

Date: 1/23/25, 5pm-6:30pm

Prospective Vendor Information Meeting Q&A Notes

Q: How do drive-in stalls work?

A: Drive-in stalls at our market are a big draw for vendors. A drive-in stall allows vendors to park their car on the plaza during market hours and load their equipment directly from their vehicle to their stall. There are a limited number of these stalls available, and they are generally prioritized for farmers and people who require disability accommodations. You may always request a drive-in stall, but it may not be guaranteed as assigning stalls is up to the discretion of the market managers.

Q: I have equipment that requires electricity. What does electricity access look like at the market? What about water access?

A: We have electricity at the market at certain locations around the plaza. If your setup requires electricity (plugging in freezers, heaters, or other appliances for example), you will be assigned a stall near an electrical port. We do not provide extension cords, but we do provide plenty of electrical ports for all vendors to plug into. In addition to your daily stall fees, electricity is \$5/market or \$100 for the whole season. Ground water access is available and free at the market. Usually, accessing water is most important for farmers, hot food/prepared food vendors, and anyone giving out samples.

Q: May I sell goods I don't make?

A: We do not allow the wholesaling of corporate merchandise or food/produce at our market. However, if you are able to prove that your merchandise comes from a close relationship or local artisan, we do have capacity at our market to sell things you don't personally make yourself. Please always consult with market managers before selling any merchandise you do not personally make.

Q: What is a ST19 and how do you fill it out?

A: An ST19 is a basic federal compliance form that the market needs from all our vendors before starting at the market. It is hyperlinked in the powerpoint. You do not need to provide an ST19 during the application process, but you will be asked to complete and turn in the form to use once you are approved as a vendor. MFM will provide any information you may need from us once that time comes.

Q: Since nearly 50% of your vendors are produce vendors, do you turn down any produce vendor applications because there are too many at the market?

A: We believe we can never have enough produce at our market. Produce is a huge reason why our market goes so well. The more options, the better. We especially invite produce vendors who may be growing something new, interesting, or unique, and/or practicing sustainable and innovative farming methods.

Q: How do you decide spots for vendors? Do you group vendors together or mix them up?

A: A load-in preference form will be sent to all approved vendors before the season's first market. This form is vendors' opportunities to share insight to their stall placement preferences. From these forms, market managers assign stalls on a week-by-week basis depending on the vendor attendance in that market. Honoring all stall preferences is not a guarantee, and is ultimately up to the discretion of the market manager.

Q: Do you need a license to accept EBT/WIC?

A: You do NOT need a license to accept EBT. If you sell an EBT approved item, you can automatically accept EBT, which the market managers will process and distribute to you as a check. On the other hand, farmers must apply through the Farmers Market Nutrition Program to accept WIC payments. Only farmers who apply and are approved by FMNP may cash WIC payments. MFM is not involved in processing WIC payments. MFM encourages all relevant vendors to apply to accept WIC in an effort to prioritize food access to WIC recipients, and as another money making avenue for vendors.

Q: What is the market time frame again?

A: Midtown Farmers Market operates every Saturday from the first Saturday of May, to the last Saturday of October. Our hours this year are 9am-2pm.

Q: What is the earliest a vendor can arrive, and the latest a vendor can leave the plaza?

A: The earliest load-in time begins at 6:30am. The second load-in round is at 7:15am, and the latest arrival time is 8am, an hour before the market opens. Vendors will be asked to choose their load-in time. Load-out happens after the market, from 2-3pm. We ask that vendors do not stay past 3pm.

Q: May I make changes to the application after I submit it?

A: Unless there is something really urgent you need to revise (in which case you should email a market manager about your circumstance), the answer is generally no. If the changes you want to make are scheduling related and you need to change the dates that you applied for, there will be another opportunity and process to change those dates once there is approval of your application. For now, sign-up for the dates you know to the best of your current ability and availability.