



Jonesborough Locally Grown Vendor Handbook

Jonesborough Farmers Market (JFM)

jfm@jonesboroughlocallygrown.org

(423) tbd – use email
Saturday (May – October)
Courthouse Square, Downtown
8:00 am – 12:00 pm

Boone Street Market (BSM)

bsm@jonesboroughlocallygrown.org

423.753.4722
101 Boone St., Jonesborough
Tennessee
Mon-Fri 10:00 a.m. – 6:00 p.m.
Sat: 8:00 a.m. – 5:00 p.m.

Anyone interested in selling through Jonesborough Locally Grown (JLG) markets should read and understand these rules, procedures and guidelines prior to applying to be a vendor.

JLG Board of Directors and market managers review the producer guidelines on a regular basis and make changes as needed. Revised guidelines will be announced and made available to producers. Producers are expected to remain current with the revised guidelines.

Table of Contents

ABOUT JONESBOROUGH LOCALLY GROWN	3
Governance	5
Volunteers.....	5
INFORMATION FOR ALL VENDORS	6
Vendor Memberships.....	6
Fee Structure	6
Vendor & Product Selection Criteria.....	6-7
Vendor Application Process	7-8
Selection Criteria/Prioritization	9
Vendor & Product Categories	9-11
Vendor Conduct & Responsibilities	11-12
BOONE STREET MARKET (BSM) SPECIFIC INFORMATION	13-15
JONESBOROUGH LOCALLY GROWN (JFM) SPECIFIC INFORMATION	16-21
SPONSORSHIP	21

ABOUT JONESBOROUGH LOCALLY GROWN

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 food 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 & 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

OUR STORY

10 Years of 100% Locally Grown, Grown by Us Markets

Our local food story began with the creation of the 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, giving 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 had granted permission to use the library parking lot as the market space, a handful of vendors had signed up, and the Jonesborough Farmers Market opened for its first season in May of 2008.



Farmer Heather Halsey

The market grew, adding vendors, customers, weekly music, and kids’ activities. In 2010 it moved to Courthouse Square. With a strong set of volunteers helping at the market each week, acceptance of SNAP and debit and credit cards was introduced. Another innovation was a popular online ordering system for the winter months that demonstrated growing demand for year-round local food store. And 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

In 2013, market organizers began thinking about expansion to a year-round retail store and commercial kitchen, with eyes on the vacant Exxon Gas Station at the corner of Boone and Main Streets. As the vision for the market grew, **Jonesborough Locally Grown** was incorporated to become a 501(c)(3) not-for-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 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 produce, and with a commercial kitchen included in the building, it would be a place that farmers could create and test-market value-added 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 strong community of supporters. Renovation took place over the summer of 2014, and Boone Street Market opened for Business on October 29, 2014.



"Bob's Exxon" before renovation

Boone Street Market stocks over 1000 food items from 100 different vendors, all produced within a 100-mile radius of Jonesborough (priority), Tennessee or Central Appalachia. Products may be sold wholesale or on consignment, with the goal of returning the maximum amount possible to the farmer. Boone Street Market also has a commercial kitchen where a chef prepares food to-go and retail food products featuring seasonal produce, meat and products from market vendors.



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, an annual event that is always sold out. A membership program allows customers to support the store and be a part of special events and promotions.

Jonesborough Locally

Grown's vision is to establish Boone Street Market and the Jonesborough Farmers Market as sustainable models for community markets. Cooking classes, kids' activities at the market, demonstrations, 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, but always working to connect with and teach about ways to grow, cook and enjoy our rich local food resources.

In the first quarter of 2019, we expanded Boone Street Market to add 450 additional square feet, increasing 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 and adds café seating with the goal to increase sales for local farmers, and local food options for our customers.

Governance

JLG is governed by a Board of Directors who set policy and programs, establish rules and fees, promote the markets, fundraise, and employ staff, committees and advisors as needed to achieve JLG's objectives. The Board composition includes vendor members who sell at either JFM or BSM or at both markets. See page 21 for the current list of board and staff.

Volunteers

Community and vendor volunteers are critical to the operation of all JLG activities. The Saturday Jonesborough Farmers Market was founded by volunteers and entirely volunteer-run for first 5 years. Community and vendor volunteers help with the set-up and take-down of the Saturday Market, staff the Saturday Market information booth, coordinate the Farm to Table dinner fundraiser, serve as cashiers at the Boone Street Market, and much more. Contact us at info@jonesboroughlocallygrown.org to learn more about volunteering with JLG.

