

Fayetteville Farmers Market

2026 Vendor Handbook

Purpose

This handbook serves as a concise guide to the market rules that must be followed for a safe and successful market. It is supplementary to the full market rules and will be reviewed regularly.
The full FFM Rules and Regulations can be accessed via Manage My Market.

Sell Only What You Grow (Farm Vendors)

Only sell products that you personally grow on land owned/leased by you in Northwest Arkansas. You cannot sell products grown by relatives, friends, other vendors, neighbors or wholesalers. Farm inspections by market staff to verify that you grow all items that you sell may occur at any time, with or without notice.
If this rule is violated:
First offense: suspension from market for 1 week Second offense: suspension from market for 1 month Third offense: Member will be dismissed from the market.

On-Farm Processed Foods: All identifying ingredient(s) listed on the label for the processed foods MUST be produced from raw materials grown or raised on your land, or land leased by the vendor. Supplementing products with purchased produce, even if sourced locally, is not allowed.

No purchased flowers or fillers are permitted in bouquets sold at market. Vendors cannot give away or sell bouquet containers at market.

Bring Your Highest Quality Products to Market

Bring your highest quality products to market.
Market staff or board members may ask for low quality items to be removed from your market table.
If seconds are sold, they must be clearly marked so that the customer is informed.

Point System

In 2026, market points for ranking and spot choice in 2027 will be calculated for non-food court members based on 2026 sales, years of membership, and attendance at square and indoor markets.
Members will receive:
25 points for each year of membership
1 point for every $10 in sales (All Markets)
For in-person (Square and winter indoor) markets only:
1 attendance point for every Saturday
2 points for every Tuesday and Thursday

Point System – Food Vendors

In 2026, market points for ranking and spot choice amongst food vendors in 2027 will be calculated based on 2026 sales and attendance at square and indoor markets.
Food Court Members will receive:
1 point for every $10 in sales (All Markets)
For in-person (Square and winter indoor) markets only:
1 attendance point for every Saturday
2 points for every Tuesday and Thursday

Square Market Hours

Saturday: Set up 5:30-7:00 am, Market open 7am-1pm
Tuesday: Set up 2:30-4:00 pm, Market open 4pm-8pm
Thursday: Set up 6:00-7:00 am, Market open 7am-1pm

Attendance and Communications

Please read all market emails so you don't miss important information! Notify Market Managers if you need an alternate form of communication.

All vendors must use Manage My Market to add or delete dates if possible. The deadline to add or delete Saturday dates is **Noon** on Thursday.
If your plans change suddenly after the deadline, contact a Manager as soon as possible so that we can reassign your spot to a floater. Julia - 479-236-2910.

If you have not confirmed a market date, your spot for that day may be assigned to another vendor.
If you have the date selected and you do not attend, this impacts the placement of vendors who are wanting to attend. You will be listed as "unexcused". **Each unexcused missed date after the first will result in a 5-point deduction for all vendors.**
The email with map link to Saturday spots and announcements is sent out by 9 am each Friday.

Vendor Code of Conduct

Treat all market participants, including members, customers, and market staff, with respect and courtesy.
Follow all market rules and guidelines laid out in the Rules and Regulations and Vendor Handbook. Train everyone who works at your booth about market rules.
Vendors should not be inebriated during market.
Vendors shall not smoke or vape in market area.
Vendors may not play music from speakers while at market.
Vendors may not have pets at market booths.
Children must be supervised at all times.

Arrival Time

Arrive on time!
Bollards blocking entry to the streets will go up at 7 am on Saturdays. Late arrivals may be unable to drive to their spot.
All vendors must be ready to sell no later than 7 am. Suggested arrival time for all vendors is no later than 6:30 am.
Those with trailers or large vehicles should arrive early to avoid blocking other vendors.
If weather or an emergency delays or cancels your arrival, contact market staff immediately at **479-871-2036**.
If you do not arrive on time, there is not an emergency, and you have not contacted the manager you will have to offload and walk your items to your spot.

Parking at Your Spot and Extra Vehicles

Park straight in with front tires at the curb within spot boundaries.
Do not block the sidewalk. Do not drive your tires onto the sidewalk. The length of your vehicle and display **cannot exceed 24 feet** (East, Block, and Mountain Street)
Vendors on the outside (North side) of Center Street may extend their display a maximum of **21 feet** from the curb.
Vendor displays on the inside (Southside) of Center Street may extend a maximum of 24 feet.
Mountain Street off-square market expansion – all vendors must offload.
Vendors in offload spaces, those with extra vehicles, and market helpers must park at least 2 blocks away or in the Town Center Parking Garage.
Keep parking spaces near the square open for customers.

