

WINNSBORO FARMERS MARKET

**Please grab an application and
vendor packet and find a seat. We
will be starting soon!**

**WHILE WAITING WRITE DOWN MY INFO:
ANDIE MILLER, MARKET MANAGER**

903-440-5293 (DOES NOT RECEIVE TEXTS)

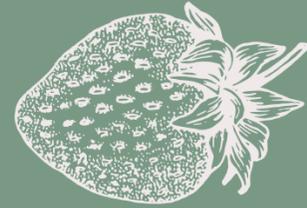
FARMERSMARKET@WINNSBOROTEXAS.COM

VENDOR OPEN HOUSE 2026

WINNSBORO FARMERS MARKET

The peas and carrots about joining our market!





MEET THE BOARD

Chris Miller
Troy Howard
Leah Leach
Jeremy Bell
Ruth Townsend
Shea Foster



OUR MISSION

Our goal is to bring local producers together with discerning shoppers to enhance our local economy and foster community relationships. We are passionate about sustainable agriculture and the health of our citizens & local food system. We strive for a cooperative, respectful, family-friendly atmosphere. We hope that you keep our mission and goals at heart when participating in our farmers' market.



WHY WE ❤️ OUR MARKET

AND YOU WILL TOO!

18 years and growing

We have the friendliest farmers in East Texas

We love what we do

We strive to be better every year

We are an award-winning Market

- 2018 County Line Best Produce
 - 2019 Chamber of Commerce Agricultural Business of the year
 - 2023 Farmland Trust Most Essential FM - 3rd in Texas
 - 2024 Farmland Trust Most Essential FM - 3rd in Texas
 - 2025 Farmland Trust Most Essential FM - 2nd in Texas
 - 2026 Chamber of Commerce Agricultural Business of the year
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WHY CUSTOMERS ❤️ OUR MARKET

Their food dollars support their local community, neighbors, family, and friends.

They value experiences and connecting with their producers and neighbors in a social setting.

They are more educated than ever and want to make smarter choices based on transparency of sources and practices, for health, flavor, and freshness.

They love the variety we offer all in one place.

HOW CAN YOU HELP KEEP OUR MARKET GREAT?



CONSISTENCY

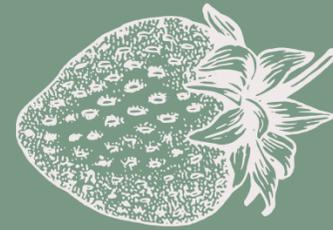
QUALITY

VARIETY

BRANDING

COLLABORATION

PRESENTATION



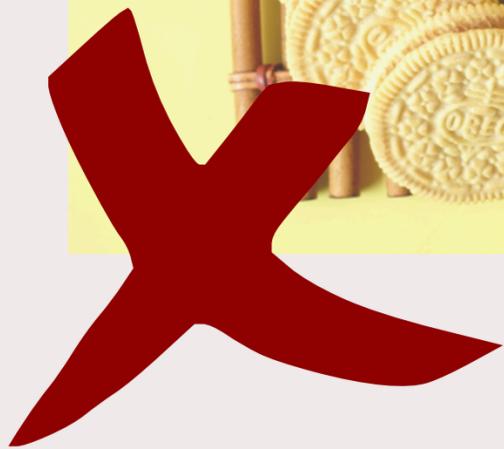
CONSISTENCY

SHOW UP!

GET TO KNOW CUSTOMERS & BUILD TRUST
BE THERE WHEN THEY COME LOOKING FOR YOU

ABSENCES WILL RESULT IN LOSS OF
DESIGNATED BOOTH SPACE

Quality

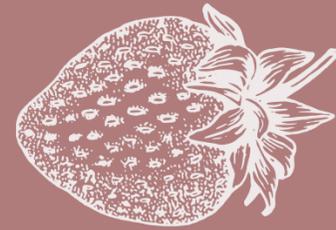


UNSATISFIED
CUSTOMERS DON'T
COME BACK FOR
MORE

BAD FOR YOU

BAD FOR THE
MARKET





VARIETY

STANDOUT!

TOO MUCH OF A GOOD THING IS STILL TOO MUCH

HOW CAN YOU MAKE YOUR PRODUCTS STAND OUT?

JURYING SIMILAR PRODUCTS, LIMITS ON VENDOR TYPES

DON'T LOOK AT YOUR NEIGHBORS TABLE AND COPY

Branding



Brand yourself!

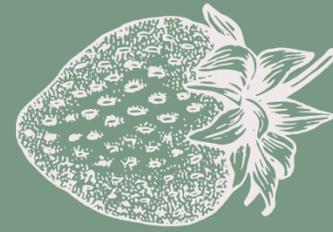


Be Memorable



Tell your story
Be clear about your practices

making a connection creates loyal, consistent customers



COLLABORATION

VS COMPETITION

WORK TOGETHER

LEARN FROM & SUPPORT EACH OTHER

PROMOTE ONE ANOTHER TO CUSTOMERS

Presentation



Organized



Eye Catching



Clutter Free

keep products easy to see, and personal stuff hidden

VENDOR PACKET OVERVIEW



REGISTRATION & FEES

PERMITTED ITEMS

FOOD SAFETY &
LABELING

BOOTH SPACES

VENDOR
RESPONSIBILITIES

APPLICATION

Must be signed and all items listed.

No NEW products without asking.

Payment Required to accept application

FEE

\$125 for the entire season OR

\$15 per Saturday

Non-Refundable

Not transferrable year to year

CO-OP SPACES

\$125 fee split between shared vendors at their discretion, all parties must sign separate applications

APPLICATION & FEES





WHAT CAN I SELL?

when in doubt, ASK!

