



2026

Market Vendor Policies

Rules, Procedures, & Product Guidelines

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MISSION AND PURPOSE

The Collierville Farmers Market's (CFM) mission is to:

Foster relationships between producers and community members to promote healthy living, environmental stewardship, and a vibrant, resilient community. We connect local growers, artisans, and neighbors through fresh, sustainably produced food and handmade goods.

We are a family-oriented market striving to support small-scale agriculture, strengthen our local economy, and create an inclusive gathering place where everyone can learn, share, and celebrate the richness of our region.

The CFM is a seasonal weekly, non-profit outdoor marketplace featuring local farmers, small business owners, and artisans. The CFM showcases locally sourced produce and food items, as well as handcrafted arts and crafts from the Mid-South region. The CFM is a producer-only market and prides itself in the quality of Vendors and the products we offer to the community.

STAFF AND VOLUNTEERS

The CFM would not be possible without the dedicated community members who volunteer to provide support for this community market. CFM has a eight-person volunteer board, including the Market Manager and Vendor Coordinator. The CFM Board makes all operational decisions regarding the Market. CFM employs two part-time staff members - a Market Manager and a Social Media Coordinator. CFM employees, board members, and volunteers will wear an identifying name tag.



Market Vendor Policies

The following Policies, Rules, Procedures & Product Guidelines are used to further the mission of the CFM by maintaining high product standards and to maintain a safe and welcoming environment for all Vendors, customers, guests, volunteers, and staff.

Vendors must adhere to the following policies, rules, and procedures.

PRODUCT STANDARDS

The CFM admits Vendors who abide by our producer-only and local requirements, and that meet our standards of quality and appropriateness for our market. Those that fail to meet these requirements and standards will not be admitted or may be expelled if they fail to maintain compliance.

Producer-Only. All businesses selling at CFM must exclusively sell products that they have grown or produced. No resales or third-party sales are allowed. Products sold from Food Trucks are the only exception to this. Such sales will be grounds for suspension and/or expulsion from the market.

- Vendors may sell only those products applied for and approved by the CFM Board in the CFM application. Vendors may add products throughout the season but only with the prior written permission of the CFM Board. The CFM Board has the authority to prohibit the sale of any product that does not conform to CFM standards.

Visits and Inspections. All Vendors are subject to periodic farm or business visits and inspections. CFM representatives may visit any farm or business establishment used by its Vendors during normal business hours (8:00 am-5:00 pm) to verify compliance with the producer-only requirement. Such inspections may or may not be announced. Upon request, a crop plan and a farm map identifying locations of crops must be submitted. The farmer or producer must provide any help necessary to thoroughly document the establishment or property being inspected and the products being brought to market, which must be listed in the Vendor application. Failure to permit a farm visit or inspection of an establishment used for the creation and processing product(s) may result in suspension from the CFM. Additionally, all products sold at the CFM must be of high quality and free of pests, disease, rot, and spoilage. The CFM has the authority to sample any Vendor's products and refuse the Vendor the right to sell products that do not meet CFM standards.

VENDOR ELIGIBILITY

CFM permits the following types of Vendors and products. Within those categories, product appropriateness, quality, presentation, demand, diversity, and available market



space are a few of the additional factors that are considered for entry. If you are unsure, visiting the market and speaking to other Vendors and staff may be helpful in determining the viability of your product offering.

Allowable items. All items sold by a Vendor must be listed on the application and will be approved or rejected on a per-item basis by the CFM Board. Goods allowed for sale include the following items:

