

UNICOI

FARMERS MARKET

&
Community Yard Sale



MARKET GUIDE

Tuesdays | June 2 - October 6
8 a.m. - 1 p.m.

Tourist Information Center
106 Unicoi Village Place
Unicoi, TN 37692



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MARKET OVERVIEW

Welcome to the Unicoi Farmers Market and Community Yard Sale, hosted by the Town of Unicoi's communications and programs department. The market is open to area farmers and gardeners, food-artisans and other agriculture producers, as well as hand-made craft and yard sale vendors.

The goal of the Unicoi Farmers Market is to offer easier access to fresh, locally-sourced food products consumers desire while fostering small businesses and supporting the regional farming economy.

The market's convenient location just off Interstate 26 at the Tourist Information Center attracts visitors and residents to the market on a weekly basis. The close proximity of the Mountain Harvest Kitchen, located adjacent to the Farmers Market, is an added bonus for vendors looking to prepare food for sale at the market.

The new Buffalo Pavilion, between the Tourist Information Center and the Mountain Harvest Kitchen, is the permanent home for the Unicoi Farmers Market and offers high clearances and large spaces between the rock pillars to accommodate trucks for easy display of produce or other products. Gravel surrounds the pavilion and plenty of parking is available in the visitor center and MHK lots.

For more information, contact:

Patricia Bennett

On-site Market Manager

(423) 735-0517

recreationaide@unicoitn.net





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COVID-19 PRECAUTIONS



MASKS REQUIRED

All vendors and customers must wear a mask while at the market. Masks will be available at the entrance to the market for \$6 each. (Local homemade mask vendor, not medical-grade quality.)



ONE-WAY TRAFFIC

There will be one entry and one exit. Hand sanitizer will be available and all patrons must use it upon entry. Please review the Market Map and follow signs and ground markings.



EXACT CHANGE

Vendors need to calculate tax into their price to make prices round and customers need to bring exact change. (Most vendors do not accept credit cards.)



STAY HOME IF SICK

Please use good judgement. If you are not feeling well, please help protect others and do not visit the market.



SOCIAL DISTANCING

Please respect a 6-foot distance from other patrons and follow ground markings when standing in lines. Vendors are required to have two tables between them and customers making payments. One table will be provided by the market for this purpose.

COVID-19 PRECAUTIONS

The Unicoi Farmers Market and Community Yard Sale is committed to protecting the public's health during the Coronavirus Pandemic. The **additional market guidelines outlined** on the previous page and detailed below have been implemented to prevent the spread of the virus and keep the farmers market safe for the community.

