

WELCOME!



WESTHAVEN

FARMER'S MARKET

EST.

2017



FRESH & FRIENDLY

Opening Day



May 4th
Hours 8a-12p
7248 Nolensville Rd.
Nolensville, TN

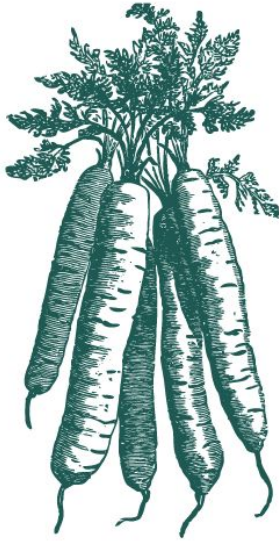


May 1st
Hours 4p-7p
191 Front St.
Franklin, TN

WESTHAVEN

FARMER'S MARKET

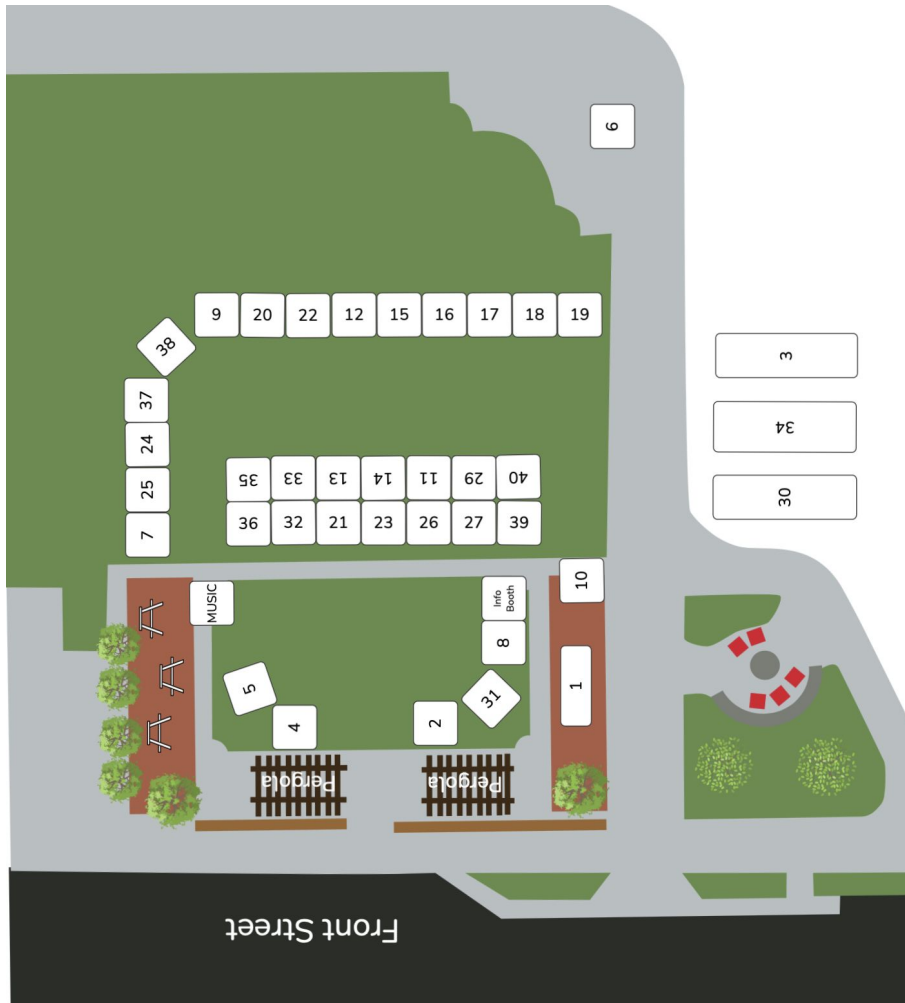
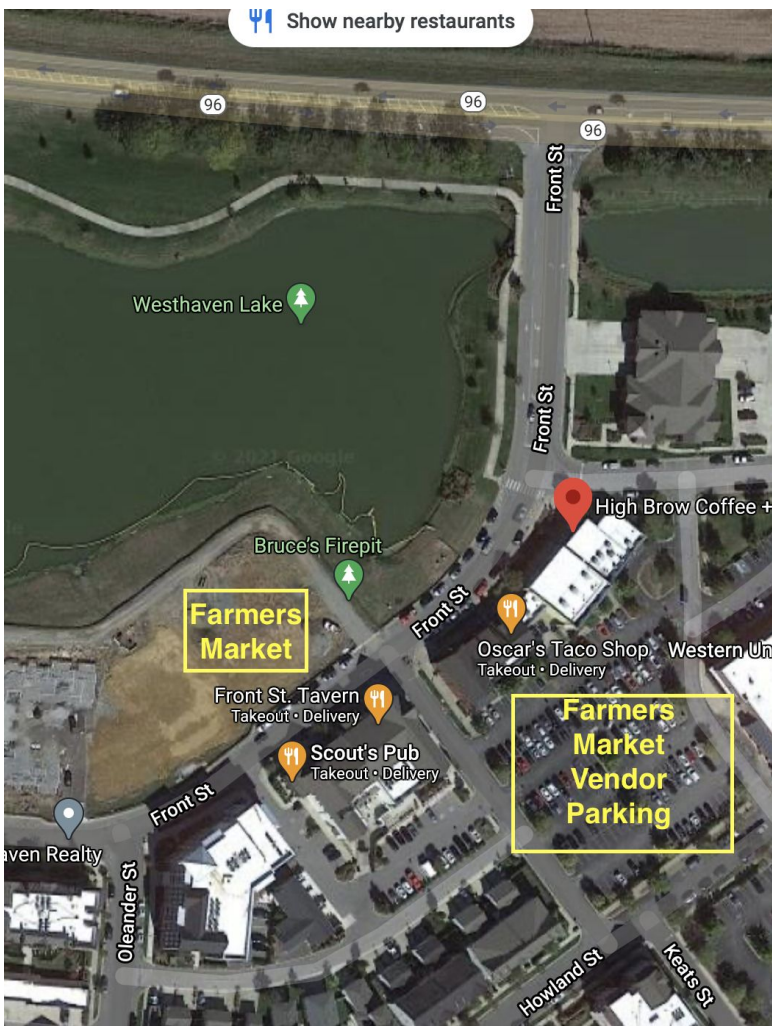
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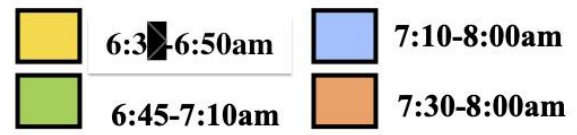
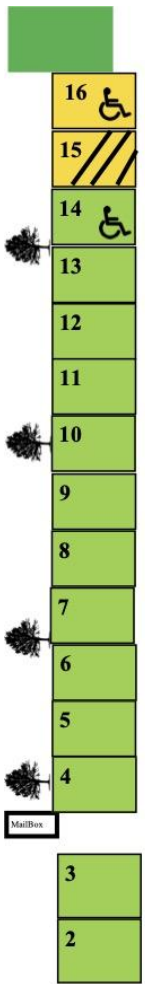
- Setup begins at 3pm
- Vendors can unload their cars from Curb parking on Front St.
- Please place your items in your spot and move your vehicle BEFORE setting up. In the case of rain, you can set up your tent, place your items under your tent and then move your car and come back to set up your tables. We'd like to keep the unloading area moving quickly so everyone can get in and unloaded in a timely manner.
- After unloading, please move your car to the Kroger parking lot



