

## Farmers Market Vendor FAQs

### How do I apply to the farmers markets?

Both Charlottesville City Market and Farmers Market At IX use the Marketspread platform to manage, invoice and schedule vendors. Vendors need to [create a Marketspread profile](#) and then apply to the markets. To apply, you may search events in the Charlottesville area, click on the market and click "Apply Here."

Your profile is viewed by customers, so taking time to create an attractive profile is important. [Marketspread Vendor Profile Tips and Tricks](#)

### How big is the space?

Space sizes vary by market. Vendors cannot choose the location of their space, and may not be assigned the same space each market. Tables and displays must stay within the space (not in aisles or walkways).

#### *Charlottesville City Market*

We have 10' x 10 and 10' x 20' spaces (subject to availability).

#### *Farmers Market At IX*

Each space is 10'x10'.

### Will I be able to drive up to my space?

Yes, vendors may drive to their booth space and unload/load materials. To prevent congestion, vendors must unload their supplies and remove their vehicles before setting up their display.

#### *Charlottesville City Market*

Vehicles are not permitted to enter the market lot after 8:30 am (30 minutes before the market opens at 9:00 am). If assigned a 10' x 20' space, vehicles may be able to fit into your assigned space along with your booth.

#### *Farmers Market At IX*

All vehicles must be out of the market after 7:45 am (15 minutes before the market opens at 8:00 am. In November, this changes to 8:45 am for a 9:00 am opening).

### Is there electricity available?

There are limited spaces with electricity available. Food vendors are encouraged to use alternate methods of cooking and heating.

### **How much does a space cost?**

Space fees are waived for eligible *LaunchPad* users. Vendors are still subject to approval fees for each market.

#### *Charlottesville City Market*

There is an approval fee of \$35.00 for the City Market season. The approval fee is due on or before the first market day attended.

#### *Farmers Market at IX*

There is a \$25 approval fee charged once per year to assist with managerial costs. The approval fee is due on or before the first market day attended.

### **How can I pay for my approval fee?**

Payment can be made with a credit card online through MarketSpread each week (or you may sign up for autopay which will charge your card on file the day before the market). You may use cash or a check as well.

#### *Farmers Market At IX*

In addition, there are \$5 market tokens that may be received by any vendor as “cash” which can be used as payment for their booth or turned in and reimbursed from Market Central at the end of the day. \$1 SNAP tokens and \$1 Virginia Fresh Match coupons can be used in a similar way. Any combination of these methods is acceptable.

### **I have applied to the market...now what?**

You will get an email when your market application is received. Decisions on accepting and booking vendors are complex. We must maintain a variety and balance of products within Categories (for example, a variety of baked goods). Farms and food are our priority. An email will be sent to you to notify you of your application's status.

### **When will I know if I am assigned a space at the market?**

#### *Charlottesville City Market*

Vendors must call/email the week of the market they wish to attend to submit a space request. We do not accept requests further than a week out.

Typically, market assignments are issued by the Tuesday preceding the market. Space assignments may be made as late as Friday if there are last minute cancellations.

#### *Farmer's Market at IX*

Space assignments are confirmed on the Wednesday preceding the market. Vendors may sign up for specific days in advance using MarketSpread.

### **What if I have to cancel?**

#### *Charlottesville City Market*

Cancellations need to be made by the vendor *before Wednesday* using MarketSpread so the space may be reassigned to another vendor.

Email: [citymarket@charlottesville.gov](mailto:citymarket@charlottesville.gov) Phone: (434) 970-3371

### *Farmer's Market at IX*

Cancellations need to be made by the vendor *by Wednesday at noon* using MarketSpread so the space may be reassigned to another vendor. After Wednesday, you will need to contact the market managers directly to be removed from the schedule.

Repeated violations of these policies will result in the loss of space.

### **Do you provide tables or tents?**

As an eligible *LaunchPad* participant you will be provided with a tent, table, and up to two chairs. These items are provided the morning of each market and are not available for use outside of *LaunchPad*.

### **Do I need to have my VDH or VDACS inspection completed to apply?**

Inspections do not need to be completed to apply to the market; however, they are required to attend. The Virginia Department of Health may schedule inspection on your first market day.

### **Any advice on displaying my goods' at a farmers market?**

There are many ways to arrange your space at the farmers market. Considerations include whether you will be standing behind a table or inviting customers under your tent to browse. Dressing the tables with at least a table cloth is advised. Food vendors have requirements regarding ingredient listings that can be done in creative ways. Grouping items in like colors, like sizes or shapes, helps customers to focus on your products more easily. Be engaged with your customers.

### **Where can I park?**

#### *Charlottesville City Market*

Vendors may park in the Water Street Parking Garage free of charge. Bring your parking ticket to the Market Management tent and we will provide you with a parking voucher. Alternatively, you may find street parking or (if able) park in your assigned market space.

#### *Farmer's Market at IX*

Vendors are directed to other vendor parking lots to leave the closer spaces open for customers. Maps are supplied in the vendor agreement.

### **Want more advice on vending at farmers markets?**

Below are some resources you may find helpful.

[Just Food, Just Economy](#) (Market Central and Bread and Roses)

[Going to Market Guide](#) (Virginia Cooperative Extension)

[Community Investment Collaborative](#)

[Small Business Development Center](#)

[Charlottesville Office of Economic Development](#)

[Virginia Farmers Market Association](#)