INFORMATION FOR ALL VENDORS

MEMBERSHIP & FEES

FEE STRUCTURE

\$25 Annual Fee – Required for both JFM and BSM

This fee is non-refundable and does not guarantee approval to sell at either market. The fee covers the cost of processing new applications, farm/producer visits and market operations.

This fee also serves as annual membership dues with JLG (membership for non-vendors is \$50/year). Membership benefits include:

- 5% discount on all purchases at Boone Street Market
- Special member-only sales at Boone Street Market
- Advance notice of the annual Farm-to-Table dinner
- Invitations to member-only events, including our annual End-of-Season Potluck Dinner.

Fee structure for Boone Street Market:

\$25 Annual Fee

\$5/ month shelf fee

20% of monthly sales

Fee Structure for Jonesborough Farmers Market:

\$25 Annual Fee

Season Vendor Fee: \$100 for full season set-up – discounted fee and fixed weekly booth assignment (priority but not guaranteed)

Day Vendor: \$5 for weekly set-up

VENDOR & PRODUCT SELECTION CRITERIA

GENERAL PRODUCT GUIDELINES

100% Locally Sourced: JFM and BSM are intended to highlight food and food products with a focus on locally grown and raised agriculture products. **All products must be 100% locally grown**, raised, produced, processed, and/or created by the vendor within a 100-mile radius of Jonesborough, TN. Please note that while we do allow Art & Craft vendors at both markets, space is extremely limited.

No Reselling: JLG has a zero tolerance policy concerning resale at all markets. Any vendor found selling anything they did not grow will be dismissed from the market.

Compliance with Health, Safety and Related Laws: All products must comply with federal, state and local health regulations, licensing and labeling requirements. Producers are expected to inform themselves on issues governing the production, display, distribution, sampling and sale of their products. Anyone wishing to sell through JLG markets should research the rules and regulation regarding the products they are wishing to sell prior to applying as a vendor. Most required permits and certifications can be found via the [Tennessee Department of Agriculture \(TDA\) website](#) - or by calling (615) 837-5137.

Disclosure of Production Practices: Full disclosure of all production practices is required for all producers. All new vendors will be subject to a farm inspection. Returning vendors are subject to re-visit, as needed. Failure to allow a farm inspection will result in termination of our relationship with that producer. Wild-crafted or foraged products may only be sold with prior approval and should demonstrate certification where it is available, and in all cases obtained in a way that does not deplete or endanger the species collected and that insures a sustainable harvest for future generations.

We will consider false statements on a producer's application about the origin or production standards of products listed to constitute fraud. JLG reserves the right to verify the claims of everything sold through our markets.

VENDOR APPLICATION PROCESS

All vendors must apply and include all products they intend to sell. Each individual product must be approved prior to selling that item at either market. Applications must also include documented proof of any/all licenses or certifications required by regulatory authorities relevant to each product, such as TDA, USDA, Health Department, etc.

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 of similar products is excessive, duplicate products may be denied entry.

All vendors, returning or new, must submit a separate application annually. Please allow two weeks for your application to be processed and to schedule your farm visit. If your application has not been processed within two weeks, send an email to info@jonesboroughlocallygrown.org.

FARM VISITS ARE REQUIRED

Farm visits and visits to some production facilities help us fulfill our promise to our customers and to our community that all products at our JFM and BSM are grown, raised or produced locally. The visit is to verify that vendors are the producer of all products sold. We do not allow reselling.

- Farm visits are required for all new vendor applicants prior to selling at either market.
- Farm visits are done every 2 years or as needed for current vendors.

- Visits are scheduled at a time when we can see active operation/production.
- Returning vendors will be re-visited, as needed. Failure to allow a farm visit will result in termination of our relationship with that producer.
- We will consider false statements on a producer's application about the origin or production standards of products listed to constitute fraud which will result in dismissal from the market.
- JLG reserves the right to verify the claims of everything sold through our markets.