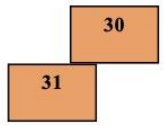
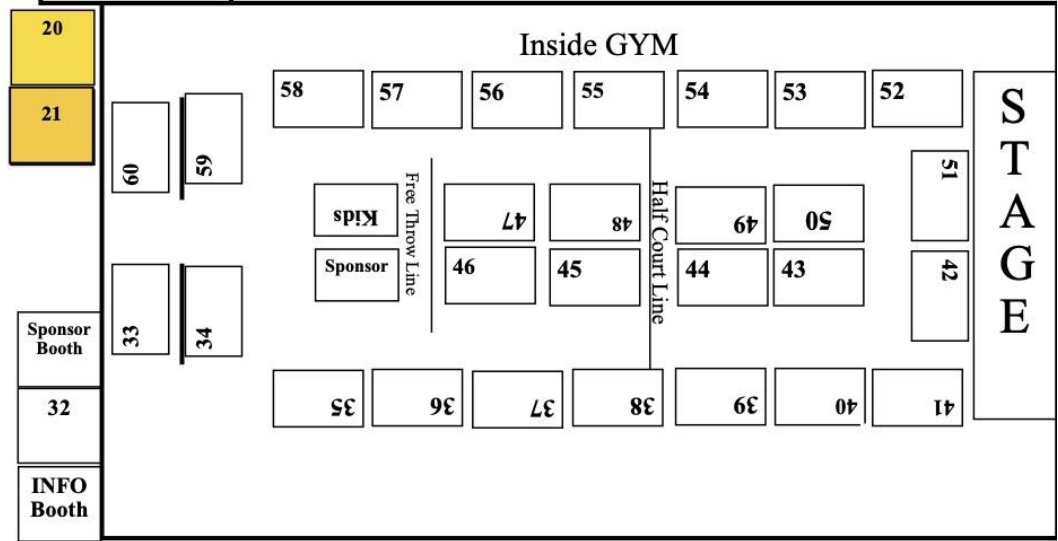
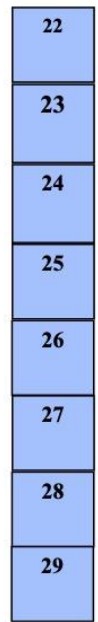
Staggered Load-In Times



- Vendor Parking is available NEXT DOOR at the Nolensville Rec Center
 - Do not park in the lot above the market by Hwy55
- Please place your items in your spot and move your vehicle BEFORE setting up. We'd like to keep the unloading area moving quickly so everyone can get in and unloaded in a timely manner.



Inside Gym vendors-
Set up time 7am-8am



Market Vendor Map Link

The weekly map can be found on Each website:

www.nolensvillefarmersmarket.com

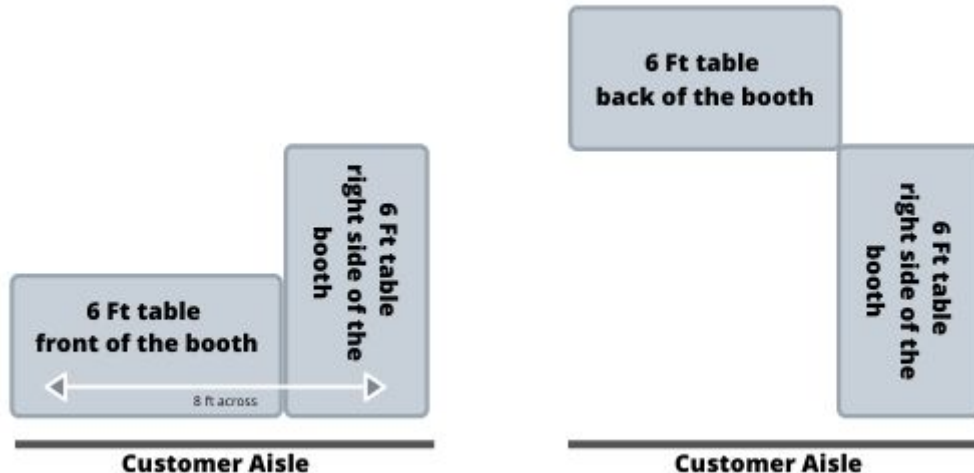
www.westhavenfarmersmarket.com

- Click Map & Vendors
- Bookmark the link

**Understand that the map may change last minute depending on cancellations OR additions

Booth Space Set Up

- Outside spaces at Nolensville and all spaces at Westhaven need a tent and required tent weights. Standard 10x10 sized tent space ****STAKES ARE NOT PERMITTED AT WESTHAVEN.**
- All spaces inside the gym at Nolensville: No tents are allowed. Spaces are 8ft wide. If you **NEED** 2 tables, you will need to set them up in an L shape. See Below. Banners will not be allowed to be hung. Please plan to have a free standing banner, tabletop sign, or logo'd tablecloth/runner. If you have a free standing banner, those will need to be placed at the back of your booth space as to not block other vendors' tables.



Customers will not be able to shop the sides of your tables because you will have neighbors. Keep that in mind when planning your set up. For the first couple of weeks, please try to be flexible as we are trying to fit more vendors inside the barn this year and we will be reworking the map a few times once we see how everyone will fit.