Leaving the Square

Vendors are required to keep their display set up until at least 1pm. Tents and tables must stay up until this time.
Vehicles cannot enter or leave the square before 1 pm.

If you sell out early, leave your tent up, secure your booth and return at 1 pm. **Streets must be opened to traffic and vendor spots cleared by 2 pm.**

If an emergency requires you to leave early, contact market staff at **479-871-2036** as soon as possible for assistance.

Exits - For pedestrian safety, vendors may only exit at designated corners:
Center St. and Block St. intersection
Mountain St. and East St. intersection.
Please travel in the direction of the one way streets and leave through the nearest open corner.
These exits will be open to vendors leaving the square without moving cones or barriers.
Do not attempt to lower the bollards at any point.
Vendors who have offloaded will need to move cones to re-enter the square. Replace cones to avoid the hazard of non-market traffic following you into the square.
Traffic entering the square will be blocked by bollards and cones until 2pm.

Weights

Buildings around the square cause unpredictable, gusty winds.
All vendors must have weights on and legs tied before setting up the rest of their display.
40 lbs on each tent leg is required. The back legs of your tent may be securely tied to your vehicle.
Umbrella Stands must be securely weighted with at least **150 lbs.**
Weights must be securely fastened to tent legs.
Approved weights: sandbags, "dry bags" filled with sand, or heavy metal weights designed to fit tent legs. Ratchet straps are recommended. Check with market staff if you have another type of weight.
Not approved: car batteries, water buckets, elastic bungee cords for securing weights. Market staff will require you to change weights or take down your tent if your weights are not secured or sufficient in windy conditions.

Signs and Prices

All vendors must display a sign with name of farm/business and town where located (paper is acceptable)
Products labeled as Organic, Certified Naturally Grown, etc., must have current certification displayed.
EBT, Senior and WIC signs must be displayed by 7am. Prices must be posted.

Booth Display

10x10 straight leg canopy is recommended. The canopy must fit entirely within the boundaries of your space.
Do not overlap your tent or signage into your neighbor's space or customer walking areas. Weigh down your canopy before setting up the rest of your display.
Glass vases or containers used for display must be secured on your table.

Supplies and Change

Please place large supply orders at least 2 weeks before they are needed. (Prices are higher and delivery times from our suppliers are slower than in the past).
Deadline for ordering market supplies is 8 pm Wednesday for pickup Saturday. Order from Teresa at 479-935-5111
Pick up and pay for supplies at the manager's booth.

Please bring enough change! More customers are showing up with large bills. There is a staffed ATM at Bank of Fayetteville from 9 am to noon on Saturday; identify yourself as a market vendor--you do not need an account.
Manager booth policy: before 9 am, in an emergency, we can provide up to $20 in change.

Health and Food Safety

Do not come to market if you are sick
Market staff will inform vendors of any current city requirements for protecting public health and will expect compliance.
Adhere to all health department and food safety practices when handling your products. Do not wash produce at market. Clean produce at the farm with running water before arrival.

Booth Trash and Clean-up

Take home all produce and flower waste: including clippings, leaves, bad produce etc.
Do not use the round city trash cans at the corners for vendor booth trash!
Bring a broom to sweep up your area before you leave. Do not sweep trash into storm drains.

Sales Reporting and Commission

All square market commission rates are 7.5%. Online market commission rate is 10%.
2026 Winter indoor market commission rate is 7.5%. This rate is subject to change with the cost of renting indoor space.
All vendors must report their sales on Manage My Market or to market staff within 24 hours of each market day. A $25 late fee may be charged to vendors who repeatedly report commission late.

Adding a New Product

If you want to bring a new item to the market that differs from your current offerings, contact a manager or Board Member for approval prior to bringing the item for sale.

Home-Produced Processed Foods

Although allowed by the Food Freedom Act, The **Fayetteville Farmers Market does not allow non-food court vendors to bring baked goods, candies, and other processed foods** to market except during winter and holiday markets. (December - March)

Farm Vendors may sell processed farm products if all identifying ingredient(s) listed on the label for the processed foods are produced from raw materials grown or raised on your land, or land leased by you.

Before bringing home-produced processed foods to market for sale, please add the products to Marketspread and contact a manager so that this product can be approved. Products must be approved by RMPE before they are sold.