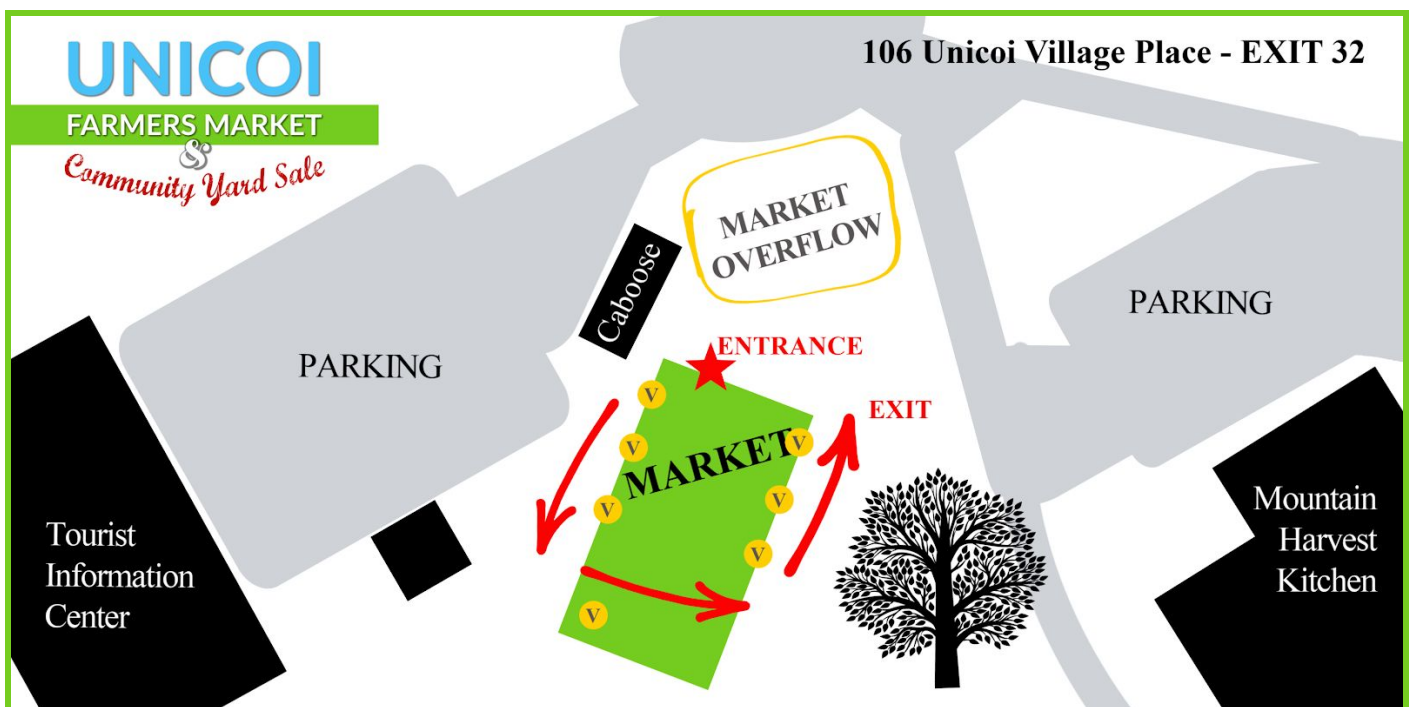
The **map below** indicates entry and exit points, as well as the one-way flow of foot-traffic. A check-in booth will be located at the entrance and all patrons will be required to have a mask and use the provided hand sanitizer prior to entering the market. Vendors will also be required to register at the check-in booth to be assigned a space since booths will only be placed in every other "stall" (space between posts) as depicted on the map by a gold dot with a "V."

Customers are asked to use exact change or small bills to minimize exposure. Vendors will need to include taxes in posted prices so price points are even and creating exact change is easier for patrons.

Vendors will also be required to have **two tables between themselves and customers** and will be **required to make hand-sanitizer available** at their booth. The Unicoi Farmers Market will provide ONE table to each vendor (at no charge) to place in front of their payment table as a barrier. The table provided by the market is NOT for product display and should be kept clear.



While the market is not restricting shoppers from touching items they are interested in purchasing (some fruits and vegetables must be felt for ripeness), vendors should **discourage any unnecessary contact** between the product and customers.



MARKET OPERATIONS

Hours

Market season will begin on June 2 and end October 6. Hours of operation are 8 a.m. to 1 p.m. every Tuesday morning. Vendors are required to be in their booth no later than 15 minutes prior to market opening.

Location

Buffalo Pavilion at the Tourist Information Center
106 Unicoi Village Place
Unicoi, TN 37692

Marketing

Marketing of the Unicoi Farmers Market and Community Yard Sale is accomplished through social media and online advertising, flier distribution, and traditional channels such as newspaper, radio and television. All vendors are encouraged to like, follow and subscribe to the following online profiles from the Town of Unicoi:

facebook.com/townofunicoitn/

instagram.com/townofunicoi/

bit.ly/UnicoiYouTube

Fees and Sales Tax

All vendors, regardless of type, must complete a vendor registration form each year. The form is available on page 7. Cost is as follows:

Farm Product - \$5 Annual Fee

Handmade Crafts - \$5 Annual Fee

Prepared Food - \$5 Annual Fee

Community Yard Sale - FREE

Demonstrator/Musician - FREE

It is the responsibility of the vendor to comply with all state tax regulations.

TENNESSEE DOMESTIC KITCHEN LAWS

The Unicoi Farmers Market complies with the Tennessee Domestic Kitchen Laws provided by the Tennessee Department of Agriculture. According to the law, foods that are considered non-potentially hazardous can be made in home kitchens for resale to the general public. Listed below are examples of foods and how they fit into the regulatory framework.