SELECTION CRITERIA/ PRIORITIZATION

Space is limited at both markets and priority is given based on the following criteria:

1. Agriculture applicants who bring products that are 100 % locally grown and harvested on land that they own and/or operate have priority over all other applicant types.
2. For Prepared Food and Art & Craft applicants, priority is given to applicants who incorporate local ingredients/materials.
3. Product Quality and Uniqueness:
 - a) Unique or unusual products not already represented in the markets.
 - b) Consistently high-quality products
 - c) Clear and correct labeling on products offered.
4. Conduct, Compliance, and Customer Service
 - a) Track record of compliance with our market rules as well as all local, state, and federal regulations.
 - b) Strong customer service skills exhibited in working with JLG market customers, staff, volunteers, and fellow vendors.
 - c) Timely submission of application, licenses, and other correspondence.
 - d) Timely payment history.
5. Seniority - number of years a vendor has sold at JLG markets.
6. Application timing – the order in which a completed application is received.
7. Prompt payment of all required fees.

JLG will not be bound to apply a particular set of selection criteria in every instance and reserves the unconditional discretion to accept or refuse any applicant.

VENDOR & PRODUCT CATEGORIES

A vendor is an owner/operator of a business entity approved to sell at either market. A vendor may not operate under a franchise agreement. It is the vendor's responsibility to

ensure his/her product is in full compliance with all local, state, and federal laws regulations. Any failure to do so may put their business at risk and could result in removal from our markets.

FARMERS/AGRICULTURE VENDORS

Farmers / Agriculture vendors are defined as those involved and invested in the planting, growing, and harvesting of agricultural product on owned, rented, leased, or share-cropped land. Agriculture products include, but are not limited to produce, plants, herbs, cut flowers, honey, sorghum syrup, eggs, cheese, meat, milk, and animal fibers. Farmer category also includes vendors who sell value-added products made from most of their own farms' products.

PREPARED FOOD (NON-FARMERS)

Non- Farmer vendors are defined as those who are actively involved and invested in the processing of prepared food, baked goods, food for immediate consumption. Non-farmer vendors must provide JLG with all applicable copies of licenses as appropriate to their product.

- **Prepared Food:** Those who sell processed or value-added foods such as pickles, condiments, jams and charcuterie. These vendors do not grow, raise, or gather the ingredients in their products. This category may also be appropriate for farmers who sell value-added foods that are not made from most ingredients that they grow, raise, or gather.
- **Baked Goods:** Those who bake breads, pastries, and desserts and do not grow, raise, catch, gather the ingredients in their product(s). This category may also be appropriate for farmers who sell value-added foods that are not made from most ingredients that they grow, raise, or gather.
- **Food for immediate consumption:** Those who sell food that is freshly made and available for immediate consumption on-site.

Please note: The Town of Jonesborough does not allow food trucks. Therefore, food trucks are not eligible for our markets.

Vendors are responsible for knowing and acquiring all necessary licenses for every product sold and must be in compliance with Tennessee Department of Agriculture (TDA), United States Department of Agriculture (USDA), and/or Washington County Health Department, regulations. JLG must have all current permitting on file. All prepared food vendors must also have a copy of each license on display at his/her booth on each JFM market day.

ART & CRAFT VENDORS

Art & Craft products may only be sold at JFM or at outdoor markets of BSM. Art products are items that have been made by hand, by the applicant. Most of the tools and equipment used to produce products must require skill, personal handling, and/or manipulation.

The jury process for Art & Craft vendors is extremely competitive due to the limited number of available spaces. Only applicants with the highest quality of craft and of the most unique/under-represented medium will be accepted.

Art and crafts spaces are usually more available in May and October (when there is less farm produce) and during the holiday market in November-December.

Photos are required. Each Art & Craft applicant must submit at least two photos with the application.

MUSICIANS

Musicians interested in playing at the Jonesborough Farmers Market or at Boone Street Market should contact info@jonesboroughlocallygrown.org.

We do not allow musicians to sell their commercially recorded music as a Market vendor at our markets, but they may do so while they are performing at the market as a scheduled performer.

AUTHORS/LITERATURE

Books and book signings may be allowed at both our markets, provided the author is present and at the discretion of the market manager. Books will be limited to food, cooking, or gardening books. If you are interested in a booth at one of our markets or setting up a special event, please contact us directly at info@jonesboroughlocallygrown.org.