The Food Freedom Act allows the sale of Non-Time/Temperature Control (Non-TCS) for Safety foods directly to an informed end consumer. Homemade Non-TCS Food is food or drink products that do not require refrigeration to prevent the growth of disease-causing microorganisms and are processed at the private residence of the producer. These products are exempt from ADH permitting and inspection requirements.
Be sure you are familiar with the RMPE and state and local health department guidelines for selling home produced foods.

Examples of Approved Non-TCS Food:
Bakery Items, Jams, Jellies, Preserves, Candy, Uncut Chocolate Covered Fruits and Berries, Baking Mixes, Dry Beans, Dried Fruit, Dried Herbs, Dried Seasonings, Dried Soup Mixes, Acidified foods with a pH below 4.6, Canned Fruits, Canned Salsas, Tomato Sauce, Tomato Juice, Pickled Products, Canned Pie Fillings, Condiments. The producer is required to maintain records of the recipe used (if using an approved recipe) or the pH of each batch.

Prohibited Foods
1. A food of animal origin (meat, poultry, seafood, wild game, dairy) that is raw, or heat treated (cooked).
2. A food of plant origin that is heat treated
3. Raw seed sprouts
4. Cut leafy greens – Defined as: Fresh leafy greens whose leaves have been cut, shredded, sliced, chopped or torn. Leafy greens that have only been cut from their root in the field (often called a "harvest cut") with no further processing are not "Cut leafy greens". The term "leafy greens" does not include herbs such as cilantro or parsley.
5. Cut or sliced fresh tomatoes, melons, or other fruits.
6. Infused Honey is not allowed. The addition of any product that would increase the moisture content of honey (fresh garlic, etc.) is not allowed without validation from a Process Authority. The addition of dry Non-TCS ingredients (spices, fruit powder, nuts, etc.) is allowed.
7. Garlic-in-oil mixtures
8. Low Acid Canned food, such as Beans, Corn, Asparagus, Cabbage, Squash, Peas, etc.

Labeling Requirements for Home Produced Foods
1. The date that the Homemade Non-TCS (Time/Temperature Control for Safety) Food was manufactured, produced, or processed.
2. The name, address, and telephone number of the producer. Producers who do not wish to disclose this information for safety reasons may request an identification number provided by the Arkansas Department of Agriculture to be used instead of this information. To obtain a farm ID number, please fill out the form located at https://www.cognitoforms.com/ArkansasAgriculture1/applicationforfoodfreedomactbusinessidnumber2
3. The common or usual name of the food.
4. The ingredients of the food in descending order of predominance.
5. The statement: "This product was produced in a private residence that is exempt from state licensing and inspection. This product may contain allergens."

Craft Products

All crafts offered for sale at the market must be handmade from raw materials.
All crafts must be juried by the craft committee before they are offered for sale at the marketplace. Any new items must also be approved by the craft committee before being offered for sale.
Only original, handcrafted, finished items shall be displayed and offered for sale at the market. Winter market (December - March) vendors may bring craft products to sell that meet all craft rules.

Food Court

Food Court vendors are those who sell prepared or processed foods using identifying ingredients that they do not grow.
Home-Produced food vendors must follow RMPE and state and local health rules for prepared or processed foods.
New items must be approved before being offered for sale.
Food Court vendors return to the square each season by invitation, based on recommendations from board members and/or market staff.
Food Vendors are ranked amongst themselves to choose Food Court spaces. (Letter spaces on map)
Food Truck spaces are assigned by staff.

Personal Care Products

1. Soap must be produced with an actual hot or cold soap making process (a saponification process). That is, it cannot be a "melt and pour" process.
2. If soap contains farm products (herbs, milk, etc.), preference will be given to applicants who grow their own product.
3. Glycerin soaps are not acceptable.
4. Any personal care products must be approved on a case-by-case basis.
5. Members selling soap or other personal care products applied to the skin or face must show proof of a $1 million product liability policy

Note

This handbook is a quick guide, not an exhaustive list of the Fayetteville Farmers Market Rules and Regulations. Vendors must familiarize themselves with all rules relevant to their vendor category and the market as a whole. The complete document can be found in Manage My Market.

Staff

Kayla Lindsey - Market Manager - 479-871-2036 - ffmkayla@gmail.com
Market operations and business/accounting
Julia Den Herder - Outreach Manager - 479-236-2910 - ffmjuliadh@gmail.com
Publicity and advertising, map layout
Teresa Maurer - Market Assistant - 479-935-5111 - fayettevillefm@gmail.com
Online market and supplies orders
Shelly Cagle Cheney - Market Assistant - Market staffing
Karen Maldonado - Market Assistant - Market staffing
Elisa Martin - Market Assistant - Market staffing