- 1. Farm products grown by the Vendor.** Fruits, vegetables, mushrooms, herbs, grains, legumes, nuts, shell eggs, honey and other bee products, cut flowers, nursery stock, livestock food products (including meat, milk, yogurt, cheese, and other dairy products), and wool. Up to 25% of the produce sold by a Vendor may be purchased from another local farm (not from a wholesaler or warehouse), with full disclosure to customers and a sign indicating the name and location of the other farm(s) from which the produce was purchased.
- 2. Value-added farm products.** Vendors must be "hands-on" in the crafting of value-added farm products and use products grown by the Vendor or purchased from another local farm. Examples of eligible products are jams, jellies, canned vegetables, pickles, dried fruit, syrups, salsas, salad dressings, flours, smoked or canned meats, sausages, soap, lip balms, and other forms of prepared products. **Any product processed in a permitted, inspected kitchen or in a home kitchen by a grower from a farm product must follow the FFA Cottage Food Laws including proper labeling.**
- 3. Prepared Foods.** Vendors must be "hands-on" in the crafting of prepared food products. This product category does not permit the sale of items meant to be eaten on-site. Examples of eligible products are breads, cookies, pies, meals-to-go, desserts, and pet products. Using locally sourced products is always a plus during the approval process for these types of Vendors. Vendors of prepared foods shall follow all rules and regulations pertaining to the products they sell as set forth by the Shelby County Department of Health, or any other regulatory agency governing said sales, and shall be solely responsible for knowing and following the same.
- 4. Artisan.** Vendors make hand-crafted artisan products. Examples of eligible products are pottery, turned wood products, soap, candles, blown glass, birdhouses, handcrafted jewelry, art, and crafts. This is our most limited category, and all products must be created by the Vendor. Kitchen & Garden related products are always a plus for this type of Vendor. This category requires the artisan/creator to be present during market hours.
- 5. Non-farm product items.** Vendors provide educational materials or services aligned to the mission and goals of the CFM. Examples of eligible products or services are



knife sharpening services, cookbooks, children's books, and other garden-related items.

- 6. Food trucks.** Food truck Vendors are encouraged to incorporate locally sourced ingredients and provide delicious and healthy menu options. Food trucks must have all current inspections displayed. Vendors are required to run their own quiet and pre-approved generator.

APPLICATION PROCESS

All Vendors wishing to sell at the CFM must apply annually via the CFM [website](#). Applications open each year in January for the upcoming season and close in April. CFM uses application fees to cover administrative, application review, and associated communication costs.

Applicants are responsible for the accuracy of all information submitted as part of the application process.

Returning Vendors. Returning Vendors in good standing will not be required to pay an application fee. All current documentation must be submitted within the initial application period.

New Applicants. New Vendors must submit an application and pay the \$20.00 non-refundable application fee before their application is processed.

If you do not receive an email confirmation of the fee payment within 24 hours after submitting the application, please verify that the contact email is correct. If you still don't receive one, contact the CFM Market Manager. Please note: Liability Insurance Certification is required to be uploaded with the application.

Post Application Submission. Applications are processed and vetted once the application window closes.

- After the application fee is paid, the CFM Vendor Coordinator will review the application and notify the applicant if any clarification or if additional documentation is required.
- If the applicant does not meet any of the Eligible Businesses & Product Types (see page 3), the Vendor will be notified via email and no further vetting will occur.
- If the applicant is a returning Vendor in good standing, the CFM Vendor Coordinator will begin pre-approval and notify the Vendor via email.
- If the applicant is eligible and all information on the application is complete, the application will be forwarded to the CFM Board for consideration.



VENDOR VETTING PROCESS

Selection Priorities. Several variables can qualify a Vendor to be approved for the CFM. The CFM Board will review each application and either approve, deny, or request additional information from the potential Vendor.

The CFM uses the following guidelines to support the vetting process, where applicable.

- eligibility & product type, including required documentation
- alignment with CFM's mission and goals
- high-quality products
- alignment to customer base interests and needs
- image(s) of product and/or packaging
- farmers market vending experience and/or currently vending at other markets or businesses

Final Approval. The CFM Vendor Coordinator will notify the applicant of a decision via email. Vendors may not be approved for all products for which they apply. Decisions are final, but the CFM Vendor Coordinator may give feedback on what can improve the applicant's success in future applications.

LEGAL DOCUMENTATION

Liability Insurance. Each Vendor is required by the CFM to carry a current minimum \$50,000 liability insurance policy that includes product coverage and physical damage.

Regulations. Vendor agrees to abide by all city, county, state, and federal regulations that govern the sampling, production, labeling, and safety of all products offered for sale at the CFM. The Vendor will upload all pertinent documents to the CFM application and display all permits, licenses, and certificates as required.