NON-PROFIT ORGANIZATIONS

Non-profit organizations are welcome to reserve a free, 10' x 10' booth space at our markets with prior approval and subject to space availability. These booths are intended for *outreach only*. The organization must submit proof of their non-profit status or be a part of a governmental entity. Priority will be given to organizations with missions dealing with food and farming. To reserve a booth, please contact us at info@jonesboroughlocallygrown.org.

VENDOR CONDUCT & RESPONSIBILITIES

REGULATIONS & LICENSING

Vendors should abide by all local, state and federal regulations that govern sampling, production, labeling, and safety of every product offered for sale at a Jonesborough Locally Grown market.

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 disclaimers statement is

affixed to the product. A label for each product requiring a disclaimer statement must be submitted with the application.

INSURANCE

Vendors are responsible for carrying their own insurance in the amount they deem appropriate. JLG carries event liability insurance for each market but does not cover individual vendors or their products.

CSA SHARE & OTHER PRE-SELL BUSINESS DROP-OFFS

All CSA or pre-sell business drop offs must be composed entirely of products grown, raised or made exclusively by a current JLG member vendor and must be approved by the market manager. If you are interested in using Boone Street Market or the Saturday Farmers Market as a pick-up location, please contact us at info@jonesboroughlocallygrown.org.

GRIEVANCES

This handbook outlines many standards for business practices and conduct and that are based in our value of “community: building relationships around locally sourced food for everyone.” JLG is proud of the good relationships that we have with all our 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:

1. Speak directly with the market manager.
2. Send an email to the market manager:
JFM – jfm@jonesboroughlocallygrown.org
BSM – bsm@jonesboroughlocallygrown.org
3. Speak with a member of the vendor relations team – see page 21.
4. If the issue is not resolved or the person submitting the complaint wishes to remain anonymous, please send an email describing the issue to info@jonesboroughlocallygrown.org. Shelley Crowe, Executive Director monitors this account and will take responsibility for getting the issue resolved.
5. Mail a letter describing the issue to:
Jonesborough Locally Grown
101 Boone Street
Jonesborough, TN 37659
Attn: Shelley Crowe

BOONE STREET MARKET (BSM) SPECIFIC INFORMATION

Boone Street Market is a not-for-profit local food hub, providing a retail sales outlet for local producers, a commercial kitchen for value added production, and educational opportunities for growers and consumers of local food.

Boone Street Market (BSM)

bsm@jonesboroughlocallygrown.org

423.753.4722

101 Boone St., Jonesborough Tennessee

Mon-Fri 10:00 a.m. – 6:00 p.m.

Sat: 8:00 a.m. – 5:00 p.m.

BSM VENDOR CONDUCT & RESPONSIBILITIES

ORDERING

- A weekly list of available products, prices and quantities is requested to be submitted by Thursday of each week for orders the following week.
- Growers are encouraged to work with the market manager to set delivery schedules of in-season products to reduce the need for weekly communication
- At least a week's notice for new products will allow the market manager to appropriately plan for integrating the products and sell down stock where necessary.
- Orders will be placed via email or phone, with email communications strongly encouraged.

DELIVERY

No deliveries may be made without approval from the market manager or store staff on duty.

- Regular delivery is strongly encouraged Monday through Thursday to ensure that adequate fresh product is in the store during peak business day (Thursday through Saturday).
- Staff will advise on the best delivery times.
- Producers must recognize that the priority of market staff and volunteers is the customer. Deliveries must be completed in a prompt and efficient manner.
- Storage space for back stock is extremely limited. Producers may leave additional product at the market for the staff and volunteers to use to restock only with the approval of the market manager.
- An invoice that lists all products is required upon delivery.

PRODUCT LABELING

Boone Street Market tracks producer sales through a point of sale management system, cash register, and product labels. To ensure producers are paid for their sales, each item must be clearly labeled and bar-coded upon delivery. If your product does not already have a UPC/barcode, contact the market manager for assistance. Product labels should include the name of the farm/producer name and location. If applicable, the product label should also include a born-on or expiration date.

SIGNAGE

BSM provides to each member vendor a uniform “product tag” that lists the producers name, location, and price for the item. Producers who wish to use their own display equipment should contact the market manager. Use of display equipment will be decided on a case-by-case basis and at the discretion of market manager.