Potentially hazardous foods are foods that must be temperature controlled for food safety. Learn more at tn.gov/agriculture

The person operating the domestic kitchen must directly sell to the end consumer. Wholesaling to other retailers is not permitted unless products are made in a certified kitchen.

Vendors who wish to sell items made at home should display a sign (8.5"x 11" with 3/4" font) at the point of sale and on the label which specifically states:

"These product(s) were made in a private home, not licensed or inspected."

Products that can be made in a home kitchen (does not require a certified kitchen):

Jams, Jellies and Preserves	Dried Baking or Spice Blends
Candy	Baked Goods (that do not require refrigeration)

Products that CANNOT be made in a home kitchen (requires a certified kitchen):

Meat	Poultry	Sauces	Pickled Vegetables
Fish	Eggs	Dressings	Canned Vegetables

Farm-fresh eggs may be sold at the market but must be kept in a cooler and cannot be sold in a branded container (i.e. Food City egg cartons, etc.).

Vendors selling meat products must provide a copy of their Retail Meat Sales Permit from the Tennessee Department of Agriculture to be kept on file with the Unicoi Farmers Market.

Any vendor not in compliance with these regulations will be asked to stop selling the subject product and may be asked to leave the market if problems persist.

The Mountain Harvest Kitchen is a 4,000 square-foot, shared-use, food processing facility designed to support food-business entrepreneurs. The kitchen is committed to guiding clients through the complex steps required to bring a food concept to reality. Clients receive technical support, financial and marketing counseling, regulatory guidance and food safety training, as well as a tailored approach to each unique food idea. The certified facility has industrial-sized equipment for baking, dehydrating, vegetable processing, canning and more available to citizens and businesses at an hourly rate. Visit UnicoiTN.net/MountainHarvestKitchen to learn more.



Farmers Market vendors interested in utilizing the on-site certified, commercial kitchen may contact Mountain Harvest Kitchen Director Lee Manning to inquire about costs and procedures.

Lee Manning

MHK Director

(423) 330-9650

lmanning@unicoitn.net



PRODUCT GUIDELINES

All products sold at the market must be listed on the vendor application and must comply with the guidelines provided. Correct product labeling is the responsibility of the vendor. Compliance with all health department, state, and federal food regulations are the sole responsibility of the vendor. The Town will not be held liable for any vendor that is not selling in accordance with these regulations. A list of resources has been provided on Page 9 for convenient reference.

Farm Products are defined as products that are grown, raised, or produced such as fruits, vegetables, plants, flowers, seeds or animal products.

Unprocessed fruit and vegetable growers shall comply with state and federal guidelines. It is important for growers to implement Good Agricultural Practices (GAP) and a food safety plan on their farms. Products must be grown locally within a 100-mile radius of the market. If the product is not grown by the vendor, a sign must be displayed giving credit to the place of purchase.

Meat and Poultry Products fall under the jurisdiction of USDA. If a meat product is more than 2% poultry or 3% beef, it is regulated by USDA. The exception to this is farm-based retail meat that is permitted through the Tennessee Department of Agriculture. This is meat processed at a USDA inspected facility then provided refrigerated or frozen in original packaging (from USDA facility) with USDA seal readily visible and in compliance with all labeling requirements. USDA contact information can be found at <http://offices.sc.egov.usda.gov/locator/app>.

All meat inspections are the responsibility of the vendor. A Retail Meat Sales Permit must be provided to the market manager and displayed at the booth.

Livestock is not permitted for sale at the market.

Prepared Food Products are defined as homemade edible items including candy, baked goods, jams, jellies, canned foods, beverages, etc.

Processed foods in any form and packaged for resale offered at the market must come from a licensed and inspected facility unless it is non-potentially hazardous food prepared in a domestic kitchen. All prepared products must coincide with the Tennessee Domestic Kitchen Laws located on Pages 3 and 4 and meet federal FDA requirements.

Handmade Crafts are defined as non-edible handmade items such as carving, artwork, jewelry, soaps, lotions, wreaths, etc. Items MUST be handmade locally.