Extension Agent Letter. Growers must obtain an Affidavit from their county extension agent stating where and what crops are grown. This letter must be on official government letterhead and be filed with the CFM as part of the application. Produce not listed on the county extension agent's letter may not be sold at the CFM, unless it was purchased from another local farm with a separate growers affidavit and is labeled accordingly.

Special Certifications. Producers of prepared and/or packaged goods must be permitted and inspected by the Tennessee Department of Agriculture Regulatory Services unless items fall under the [FFA Cottage Food Laws](#). This permit must be displayed at the booth and filed with the CFM as part of the application.



Meat-and-animal-product Vendors are responsible for knowing which inspections, permits, licenses, and certifications are required for their operations to sell to the public in Tennessee, including but not limited to a Tennessee Department of Agriculture Meat Retail Sales Permit. This documentation must be submitted with the Vendor's application.

VENDOR PAYMENTS

Booth fee. The CFM will charge a market booth fee based on the size of the space assigned. Payment should be made on or before the Tuesday (6pm) prior to each market by purchasing a [weekly](#), [monthly](#), or [annual](#) payment via Zeffy. Only vendors who have paid by that deadline will be listed on the CFM social media accounts for that week's market attendees.

- Regular Vendor Booth (10 ft wide x 20 ft deep) - \$25 per market
- Double Vendor Booth (20 ft wide x 20ft deep) - \$50 per market
- Food Truck - \$50 per market (new vendors), \$25 per market (returning vendors)

Prepayment. Discounted booth fees are available for Vendors who wish to purchase in advance for a month or for the full season.

- Monthly - 10% discount when purchasing for the entire month
- Annual - 20% discount when purchasing for the entire season

MARKET BOOTH ASSIGNMENTS

Booth assignment. All booths are assigned by the CFM Vendor Coordinator, who is tasked with creating a market layout that is best suited for the overall customer experience while providing all Vendors the best chance of a successful Market Day.

CFM will assign Vendors to the same location every week to ensure consistency for the customer experience, look and flow of aisles, and mitigate noise. Booth assignments will be shared with Vendors prior to the first market,

VENDOR BOOTH REQUIREMENTS

Vending Booth. A vending Booth is approximately 10 ft wide x 20 ft deep. Canopies, umbrellas, tables, signs, and merchandise are not to extend into the space of another Vendor unless agreed to by both parties. Additional equipment and electricity will not be provided by CFM. Vendors requesting multiple spaces will provide payment for all utilized.

Vendors must always be courteous and professional. Any unresolved concerns or disputes must be brought to the CFM Manager's attention immediately.



Signs and other equipment must also be secured as not to cause injury to anyone. Vendor is solely responsible for any injury to persons or property caused by Vendor's equipment.

Vending displays and signs. Vendors must have **at least one large print sign** that lists their business name, city, and state. All items must be clearly priced. Those items bought from other farms must be clearly labeled as such, as well as ingredient information if required by law.

Signage, pamphlets, or paraphernalia that promote or otherwise endorse activities outside the CFM or are otherwise unrelated to a Vendor's business are not permitted, including but not limited to unrelated commercial businesses, controversial topics, and political and/or religious affiliations.

HOURS OF OPERATION

The CFM 2026 season will consist of 19 total market days and will operate every Thursday on the following dates and times:

- May 21 to September 24: 8:00 am to 12:00 pm

The CFM is open rain or shine, but a market may be postponed or canceled due to extreme weather conditions that may put Vendors, the public, or CFM staff and volunteers at risk. If possible, vendors will receive notification of delay or cancellation by 6:00 pm the day prior to the Market. If canceled, the CFM will refund pre-paid Vendor booth fees for that Market day.

SET UP AND BREAKDOWN

Set up. Vendors SHOULD have their booth ready for business by 7:30 am. Vendor vehicles should be out of the aisles no later than 7:30 am. Vendors arriving after 8:00 am will not be allowed to bring their vehicle into the market area.

If you will not be at the Market in a given week, please TEXT to the CFM Vendor Coordinator no later than 12:00 pm the day before the Market. We understand emergencies happen and appreciate as much notice as possible.

Habitual lateness or missing Market days without contacting the CFM Vendor Coordinator may result in disciplinary actions, including termination of Vendor Agreement.

All Vendor stall items (tents, umbrellas, signs, etc.) must fit within the space dimensions assigned by CFM..