CUSTOMER AND PRODUCER SATISFACTION

BSM strives to maintain fresh, appealing products for the customers. BSM reserves the right to reject any product that is not up to USDA quality standards. Learn more on those standards here: <https://www.cefs.ncsu.edu/ncgt/wholesale-and-retail-product-specs.pdf>

CULLING

Any unsuitable, spoiled or damaged product will be immediately removed from the market and disposed of. Market staff maintains a log of culled product.

CUSTOMER RETURNS

The goal of BSM is 100% customer satisfaction. Therefore, we will accept customer returns on all items for refund or replacement. Producers will be notified of the nature of customer complaint. The returned amount will be deducted from the producer’s sales.

SALES AND PRICING

The direct-to-consumer system returns sales revenue to the vendor minus 20% + \$5/month shelf fee. These fees help with the cost of store operations. The vendor controls the product inventory and pricing.

Example: you want to receive \$1 per pound for your tomatoes. Divide \$1.00 by .8 which is \$1.25. Price your tomatoes at \$1.25 per pound. You will receive \$1.00 per pound and the market will receive 25 cents per pound.

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

SALES TAX

Producers whose products require sales tax should include that in the price of their item. Filing any sales tax is the vendor’s responsibility.

INVOICING AND PAYMENT

An invoice that lists all products is **required** upon delivery.

Payment for sales will be once per month, on or before the last day of each month via bill pay (bank-issued check mailed to your address). Check looks like this:



Each pay period, you will receive access to a spreadsheet showing sales for the month. This report will refresh each pay period; so, if you want to have access to this information for the future, please save a copy for your records. If there are any changes to where or to whom to make checks payable, email bsm@jonesboroughlocallygrown.org.

FEES

1. \$25 Annual Fee
2. \$5 monthly shelf fee
3. 20% of monthly sales revenue to cover BSM operational costs.

Please see more detailed information on membership under “Membership and Fees”, under Information for All Vendors section starting on page 6.

PROPERTY LOSS

BSM works to track and protect all products while they are at the market. However, ultimately products are left in the market at the producer’s own risk. Discrepancies in the inventory may be taken up with market management and will be handled on a case-by-case basis.

BSM is not responsible for any loss, theft or damage incurred by producer’s products in the market. Vendors are responsible for carrying their own insurance in the amount they deem appropriate. JLG’s liability insurance does not cover individual vendors or their products.

WHOLESALE PRODUCERS

While our focus is farm-direct sales, we also carry wholesale items at the market manager’s discretion. For these products, we pay the wholesale price and process the sales tax.

BSM’s primary relationship is with the producers; however, BSM reserves the right to purchase using a wholesale distributor if products purchased falls within purchasing guidelines.

JONESBOROUGH FARMERS MARKET (JFM) SPECIFIC INFORMATION

Every Saturday (May – October)

No markets during the weekends of Jonesborough Days (the Saturday closest to July 4th) and the International Storytelling Festival (first Saturday in October).

Jonesborough Farmers Market (JFM)

ifm@jonesboroughlocallygrown.org

(423) tbd – use email

Every Saturday (May – October)

Courthouse Square, Downtown

8:00 am – 12:00 pm

JFM VENDOR CONDUCT & RESPONSIBILITIES

BOOTH ASSIGNMENTS

Booth space is 10' wide x 10' deep. Vendors are not allowed to use more than their allotted booth space.

Booth assignments are set each week. Seasonal vendors are assigned the same booth space for the entire market season, however, changes may need when it is in the best interest of efficient market operations. For example, special events that benefit all vendors may require adjustments in booth assignments and arrangements. Please check these assignments the day before each market date, as they are subject to change.

CANCELLATION

All vendors, including season vendors must inform the market manager as soon as possible if they will not be at the market. Vendors are required to send an email to ifm@jonesboroughlocallygrown.org as soon as they know they will not be there and no later than 5:00 pm on the Friday before the market. If a vendor must cancel on the morning of the market, the vendor must call/text the market manager or the parking coordinator. Phone numbers will be provided to approved vendors. No-shows that fail to notify JFM of cancellation will be required to pay the market day fee.

SET- UP

Load in may begin as early as 7:00 a.m. The parking coordinator will greet you and direct traffic flow. With only one loading entrance going on-way, traffic flow can pause for a few minutes. Please arrive with enough time to set up and be patient and courteous with other vendors. **All vendors must be set up and ready to sell when the market opens at 8:00 a.m.**

- Enter Courthouse Square along the backside of the Courthouse building.

