



OOLTEWAH FARMERS MARKET RULES

Ooltewah Farmers Market is hosted by a local family-owned small business, Ooltewah Nursery & Landscape Co., on historic Main Street in Ooltewah, TN. OFM is a producers-only farmers market featuring locally grown/raised food from family farms to family tables. OFM exists to serve the needs of local farms to market their products, and the needs of local families to have access to fresh, locally-grown food products. Our goal is that the atmosphere OFM will be one of cooperation and goodwill created by building relationships.

1. All produce must be locally grown. We define “local” to mean within a 100 mile radius.
2. All products sold must be grown/raised/harvested/produced by the vendor. Resale of items of any kind will not be allowed. No resellers or wholesalers allowed.
3. The market hours will be each Thursday 3-6 pm EST. The market is an open-air style market, and will be open during inclement weather unless safety demands otherwise.
4. Potential vendors must complete and submit signed vendor application forms. The Market Manager will visit the farm annually to ensure that items brought to market are indeed locally grown. The application fee of \$20 helps to offset the cost of travel expenses to your farm. After completion of the vetting process, the vendor is eligible to participate at OFM.
5. A booth fee of \$10 per booth will be charged each week the vendor comes to market, and will be collected upon arrival by the market manager. Vendor booth will be assigned by the Market Manager upon the vendor’s arrival first come, first served.
6. Vendors will have one hour before market to set up, and thirty minutes after market close to break down/pack up.
7. Vendors may not depart market until posted closing time.
8. The OFM market area must be vacated no later than 6:30 pm. Each vendor must leave their booth area clean. No debris, garbage, signage, or any other materials may be left behind.
9. Before departing after market, vendors must check out with the market manager and return their market summary report. (Note: This is a very brief form sharing information on the day’s sales. OFM exists to support local family farms, and does NOT take a percentage of sales. The information vendors provide will be kept private. The purpose of this information is to help market management evaluate the market overall.)
10. Vendors must provide their own equipment such as: Tables, scales, bags, sacks, boards/shelves, baskets, signs, containers, change and chairs. Scales used to sell items by weight must be certified by the Tennessee Dept. of Agriculture and must be posted as approved. According to Tennessee state law, products sold by weight must be sold according to the net weight of the product itself and must not include the weight of any packaging materials such as cartons/bags/containers.
11. No selling is allowed before the posted market times! People may line up, but please do not sell anything until the market manager rings the bell to announce the opening.
12. All vendors must display a sign with their farm name and contact information.

