



## 2010 Farm-Side Merchant Application

EFFECTIVE MAY 1, 2010

This application must be completed by both new & returning Market merchants. Incomplete applications will not be considered. A non-refundable application fee of \$35 is required from all Market merchants. Approved Market merchants must also sign a Rate/Benefit form, read, sign, & adhere to the 2010 Official Rules & Regulations of the Nashville Farmers' Market (NFM).

Name of Farm/Business: \_\_\_\_\_

Name of Farmer/Owner: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Address of Farm or Business Location if Different from Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Emergency Contact Name: \_\_\_\_\_ Telephone #: \_\_\_\_\_

Have you sold at NFM before? \_\_\_\_\_ If yes, what year(s)? \_\_\_\_\_

### MARKET GOODS/SERVICES ALLOWED SPACE AT NFM:

- Fresh produce, spices, herbs, flowers, bedding plants, eggs, cheese, dairy products, meats, baked goods, honey & preserves, & other items at the discretion & approval of Market team.  
\*\*\*NOTE: Any additions to your list of items for sale at Market are subject to approval. The Market must be notified in advance & approve your item(s) before they can be advertised or sold. Additionally, all processed foods must comply with applicable state/federal health & safety regulations and a copy of the commercial kitchen certificate or domestic kitchen certificate is to be displayed in the merchant's booth at all times.
- Local Arts & Crafts are permitted for sale on the farm side of the Market if produced by the merchant.
- Performers (musicians, face-painters, & others who provide an on-site experience to guests) are permitted on the farm-side on a limited basis and as approved.
- Local non-profits & local chapters of non-profits are permitted on the farm-side on a limited basis as approved.
- Any/all other goods/services approved by NFM Market team. Selection of goods will be made on the basis of quality, originality, overall market mix, & market space availability.

Please list the days of the week you plan to be at NFM.

Month:	Mon	Tues	Wed	Thu	Fri	Sat	Sun
Jan							
Feb							
Mar							
Apr							
May							
June							
July							
Aug							
Sept							
Oct							
Nov							
Dec							

NFM Seasonal Distinctions

NFM recognizes 4 distinct seasons:

- o Winter—January & February
- o Early Spring—March & April (same rates apply as Late Fall)
- o Peak Season-May-October
- o Late Fall—November & December (same rates apply as Early Spring)

Spaces may be reserved for an entire year or season, with fees per space ranging from \$5 to \$40 depending on number of days of the week you will be at the Market and in what season. If you are a Saturday-only merchant wanting to reserve space in farm shed 1 —additional fees will apply. To reserve space(s) for an entire year or season, a \$100 deposit will be due at least 2 weeks prior to your start date (& will be applied to your last rent payment). Those who reserve for a year or season will receive an according discount off total rent owed, will have a guaranteed (same) minimum space(s) for the year or season reserved, have several payment options & receive a variety of other benefits listed more fully in the Rate/Benefit Agreement form.

Please indicate the minimum number of spaces you would definitely like reserved for you at any time—this would be the number of spaces you will pay to have reserved for you (this is one number—not a range, see below): \_\_\_\_\_

NOTE: It is in your best interest to determine a minimum number of spaces you will need for the time period and attempt not to fluctuate. Upon approval, every attempt will be made to accommodate your requests for # of spaces allotted (either up or down). However, please be aware that if you fluctuate in your space needs, the Market may not be able to guarantee consecutive spacing or spacing at all beyond the minimum noted number of spaces requested & approved. If you reserve too many spaces, you will be responsible for the space fees until or unless a replacement payer can be found.

If your space needs change, please indicate the number of spaces you would need & in what months:

Month:	# of spaces you would like reserved
Jan	
Feb	
Mar	
Apr	
May	
June	
July	
Aug	
Sept	
Oct	
Nov	
Dec	

Space location is determined by the NFM Team and based on a number of factors including but not limited to: type of product you sell, previous market experience, and electrical needs.

Day-Merchant space is available on a limited basis. Contact Carolyn at 880.2001 x 23 at least a week in advance to inquire about what is available. All merchants must complete the full application process before they may sell at the Market.

## 2010 RATES & PRICING \*effective May 1, 2010

All prices listed are per space/per day.

