesses.

### **Jonesborough Farmers Market Online**

Jonesborough Farmers Market operated as an online market in 2020 as a response to the COVID-19 pandemic. The online market was popular with both vendors and customers as a safe way to buy and sell local farm and food products. The online market was popular enough to run in the winter and concurrently with the 2021 in-person farmers market. While the online farmers market waned in popularity towards the end of the farmers



*Online Farmers Market Pickup, 2020*



market season and ended in October 2021, staff were busy getting Boone Street Market ready for online ordering.

### **Jonesborough Locally Grown Today**

Boone Street Market and Jonesborough Farmers Market had their best year yet in 2022, all thanks to our wonderful community and vendor support. Vendor participation, customer interactions, and revenue are up in spite of the setbacks brought by the pandemic. The Winter Market is solidifying as a viable off-season farmers market and is a great addition to holiday Town events.



*Jonesborough Farmers Market Vendors in New Location, 2022*

### **Governance**

Jonesborough Locally Grown is governed by a Board of Directors who set policy and advise on programs, establish rules and fees, promote the markets, fundraise, and employ staff, committees, and advisors as needed to achieve the organization’s objectives. The Board composition includes vendors who sell at our markets (see ‘Board & Staff’ section).