

# New Vendor FAQ

[wilcovendor@gmail.com](mailto:wilcovendor@gmail.com)

931-284-9295

**Insurance Requirements:** All vendors must have a Liability Policy and submit a Certificate of Insurance adding the market as an additional insured before the Market. We have researched the most affordable coverages available and recommend the companies below.

- We negotiated a discount with [Artist Crafters & Tradesmen \(ACT\) insurance](#) for non-food liability coverage and [Food Liability Insurance Program \(FLIP\)](#) for food vendor liability coverage. The discount coupon code for \$10 off your policy is: **picktn**. Use the links below to purchase coverage and market additional insured will automatically be updated:

**Nolensville, Westhaven and Thompson's Station Farmer's Market**

ACT: <https://app.actinsurance.com/events/1797>

FLIP: <https://app.flipprogram.com/events/1800>

Add as Additional Insured Info for other policies: WilCo Events  
PO Box 153  
Nolensville, TN 37135

## Equipment Needs:

- **INSIDE VENDORS (NFM Only)**
  - 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, make sure the feet of the chair are covered.
  - 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 (stakes are not allowed at the Westhaven Market)
  - 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

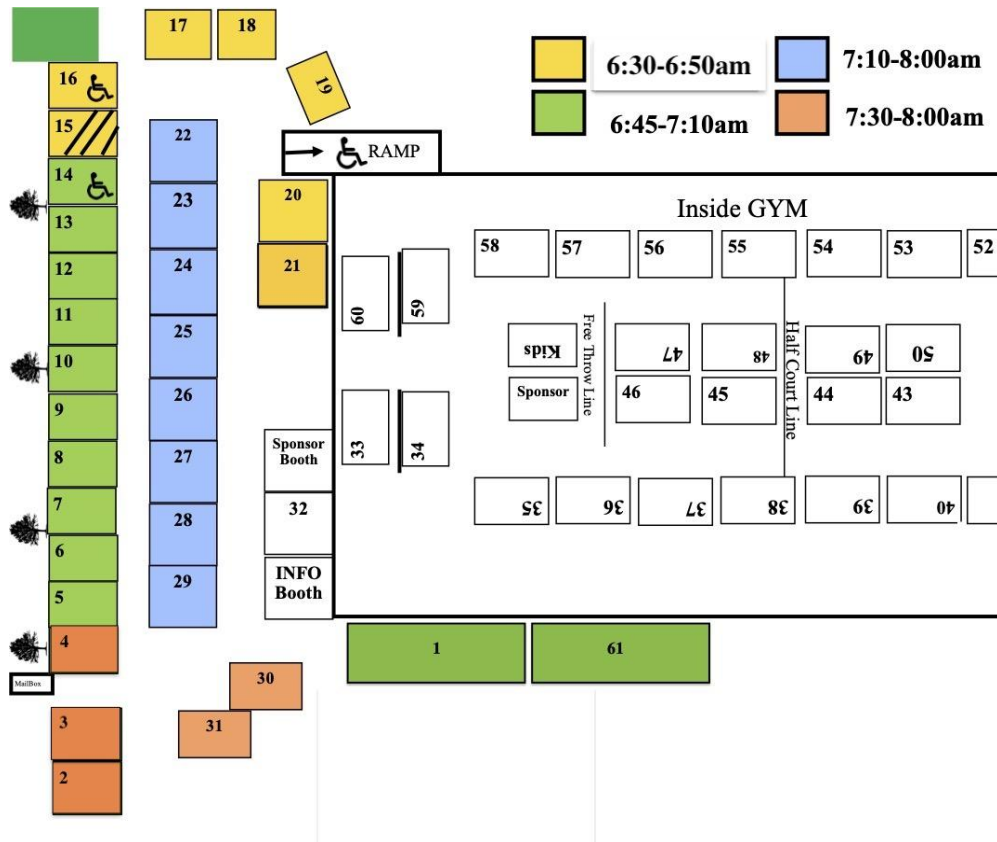
- Safe place to put electronics

➤ **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

➤ **SET UP**

**Nolensville Farmers Market** Inside Vendors set up starts at 7am. You must be set up and ready to sell by 8am. Outside Vendors will start set up at 6:30 and have specific time slots to get in and park depending on the area of where you set up. You will be notified of your time slot before you start at the market.