Yard Sale Vendors are not permitted to sell food without upgrading to a Prepared Food or Farm Product Membership.

MEMBERSHIP

Anyone wishing to sell products of any type at the Unicoi Farmers Market and Community Yard Sale is required to become a member of the market. Potential vendors are required to submit an application and purchase a membership upon review and approval by the market managers.

Applications are required for every potential vendor and a new application must be submitted each year. The Town of Unicoi reserves the right to accept or deny an application by any vendor. Vendors must list ALL products offered for sale. Any relevant certifications should be provided along with the complete application. Signature upon the application constitutes an agreement to all rules and regulations set forth in this guide. Should a vendor falsify any information, membership will be revoked.

Membership Stickers

Unicoi Farmers Market memberships cost \$5 per year for farmers, prepared-food vendors and crafters. Yard Sale vendors, demonstrators and musicians receive a FREE membership. Once paid, each vendor will receive a membership sticker that must be displayed in the booth at all times during market hours.

Member Incentives

Members of the Unicoi Farmers Market will receive periodic promotion on the town's Facebook page and the vendor will receive a "tag" and a link IF they also have a facebook page or website. If you have a special product you would like featured on the page, please contact the market manager to schedule a Facebook Live interview at no cost.

Members that participate in ten (10) or more market days per year qualify for a chance to win a \$75 Wal-Mart gift card. After the ten-market benchmark is met, vendors will receive one additional entry for each additional market day they attend. Since there are 19 total market days, a vendor has the potential to earn up to 10 entries for the gift card drawing.

The drawing will be held at the last market in October. Members are required to check-in with the market manager during each market to be entered into the contest.

VENDOR SET-UP

To maintain the integrity of the market, vendors are required to be set up 15 minutes prior to market opening and remain in their space until the close of the market. All vendors are responsible for their own actions and that of their employees at the booth.

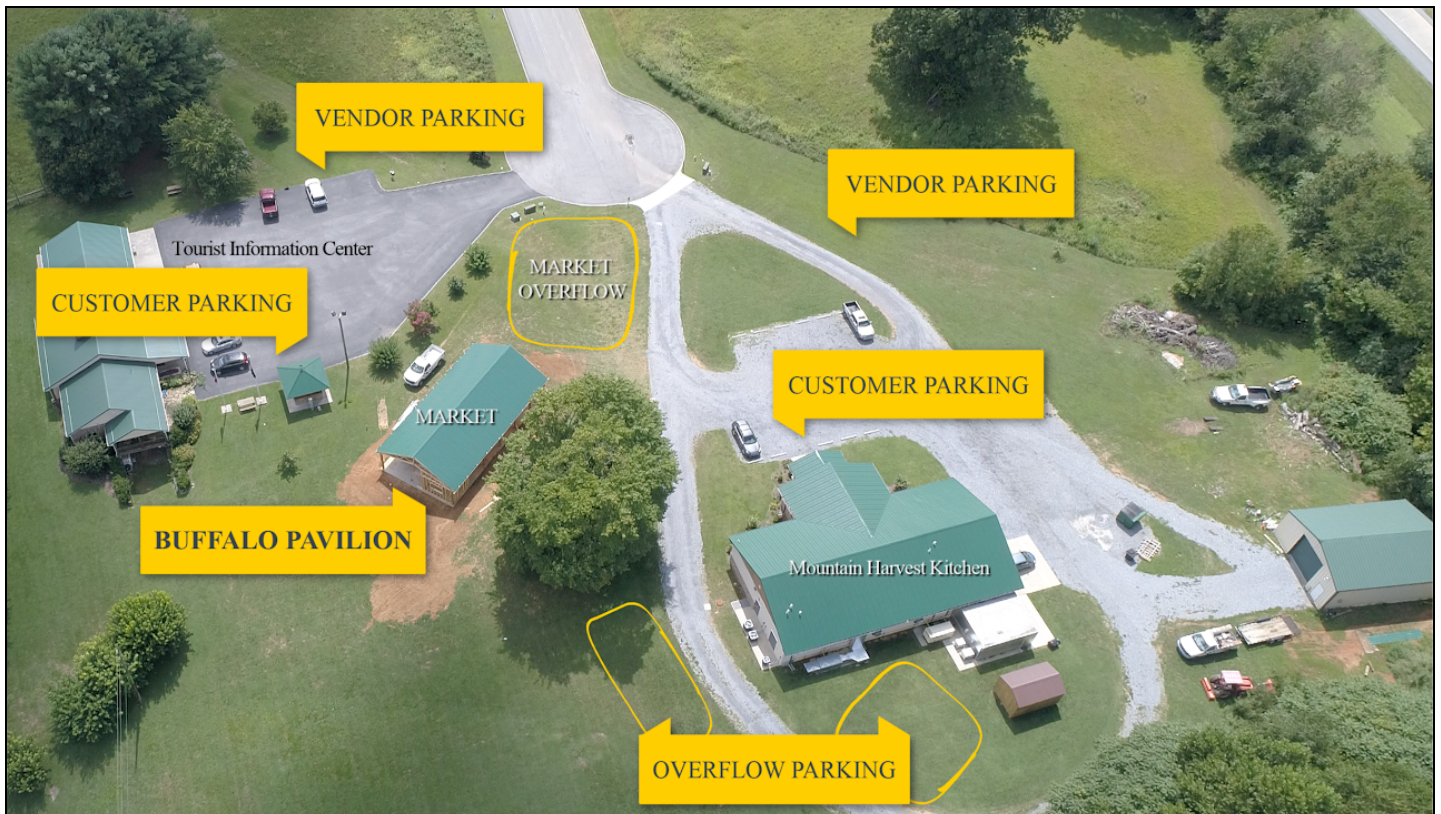
All vendors must clearly display their name, farm, or business at their booth. All vendors are responsible for keeping their area clean, sanitized and presentable.