- Pull over close to the curb and **turn off vehicles** while unloading onto the **sidewalk closest** to your space. After unloading, move your car out of the market area **before** setting up your booth space. **Always drive forward and do not back up. It is dangerous and impedes traffic flow.**
- Park in the upper parking lot next across from Tennessee Hill's Distillery and use the stairs to get back to the market. This helps keep the courthouse parking spaces open for customers of the market and other downtown businesses. Vendors who have difficulty walking/using stairs should park behind the restrooms.

BREAK – DOWN

Break down begins at 12:00 when the market closes.

- Vendors must not break-down before the market closes at 12:00 pm.
- Vendors may not bring vehicles into the market before noon, and they may not leave the market before noon.
- Please see the market manager if you need to make special arrangements.

Managers, volunteers and other vendors all help each other with set-up and take-down. If you do not want assistance, just say so—otherwise, they are there to help speed up the process. Please remember that volunteers are sharing their time with us and thank them for their help.

HEALTH AND SAFETY

- Vendor's pets are not permitted.
- Vendors are responsible for the collection and removal of all refuse generated from sales and activity at their space.
- Each vendor is responsible for leaving his/her space clean at the end of market.
- It is unlawful to sell or consume alcoholic beverages in the market area.
- No open flames (grills) are permitted in the market area without the prior approval of the market manager.
- Vendors are not permitted to smoke or vape in the market area.
- Proper language for a family atmosphere is required.
- If a vendor's activity jeopardizes the efficient operations of the market, the market manager may suspend a vendor's contract or ask that the Vendor Relations Committee start a review process.
- No person will make a public outcry, do "hawking" or give any musical or other entertainment for the purpose of drawing customers or attracting attention without prior permission from the market manager.
- All vendors will be held responsible for the actions of their employees, agents or persons working in concert with their stand.
- It is the responsibility of vendors to satisfy customer complaints.

- Potentially hazardous food items (meats, poultry, etc.) stored or displayed prior to sale must be maintained according to Tennessee Department of Agriculture regulations.
- No vendor will permit seepage or leakage of water or fluids from any part of their space into the public areas or other vendor spaces.
- An adult at the market must supervise children under 14 years of age.
- Vendors may not bring live animals (for sale or otherwise) in the market area without advance permission from the market manager, except as provided by State or Federal laws (i.e. hearing, guide and service animals).
- Weather Safety Plan - In the event of severe storms with lightning, all vendors should take shelter in their vehicles. The market manager and volunteers will position vehicles at each end of the market and remain in their vehicles to oversee the market until the storm passes.
- The market First Aid kit is located at the Information desk.
- Vendor (lessee), by signing the Vendor Application, agrees to protect and hold the Market Committee (lessor) and the Town of Jonesborough harmless and to indemnify the lessor from any and all claims, demands, suits, actions, judgments and recoveries for or on account of damage, theft or injury (including death) to property or person occurring as a result of lessee's use of the leased property and any other cause whatsoever.

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. All materials must fit with each vendor's assigned space.

TENTS

Most booth spaces at the market are 10x10 canopy-only. All vendors using canopies must secure their tents in case of gusty wind. We recommend 25 lbs. of weight per tent leg.

SIGNAGE

JLG encourages all vendors to use signage to distinguish their business. Vendors are strongly encouraged to clearly post prices on all products being sold. All prepared food vendors must also have a copy of each license on display at his/her booth on each market day.

ELECTRICITY AND WATER

No electricity or water is available at the market.

SALES AND PRICING

Pricing of goods sold is the sole responsibility of the vendor. Vendors are discouraged from selling product at below-cost pricing, thus undercutting potential sales for other vendors and devaluing the product. Vendors are encouraged to clearly post prices on all products being sold.

FEES

1. \$25 Annual Fee
2. Season Vendor Fee: \$100 for full season set-up – discounted fee and fixed weekly booth assignment (priority but not guaranteed)
3. Day Vendor: \$5 for weekly set-up

Please see more detailed information on membership under “Membership and Fees”, under Information for All Vendors section starting on page 6.