13. Vendors must post their prices clearly. (we have blank OFM 1/2pg signs available to use if needed.)
14. Any applicable sales tax is the responsibility of each vendor.
15. No rooted live plant materials (plants, flowers, trees, shrubs, flower bulbs, etc.) may be offered for sale; however, cut plant material, such as herbs or cut flowers, are welcome.
16. The following items may be offered for sale at the market: fruits, vegetables, farm-fresh eggs, cut herbs/flowers, honey, and any other farm products approved in advance by the market manager.
17. Live animals may be advertised at individual booths for off-site sales but sales of live animals are not allowed in the market.
18. Value-added and craft products must be something that you made, and must incorporate something you have directly grown or raised as a significant portion of the ingredients/materials used to produce the item.
19. Value-added food products (packaged, cut, snapped, sliced, processed) offered for sale must be prepared according to the rules and regulations of the Tennessee Department of Agriculture. Any baked goods, jams, jellies, sauces, cider, breads and meats that have been prepared in legal, licensed, approved and inspected facilities by Tennessee Department of Agriculture or USDA are accepted. Tennessee state law allows Tennesseans who manufacture for sale non-potentially hazardous foods (examples: jams and jellies, candies, and certain baked goods) in a home kitchen the option to forgo inspection and permitting by the Tennessee Department of Agriculture Regulatory Services Division. Foods are considered non-potentially hazardous if they do not consist mainly of meat, poultry, liquid eggs, partially cooked egg products, fish, milk and milk products, shellfish, partially cooked bakery products, or other ingredients susceptible to the rapid growth of microorganisms when stored out of recommended temperature ranges for cold or hot foods. Other prohibited foods include low-acid canned vegetables and acidified foods such as salsa or pickled vegetables. Those who wish to offer such items for sale must have proof of inspection, and it must be displayed prominently in your booth area. Those who sell exempt items and who choose to forgo inspection must, by law, display signage alerting consumers. The sign must be 8.5" x 11" with 0.75" font displayed at the place of sale stating, "These food products were made in a private home not licensed or inspected." The law also requires that the products must be labeled listing the common name of ingredients in order of predominance and to provide a net quantity statement. Please note that, while you are not legally required to undergo inspection and permitting by TDA, you can be held legally liable if the product causes someone to become ill with food poisoning or have an allergic reaction because of improper labeling. Liability insurance is strongly recommended for your protection. OFM also recommends and encourages you to receive training on the principles of food microbiology and how to safely manufacture foods. Training is offered by the University of Tennessee Department of Food Science and Technology in classes taught throughout the state and online. Visit: <http://tiny.utk.edu/kitchencert> or call 865-974-7714.
20. Any agricultural item requiring inspection for sale in Tennessee must have proof of inspection and must be prominently posted in the booth. Sale of farm fresh eggs by egg

producers with less than 3,000 birds does not require a permit issued by Tennessee Dept. of Agriculture. (Contact T.D.A. for details.)

21. Compliance with Tennessee Department of Agriculture regulations and Department of Health regulations is the sole responsibility of the vendor.
22. Alcoholic beverages, cigarettes and firearms cannot be sold at the market, nor can crafts, antiques or other such items. The exception is vendors whose crafts are a product of their food production.
23. No fruit or vegetable products can be displayed directly on the ground/asphalt/concrete. Fruits and vegetables must be displayed off the ground. A table is preferred.
24. Each vendor space should be kept neat, clean and free from clutter, garbage and offensive odors.
25. Sales must be made in an orderly and business-like fashion. Shouting, hawking and other loud and objectionable tactics of solicitation are not allowed. Profanity is not allowed. Loud radios or other loud music broadcasting devices are not allowed.
26. No smoking is allowed on the property. No alcohol is allowed on the property.
27. No bicycles, skateboards, scooters, roller skates, or other such means of transport are allowed for the safety of other pedestrians.
28. The OFM facility is accessible for the disabled. All vendors should assist in making sure that the market is a safe and accessible environment with equal access for all customers.
29. Let all vendors maintain a safety-oriented mentality at all times. If you see anything that you deem unsafe or questionable, please bring that to the attention of the Market Manager immediately. Safe food-handling practices should be maintained by all vendors at all times, especially those who offer samples. Contact the Tennessee Department of Health for information and guidelines on safe food handling practices.
30. Vendors will set their own prices. However, vendors using the market as a dumping ground for surplus products at prices significantly below prevailing market prices are strongly discouraged.
31. Intentional price undercutting of other vendors is not allowed. Please help us create a friendly atmosphere of cooperation.
32. Liability and/or other insurance coverage is the responsibility of the vendor. The insurance you carry to cover your farm, may not cover you at the market. OFM recommends that you consult with your insurance agent.
33. Any vendor with a complaint or suggestion should contact the Market Manager at OFM@ooltewahnursery.com

Violation of any of the above rules is cause for automatic expulsion from the market at the discretion of the Market Manager. Additionally, the Market Manager reserves the right to expel anyone from the market as he/she deems necessary. A first time violation of the OFM Rules will result in a warning from the Market Manager. A second violation means a vendor will be asked to leave the property, and may not return until the Market Manager and/or the management of Ooltewah Nursery & Landscape Company, Inc. feel that the issue has been satisfactorily resolved.