



## NEIGHBORHOOD ROOTS

### 2019 NOTES ON VENDOR SELECTION AND SCHEDULING

Our mission as Neighborhood Roots is to bring neighbors together to buy, eat and learn about local food. We support local farmers and small businesses, promote vibrant community and affect important changes in food and agriculture policy.

Our markets are producer markets. Vendors must grow, produce, and / or substantially transform the products they are selling. Typically, our markets are comprised of a mix of agricultural vendors, value added packaged food vendors, baked goods vendors, immediately consumable hot / cold food vendors, and arts and craft vendors.

When selecting vendors for our markets, we select first for farmers. We prioritize connecting consumers to locally grown and produced agricultural products – vegetables, fruits, meats, dairy, grains, legumes - that are sold at the market by vendors that cultivate and raise their own products. These vendors are most often “full season” vendors, and commit to the market(s) on a weekly basis. We look for agricultural vendors that can distinguish themselves in their product offerings, ex. offer a selection of uncommon crops & varieties along with more standard offerings.

On any given market day, but particularly during the height of the growing season from June 15th – October 31st, we aim to meet and /or exceed having each of our markets be comprised of 60% agricultural producers: 40% vendors of the remaining categories. Although we prioritize agricultural producers at the market, our capacity for agricultural producers at any given market is not unlimited.

**Value added, packaged, & immediately consumable foods.** These vendors add additional crucial variety to our markets, and have varying schedules ranging from full-season to on an occasional basis, typically dependant on available space at the markets. We value local sourcing of product ingredients, and look for vendors with a broad variety of products that are both unique and have wide appeal.

**Arts & Crafts (non-food).** We welcome applications from interested vendors with high-quality arts & crafts products, while keeping in mind that the total number of vendor spaces are limited. The market will not exceed a 20% arts & crafts : 80% edible products ratio. More frequently, arts & craft vendors comprise 10% of our markets on any given day. These vendors are most often “partial season” vendors, and commit to the market(s) on an occasional basis, with typically no more than six scheduled dates per season. At this time, we do not have any full season openings for arts & craft vendors.

At this time, we do not have any openings for vendors of services, with the exception of knife sharpening. Vendors of services who are interested in promoting their business at the market will be directed to contact the market about sponsorship opportunities.

We believe it is in the markets’ best interests that each of our market locations be a destination in its own right, with no two market locations identical to each other. Each location should serve the unique needs of its respective communities, and each should have its own vendor mix and product offerings. Decisions regarding vendor selection and market mix are made by a market Operations Committee that is comprised of board members, community members & market volunteers, and market staff. These decisions are made with the best interest of the market(s) - as a whole – in mind.

We value our role as a business incubator for emerging businesses, and believe strongly in connecting consumers to new enterprises with limited distribution elsewhere. We believe that continuing to support additional new businesses each year benefits the markets as a whole – our existing vendors, our new vendors, and our market-goers - through continual growth.

Our goal as a market is to continually improve and diversify product offerings, and respond to customer demand. Vendors are not guaranteed product exclusivity; it is at the market’s discretion to determine if there is sufficient customer interest in certain products and / or vendor categories to merit multiple vendors with similar products / categories.

We expect vendors must participate in the outdoor market season to be considered for the winter markets. Participation in the outdoor season is NOT a guarantee of acceptance for the winter markets, however. Market management reserves the right to recruit new vendors for the winter markets based on identified market needs.

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