Tent Weight Examples

Flying Tents are in the top 5 of reported insurance accidents at the Farmers Market.



Sandbags



Disc Weights



Concrete Bucks



Concrete PVC

Other Ideas: 25# Kettlebells,

Don't: tie to other tents, share weights w/ neighbor, your table, your car.

Cancellation Policy

Cancellations must be EMAILED by midnight on the Sunday before a market.

Please EMAIL all schedule changes (cancellations or requests to be added) to **westhavenfm@gmail.com**

Failure to notify within the specified time, will be charged \$20 for the missed market. No notification will be charged \$50 to return to the market.



Cancellation Policy

Cancellations must be EMAILED by midnight on the Wednesday before a market.

Please EMAIL all schedule changes (cancellations or requests to be added) to **info@nolensvillefarmersmarket.com**

Failure to notify within the specified time, will be charged \$20 for the missed market. No notification will be charged \$50 to return to the market.



Vendor Check Out

At the end of all markets, check out will be at the info table for Westhaven. Nolensville will set up a table inside the gym.

- Turn in your total gross sales

- Pay your fee : cash, check or venmo. A credit card needs to be on file, AutoPay needs to be turned on on your Farmspread acct and will incur the credit card % we are charged.

Fee chart can be found on each market website > Apply Menu > Fee Scale

All market fees are the same at all of our markets



Nolensville Farmers Market
Vendor Fee Structure
Updated 11/11/23

<u>Sales</u>	<u>Fee</u>
\$0-\$50	\$10
\$51-100	\$15
\$101-\$200	\$20
\$201-\$300	\$25
\$301 - \$400	\$30
\$401-\$500	\$35
\$501-\$600	\$40
\$601-\$700	\$45
\$701-\$800	\$50
\$801-\$900	\$55
\$901-\$1000	\$60
\$1001-\$1100	\$65
\$1101-\$1200	\$70
\$1201-\$1300	\$75
\$1301-\$1400	\$80
\$1401-\$1500	\$85
\$1501-\$1600	\$90
\$1601-\$1700	\$95
\$1701-\$1800	\$100
\$1801-\$1900	\$105
\$1901-\$2000	\$110
\$2001-\$2100	\$115
\$2101-\$2200	\$120

\$2201-\$2300	\$125
\$2301-\$2400	\$130
\$2401-\$2500	\$135

*Includes cost for 1 booth space. Each Additional 10x10 spaces, add \$10

FarmSpread AutoPay

- Login to your Farmspread Account.
- Click Dashboard
- Click Applications
- Click grey arrow (overview button) on the right of the Market you'd like to enable AutoPay. You have to enable autopay for each market individually
- Click the blue enable button on the Right under AutoPay Section
- Add preferred CC info, click enable

Video available on FarmSpread Website. Let us know if you'd like the link.

SNAP/ FRESH BUCKS

Available at Nolensville only

Customers swipe EBT cards at the information table. We give them tokens to spend at the market.

SNAP tokens - tan with blue \$1 can be used on any prepared food. Items not eligible - food truck meals, cups of coffee. Food must be packaged to take home. (bread, eggs, meat, produce, cheese, etc)

Fresh Bucks - green - can ONLY be used on Produce (Fruits, Vegetables, mushrooms)

Vendors need to bring all tokens to info booth when they check out. The tokens should be added to your total sales. The tokens will be recorded and you will be reimbursed for the amount of tokens you turn in by check at the following market.



WIC Farmers Market Nutrition Vouchers

Available at the Nolensville Farmers Markets

ONLY Farmers who have been certified to accept WIC vouchers are permitted to take the vouchers.

CALIFORNIA **wic** WOMEN, INFANTS & CHILDREN

Farmers' Market Nutrition Program 750-XXXXXXXX

00-1342
1211

First Day to Use: May 1, 2011	Last Day to Use: Nov. 30, 2011	SecureScan® - 15 (r. 5)	\$4	Four Dollars
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VOID

Pay to the order of: WIC-Authorized Farmer

Good only for fresh fruits, vegetables, and cut herbs.
Good only at WIC-Authorized Farmers' Markets. Not valid at grocery stores.