Breakdown. Vendors are responsible for the cleanliness of their assigned booth. Vendors must clean up their booth at the end of each Market day. Vendors may not use public or



host site trash receptacles for disposal of produce boxes or unsold products. Vendors will remove their own trash at the end of each Market day.

The Collierville Farmers Market does not provide trash removal service.

Departure. Vendors may not leave or move a vehicle to any aisle prior to the close of the Market. If you know that you must leave prior to that, please inform the CFM Market Manager if you know you are going to need to leave the Market early to minimize any risk of accidents when you leave.

CUSTOMER PAYMENTS

Pricing, weights, and measures. Vendors operate as individual entities and are responsible for setting their own prices and collecting payments. All scales shall be approved by the Tennessee Department of Agriculture and have current inspection stickers.

Sales tax. Vendors operate as an individual business entity and are responsible for collecting their own sales tax.

VENDOR BREAKS

CFM volunteers are available during CFM hours to temporarily stand in a Vendor booth, if needed, for 5 to 10-minute intervals. If breaks are needed, please text or call the CFM Market Manager to request assistance. Volunteers cannot make sales and are only present to inform possible customers that the Vendor will be back shortly. The CFM is not responsible for the Vendor's property while a volunteer is at the booth.

SAFETY AND SANITATION

Vendor agrees to allow CFM Manager to inspect booth contents and equipment anytime during market. Vendors must comply with all safety and sanitation guidelines:

1. All equipment used by a Vendor must meet all local and state requirements and be in good working order.
2. Vendors are responsible for maintaining their booth in a clean and sanitary condition.
3. Extension cords and similar items must be secured or covered up and may not be left in such a way as to present a tripping hazard to other Vendors, patrons, or market personnel and volunteers.
4. Children of Vendors, or in the care of Vendors, cannot wander the market unsupervised.
5. Vendors may not play audio devices, instruments, or other musical devices without permission from the CFM Manager.



6. Smoking, vaping, and using tobacco products is not allowed in the market area at any time, including during setup and tAKE down.
7. No firearms are allowed on CFM premises.
8. No outside alcohol is allowed on CFM premises. Any Vendor, Vendor representative, or Vendor guest who appears to be under the influence of an intoxicant must leave the CFM premises immediately and may be subject to further disciplinary action.
9. Vendors operating a motor vehicle on market premises must drive in a careful and prudent manner and yield to pedestrians. Any accident in the parking lot must be reported to appropriate authorities and CFM Manager.
10. CFM designates specific parking areas for all Vendor vehicles. The parking lot is reserved for market patrons only. Vendor's staff must park personal vehicles outside of the market parking lot.
11. CFM requires professional conduct from Vendors, volunteers, management, and patrons. Assault, harassing conduct, threatening, yelling, swearing, sexual harassment, aggression, intimidation, and other unprofessional or violent behaviors towards Vendors, volunteers, management, or patrons will not be tolerated and will result in immediate expulsion from the CFM. This includes such conduct in person or by electronic media, social media, or other forms of communication.

EMERGENCIES AND INCIDENTS

Emergencies. In the event of a medical emergency, CALL 911, then notify any CFM staff or volunteer. In case of a weather emergency and when sirens are engaged, take cover. If there is a shooter emergency, shelter in place and wait for further instructions or exit the premises if possible.

Report any non-emergency incidents to the CFM Manager immediately.

Vendor/customer conflicts. Any conflict which arises between a Vendor and a customer must be brought to the attention of the CFM Team for resolution, and should further action need to be taken, to the CFM Board.

VENDOR COMPLAINTS

General Vendor complaints. Complaints must be submitted by email to Colliervillefm@gmail.com. Complaints must be submitted within 24 hours from the date and time of the grievance occurring and must be specific in nature.



MARKET AUTHORITY

Sole discretion. When the CFM Board determines that a Vendor has violated any provision of these guidelines, a Vendor may receive a warning, temporary suspension, or expulsion from the Market.

Revocation of approval of application. The CFM Board reserves the right to revoke the approval of any Vendor's application at any time, resulting in the expulsion of the Vendor, if the CFM Board finds said Vendor in violation of any of the aforementioned guidelines and eligibility requirements.