	Jan-Feb	Mar-Apr	May-Oct	Nov-Dec
	Winter	Early Spring	Peak	Late Fall
Saturday-Only Merchant	\$5	\$25	\$40	\$25
All Other Merchants	\$5	\$15	\$18	\$15
Mid-Market Merchants	n/a	Tbd	Tbd	tbd

### Potentially Applicable Discount Rates:

- NFM Master Merchant—open 4-7 days/week      10% off seasonal rates
- NFM Emerging Merchant—open 2-3 days/week      5% off seasonal rates
- Committed to 1 year      7% off seasonal rates
- Committed to the season      5% off seasonal rates
- Farmer      10% off seasonal rates

Note: Day-Merchants are not eligible for rate discounts of any type

Payment may be made by check or money order via mail or during regular Market office hours (Monday-Friday 8am-4:30pm). Payment made by check MUST be received in-office at least 1 week before start or set-up date. Mail payments to: NFM 900 Rosa L. Parks Blvd. Nashville, TN 37208 Attn: Carolyn.

Payments may also be received at New Market Merchant meetings scheduled & noted below.

For payment or space-related questions, contact Carolyn at 880.2001 x 23 or

[Carolyn.sanders@nashville.gov](mailto:Carolyn.sanders@nashville.gov)

New Market Merchants Meetings are open enrollment times scheduled for the first Monday of every month from 10am-12pm in the NFM meeting room located on the second floor of the Market House. April 5<sup>th</sup>, May 3<sup>rd</sup>, June 7<sup>th</sup>, July 5<sup>th</sup>, Aug. 2<sup>nd</sup>, Sept. 6<sup>th</sup>, Oct. 4<sup>th</sup>, Nov. 1<sup>st</sup>, Dec. 6<sup>th</sup> in 2010. In 2011: Jan. 3<sup>rd</sup>, Feb. 7<sup>th</sup>, March 7<sup>th</sup>, & April 4<sup>th</sup>

NFM recommends that all merchants carry their own general liability and product liability insurance. The market does not carry any insurance policies to cover individual merchants.

### Next Steps....

- Sign Merchant Application (next page)
- Complete Proposed Product Mix Form (attached page)
- Complete Merchant-Specific Info Sheet
- Sign Rate/Benefit Agreement Form
- Submit the Application Fee by check or money order\* must be received at least 1 week prior to set-up
- Complete Merchant-Specific Info & Action Checklist
- Receive space assignment(s), parking pass(es), & benefit opportunity schedule

Please read the following affidavit, & sign below.

I have read the 2010 application policies and 2010 Official Rules & Regulations of the Nashville Farmers' Market, understand them, and agree to abide by them. I acknowledge that the products I sell at the Market must be listed in my application and grown/produced at the location listed on my application & merchant-specific information form. If approved: I acknowledge full responsibility for all of my activities in the Market (& for those assisting in my space) at all times; I agree to accept the authority of the Market management team in regards to product legitimacy, procedural, and merchant conduct violations; and I agree to allow inspection of my farm or producer site by Market management at any time. I acknowledge that the Nashville Farmers' Market does not carry insurance policies to cover individual Market merchants and may not be held liable for injury, theft, damage, and the like.

Your Name Printed: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Checks or money orders for the \$35 application fee should be made payable to The Nashville Farmers' Market. Please print out the application & mail both the application & application fee to:

The Nashville Farmers' Market  
900 Rosa L. Parks Blvd.  
Nashville, TN 37208  
Attn: Carolyn

You may also submit your application during regular office hours Monday-Friday 8am-4:30pm. Scheduling appointments are encouraged & may be made by emailing [jolie.yockey@nashville.gov](mailto:jolie.yockey@nashville.gov) or by calling 880.2001 x 23.

Reminder: You may also submit your application & fees at the monthly New Market Merchant meetings scheduled for the first Monday of every month from 10am-12pm. These open enrollment times are held in the Nashville Farmers' Market meeting room located on the second floor of the Market House next to the administrative offices. 2010 Dates: April 5<sup>th</sup>, May 3<sup>rd</sup>, June 7<sup>th</sup>, July 5<sup>th</sup>, Aug. 2<sup>nd</sup>, Sept. 6<sup>th</sup>, Oct. 4<sup>th</sup>, Nov. 1<sup>st</sup>, & Dec. 6<sup>th</sup>. In 2011: Jan. 3<sup>rd</sup>, Feb. 7<sup>th</sup>, March 7<sup>th</sup>, & April 4<sup>th</sup>

Questions?

Call: Jeff Themm, Market Director 615.880.2001 ext. 26 or email [jeff.themm@nashville.gov](mailto:jeff.themm@nashville.gov)

For Office Use Only:

NFM Management Signature \_\_\_\_\_ Date Rec'd: \_\_\_\_\_

Proposed Product Mix