Farmer Vendor WIC ID number:

Check is payable through the California State Treasurer's Office. Farmer Vendor must write or stamp a 6 digit WIC ID number in the space provided. Do not accept if white box is blank. Void if deposited after December 31. Lost or stolen checks will not be replaced.

POP Club

Only at Nolensville this summer.

- Kids will receive \$3-6 in POP Bucks, once per month to use on produce. We will send out a list of dates, as soon as those are set, as well as reminders.
- Think about having a certain amount of product that can cost \$3 that the POP Bucks can be spent on. Some kids might save their POP Bucks up to purchase something bigger.
- Turn in POP Bucks with your Tokens at checkout.



Equipment Check List

➤ INSIDE VENDORS (NFM)

- Up to (2) 6ft Tables in L Shape or 1 8ft Table (make sure rubber feet are on the bottom of your table. Vendors are liable for damages to the facility caused by their equipment). Chairs are not recommended, but if you need to have one available, please only use the chairs stacked in the gym and return them before you leave
- Table supplies: table cloth, tabletop sign w/ your business name & location
 - No tents are allowed inside
 - Signs or banners are not permitted to be hung on the walls

➤ OUTSIDE VENDORS

- 10X10 Tent & Tent Weights
- Tables, Table supplies, table cloth
- Banner with business name and location & cordage to hang at back of tent
- No items are permitted to be outside of your 10x10 area.
- **Rain Preparation** - clear shower curtain or clear plastic sheeting to easily throw over your products or side walls for your tent to keep rain from getting in. You may also want to spray your tent canopy with waterproofing spray to ensure no leaks
 - Rainboots & rain jacket
 - Safe place to put electronics

➤ ALL VENDORS

- Cash box and change
- Credit card processing such as Square or Clover (easy to sign up for - lots of market shoppers don't carry cash) - make sure to bring an extra card reader in case you have technical issues (internet is not always available, be prepared to use your own hotspot/ or take payments offline until you can connect to wifi.
- Bags for sold product
- Create a market checklist to make sure you don't forget a vital component
- Business cards are always a good idea to have on hand to give to customers who may want to special order or get in touch with you outside of the market days

Vendor Promotion Link for social media and newsletter

Nolensville FM : <https://forms.gle/wcb2kLyKLLQUzmgF7>

Westhaven FM: <https://forms.gle/SomgsosAYEs1yNSf7>

Will send the links out via email closer to season opening. Bookmark the link - you will use the same link throughout the whole season.

Sign up for the every-other-month Vendor newsletter here:



Social Media Tips

- Tag the market in your posts & stories. That makes sure that we will see it and be able to share it.
- Post routinely throughout the week - make sure to include details on where your followers can find you including hours and address.
- Posts that do well: showing behind the scenes, creating your product, life on the farm, products, being at market. TIP: don't be whiny on your socials - for example if you say "its pouring down rain at the market and we're drowning over here" that is not very enticing for people to come out. Spin dreary situations in a fun way. "Grab your rain boots and your buddy and come see us! We're here to serve you rain or shine!"

Market Booth Setup and Customer Service at the Farmer's Market TIPS

Market booth setup <https://youtu.be/Z4ln-u4jyPw>

5 tips to crush it at the FM <https://youtu.be/nqfZnN-73z4>

1. Stand up at your booth. It shows that you are ready and excited to sell your items to customers.
2. Post your prices! Some people don't want to chat. They are more likely to grab what they want, hand it to you to pay and walk away. The people that do want to talk will still ask!
3. Pile it High, watch it fly! Be flexible in your set up, change it up as things sell out or if you just didn't have much to sell in the first place. Create the illusion that you are still killing it with product even though things may have slowed down.
4. Body language is everything! Arms crossed across your chest is viewed as blocked off or uninviting. I know for some of us, it's just a comfortable way to stand, but you want to be inviting and aware of what you are projecting.
5. Something new that I think we are all aware of, but this video hits it on the head- customer flow. Be aware of customers waiting behind others that may be moving through slowly. Be able to multitask.
6. Sampling sells! It's been proven that if you are able to sample- it increases sales. Even if you have a non food item, throw in a small sample with their purchase.
7. Celebrate the seasons! The customers are celebrating the Holidays with YOU! Decorate your booth, feature holiday sales, etc.