**Westhaven Farmers Market** set up starts at 3pm. You must be set up and ready to sell by 4pm. Please unload your car at the curb, drop your items in your space and move your car before setting up your booth. For WFM <if it's raining> you may set up your tent, weigh it down and place your items under your tent. Please park before setting up your tables. No one is permitted to break down their tables/booth until 7pm unless prior authorization is given.

You can view the map at any time using the links below. Please note, based on last minute cancellations, your spot may be moved around up until your arrival. Please check in with market staff before unloading.

[Nolensville Vendor Map Link](#)

[Westhaven Vendor Map Link](#)

### **Important Rules and Regulations to Note:**

- Only products that were approved on your application are allowed. If you would like to add a product to your current selection, you will need approval from the Market Manager beforehand.
- **Cancellation Policy:** We do not send weekly reminders of dates you are signed up for. It is the vendor's responsibility to keep up with your schedule on MarketSpread. Email any changes to wilcovendor@gmail.com . Verbal schedule changes will not be sufficient notice.
  - 48 hours cancellation notice is required if you have to miss a market.
  - **NFM-** If you cancel after midnight on Wednesday before a market, you will be charged \$20 to return to the market  
**WFM** - if you cancel after midnight on Monday before a market, you will be charged \$20 to return to the market.
  - If no notice is given, you will be charged \$50 to return to the market.
- Vendor Parking in designated areas:
  - Nolensville FM vendor parking is located at the Nolensville Rec Center. No vendor is permitted to leave their vehicles parked in front of the building in the customer parking area.
  - WFM Vendors will park their cars behind the building located just across the street in the Kroger parking lot.
- Check Out at the information booth after the end of the market time. Be prepared by knowing your total gross sales and bringing your cash. Cash/Check/Venmo preferred. If

credit card payment is preferred, you must enable AutoPay on your Farmspread profile for each market.

- **Enable Autopay on Marketspread**
- To complete setting up auto-pay- from your market dashboard, navigate to your "applications" by clicking "applications" from the left hand navigation bar.
- Then click the small grey arrow next to the market season you wish to enable auto pay for. In this example, I clicked the arrow next to the "Westhaven" market. You will then see an over view of your application. Scroll down to the autopay section and click "enable" next to autopay

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

CPA Info #426

### Connecting with Customers at Farmers Markets

August 2023

*Rachel Painter, Extension Specialist, Center for Profitable Agriculture*

Many farmers begin direct marketing at farmers markets. The United States Department of Agriculture (USDA) defines a farmers market as, "a common area where several farmers gather on a recurring basis to sell a variety of fresh fruits, vegetables, and other farm products directly to consumers." Vendors should consider the marketing tactics and tips below regarding effective displays and excellent customer service strategies to increase sales at farmers markets.

Share the farm name and location - city name or how far away the products were produced.

Go vertical. Build up products to eye-level.

Display prices visibly.

Keep products stocked and containers full to show abundance.

Provide samples if allowed.

Use a single-color or plain tablecloth to make the products pop. Colors that mimic nature are best.

Smile and stand or sit in a tall chair at eye-level.

Wear branded apparel such as a farm shirt or apron.

Send the same person to the market each week.

Introduce yourself and engage in conversation. Customers come to markets to build connections.

Remember return customers and greet them when within 15 feet.

Be prepared to share production methods and food preparation or recipe ideas.

Invite people to learn more about your farm story by visiting websites and social media pages.

Real. Life. Solutions.

CENTER FOR  
PROFITABLE AGRICULTURE  
**EXTENSION**  
INSTITUTE OF AGRICULTURE  
A UNIVERSITY OF TENNESSEE - FARM BUREAU PARTNERSHIP



<https://cpa.tennessee.edu/wp-content/uploads/sites/106/2023/08/ConnectingwithCustomersatFarmersMarkets.pdf>

## *Market booth setup ideas*

<https://youtu.be/K432Ttp7LqM>

[https://youtu.be/\\_3EykhTs68I](https://youtu.be/_3EykhTs68I)

<https://youtu.be/bx715m2yPZ8>

## *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.