Contributing to Music at the Market: Musicians play at the market each Saturday. While it is not possible for every vendor to hear the music, every vendor benefits from the festive shopping environment the music creates for our customers. Each band is paid a small stipend and receives a “market basket” of goods donated by vendors. Vendors are encouraged to show their appreciation for the music with a small contribution from their products when the collection wagon comes around. Vendors who do not feel they are able to contribute on any given week are not required to contribute.

ALTERNATIVE CURRENCIES/AT-MARKET CURRENCY

TOKEN PROGRAM

The Jonesborough Farmers Market has a token system to allow customers to use debit, credit and EBT cards at the market. This is a service that is provided at no cost to the vendor.

How it works: At our information booth, customers may purchase color-coded tokens via credit cards or SNAP/EBT to spend at the market. *See below.* All vendors must accept U.S. currency and other applicable JLG sponsored currencies. Vendors accept and record tokens on a special envelope that is provided for you at the market. Your envelope is stored at the market information booth. Tokens are counted and recorded each week by JLG staff. Vendors are paid at the end of the month for that month’s tokens. *See Token Reimbursement section.*

Vendors are not required to accept credit cards or checks.

MARKET MONEY TOKENS



\$5 Increments Only

All vendors accept **\$5 (Green)** tokens just like cash—these may be spent on anything and change is given back just like a cash purchase. *Change given in cash.*

EBT / SNAP TOKENS



\$1 Increments Only

For SNAP eligible FOOD* purchases only, which includes seeds or food-producing plants**, eggs, meat, fruits, vegetables, cheese, etc. ***No change is given, and no sales tax is added or paid by the vendor.***

*Exception: Hot-and-ready foods or drinks intended to be eaten at the market do not qualify.

**Seeds, flowers or landscaping plants that do not produce food do not qualify.

If you need assistance about whether a purchase qualifies, contact the market manager on duty for assistance.

Double Up Food Bucks (DUFB) Tokens



\$1 Increments Only

For Double Up Food Bucks eligible FOOD purchases only. These tokens can be used to purchase fresh fruits, vegetables, herbs and mushrooms. ***No change is given, and no sales tax is added or paid by the vendor.***

If you need assistance about whether a purchase qualifies, contact the market manager on duty for assistance.

TOKEN REIMBURSEMENT PROCESS

Vendors accept and record tokens on their sales data tracking sheet that is provided for at the market. Your envelope is stored at the market information booth and tokens counted and recorded each week. Vendors are paid at the end of the month for that

month's tokens. Payment is scheduled following the last market of every month and is mailed to the vendor via check.

Checks come in a self-mailer (no envelope) and look like this:



PROPERTY LOSS

Vendors are responsible for the individual safeguarding of their products, supplies and money. Neither Jonesborough Locally Grown (or any of its representatives) or the Town of Jonesborough is responsible for loss or theft.

SHARING BOOTH SPACE

Shared space is permitted but must be approved by the market manager.

SPONSORSHIPS and DONATIONS

Vendor fees at Jonesborough Locally Grown markets cover only some of the costs associated with operating the markets. JLG seeks sponsors annually to provide additional income for community outreach, advertising, special events, and market programming.

For more information about becoming a sponsor, please contact the Shelley Crowe, Executive Director at info@jonesboroughlocallygrown.org or call 423-753-4722.

For more information on how to donate, please visit our website <https://www.jonesboroughlocallygrown.org/>.

Board and Staff

Board of Directors

Skip Jones, President
Rachel Slaughter, Vice President
Karen Childress, Treasurer
Lee Manning, Secretary
Adam Borden
Lee Clements
Helen Haase
Phillip Ottinger
John Wheeler

Contact Board members at jlg@jonesboroughlocallygrown.org

Staff

Shelley Crowe, Executive Director – shelley@jonesboroughlocallygrown.org
Marcelo Gisbert, Market Operations – jfm@jonesboroughlocallygrown.org
Margie Kendall, Events & Marketing – margie@jonesboroughlocallygrown.org
David Phillips, Boone Street Market Manager – bsm@jonesboroughlocallygrown.org
Neal Smith, Market Chef – boonestreetkitchen@jonesboroughlocallygrown.org

Vendor Relations Team

Adam Borden, Sunset View Farm - sunsetviewfarm37659@gmail.com
Rachel Slaughter, Rain Crow Farm - raincrowfarms@gmail.com
Phillip Ottinger, Buffalo Trail Orchard - peottinger@gmail.com