Vendor spaces are available on a first come first serve basis. Please check-in with the market manager to be assigned a space for the day (this requirement will be lifted once the threat of COVID is minimized and operations can normalize).

Vendors shall set up under the Buffalo Pavilion, situated between the Tourist Information Center and the Mountain Harvest Kitchen. Gravel surrounds the pavilion and plenty of parking is available in the visitor center and MHK lots. If the Buffalo Pavilion were to be full, please see the market manager to be directed to alternate setup areas.

Tents, tables, and chairs are not provided by the Town of Unicoi, but vendors are encouraged to bring all three items if possible. Sales from truck beds are permitted.

106 Unicoi Village Place - EXIT 32 - OFF INTERSTATE 26 - Unicoi, Tennessee



RESOURCES

Tennessee Department of Agriculture Consumer and Industry Services Division Food and Dairy Section

P. O. Box 40627
Melrose Station
Nashville, TN 37204

Phone: 615-837-5193 | Fax: 615-837-5335

Tennessee Department of Agriculture Market Development Division

Holeman Bldg.
P. O. Box 40627
Nashville, TN 37204

Phone: 615-837-5160 | Fax: 615-837-5194

Tennessee Department of Health Division of General Environmental Health

Cordell-Hull Building
425 Fifth Avenue, N. Sixth Floor
Nashville, TN 37247-3901

Phone: 615-741-7206 | Fax: 615-741-8510

University of Tennessee Extension

2509 River Drive
114 McLeod
Knoxville, TN 37996-4539

Phone: 865-974-7274 | Fax: 865-974-7332

UT Extension (*Unicoi County*)

100 Main Avenue
Courthouse, Suite 107
Erwin, TN 37650-1251

Phone: (423) 735-1637 | Fax: (865) 200-4571

UT Center for Profitable Agriculture

P.O. Box 1819
Spring Hill, TN 37174-1819

Phone: 931-486-2777 | Fax: 931-486-0141

USDA Meat & Poultry Inspection Section

100 Alabama Street, Bldg. 1924, Suite 3R-90
Atlanta, GA 30303

Phone: 404-562-5900 | Fax: 404-562-5877

USDA Food Safety & Inspection Service District 90

715 South Pear Orchard Road
Ridgeland, MS 39157

Phone: 601-965-4312 or 1-800-647-2484
Fax: 601-965-5901

United States Food and Drug Administration (FDA)

Contact: 1-888-INFO-FDA
(1-888-463-6332)