- **FARM PRODUCTS YOU RAISED**
- **VALUE-ADDED PRODUCTS**
- **SMALL AGRICULTURAL ANIMALS**
- **AGRICULTURAL CRAFTS**
- **OTHER CRAFTS - 1/3 OF BOOTH**
- **NO RE-SELLING....EVER!**

NO RESELLING POLICY

- ALL PRODUCTS MUST BE GROWN, RAISED, OR MADE BY THE VENDOR
 - PLANTS MUST BE GROWN FROM SEED OR PROPAGATION BY THE VENDOR (NO PURCHASING PLANTS WHOLESALE OR RETAIL FOR RESALE)
 - PRODUCE MUST BE GROWN BY THE VENDOR, ON THEIR OWN FARM, OR GARDEN (FEW EXCEPTIONS, MUST GET MANAGEMENT APPROVAL)
 - VALUE-ADDED PRODUCTS MUST BE MADE BY THE VENDOR (USING APPROVED KITCHENS AND FOLLOWING REGULATIONS, NO PRIVATE LABELS)
 - NO RESELLING OR RE-PACKAGING OF STORE-BOUGHT, WHOLESALE, OR IMPORTED GOODS
 - SOURCING FROM OTHER FARMS IS NOT PERMITTED UNLESS EXPLICITLY APPROVED BY MARKET MANAGEMENT
 - TRANSPARENCY MATTERS – VENDORS MAY BE ASKED ABOUT GROWING OR PRODUCTION PRACTICES, SITE VISITS AS NEEDED
 - VIOLATIONS MAY RESULT IN REMOVAL OF ITEMS OR LOSS OF VENDOR PRIVILEGES
-

WHAT IS NOT ALLOWED?

ASK YOURSELF, IS THIS CONSIDERED “MADE FROM SCRATCH? IS IT AGRICULTURAL? DID I GROW IT?”

- FREEZE DRIED CANDY
- ANYTHING YOU PURCHASED
 - INCLUDES OILS, DRESSINGS, CANNED ITEMS YOU DIDN'T CAN YOURSELF
 - JEWELRY
 - BRANDED MERCHANDISE
- ANYTHING NOT ALLOWED BY COTTAGE LAWS FROM COTTAGE KITCHEN
 - MEAT, MEAT PRODUCTS, POULTRY, OR POULTRY PRODUCTS (THIS DOESN'T MEAN EGGS, IT MEANS THE CARCASS OF A CHICKEN);
 - SEAFOOD, INCLUDING SEAFOOD PRODUCTS, FISH, FISH PRODUCTS, SHELLFISH, AND SHELLFISH PRODUCTS;
 - ICE OR ICE PRODUCTS, INCLUDING SHAVED ICE, ICE CREAM, FROZEN CUSTARD, POPSICLES, AND GELATO;
 - LOW-ACID CANNED GOODS;
 - PRODUCTS CONTAINING CANNABIDIOL OR TETRAHYDROCANNABINOL; OR
 - RAW MILK AND RAW MILK PRODUCTS
- FOOD ITEMS THAT ARE “ASSEMBLED” AND NOT MADE FROM SCRATCH
- ROASTED COFFEE BEANS
- SICK OR UNHEALTHY ANIMALS
- NO CATS & DOGS. FOR SALE OR FREE

FOOD SAFETY & LABELING



LAWS

VARY
ACCORDING TO
PRODUCT TYPE

STUDY STATE &
FEDERAL
RESTRICTIONS &
PROTOCOLS



TX COTTAGE FOOD LAW

FOOD HANDLERS

ALLERGENS LISTED

MORE DETAILS AT
TEXASCOTTAGEFOODLAW.COM



LABELING

REQUIRED FOR ALL
FOOD PRODUCTS,
BUT VARY
ACCORDING TO TYPE

NAME, ADDRESS,
AND PHONE
NUMBER ARE
REQUIRED

EGG CARTONS



KNOW YOUR PRODUCTS

ALL APPLICABLE
LICENSING & LAWS

CONSIDER LIABILITY
INSURANCE

Research the laws around your products!



POULTRY LAWS

Did you know all poultry being sold needs to be PT tested in Texas?



MEAT LAWS

All meat being sold has to be processed according to certain laws. You need to know those!



PERMITS

What permits are required?
Nursery/Floralculture
Weights and Measurements
Commercial Kitchen

9 X 12 COVERED / 10 X 10 UNCOVERED

Cables for hanging banners under pavilions

No signs/tables in customer walkway

Electric outlets at both sides of pavilions

ASSIGNED

Once designated, we will try to keep them consistent, but changes may be needed especially for those who do not attend weekly

Check your emails! EVERY WEEK!

Housekeeping

Arrive on time & park before setting up

Bring cords, bungees, etc

Clean your space before you leave



What to do if you need to miss market?



EMAIL

Send me an email BY Wednesday. Vendor Lineup goes out Thursday-Friday.



CALL ME

Last minute notices require a phone call. Fridays, I am working to be at market, I may not see an email that night or that morning.



PLAN AHEAD

Let me know ahead of time so I have it on my calendar.

WANT TO BE A GREAT VENDOR? BE A NICE HUMAN



Kindness
goes a long
way

With
Customers

With
Neighbors

With me!



badmouthing the market, fellow vendors, the board, or myself will not be tolerated.

TIPS FOR GREAT SALES AND SMOOTH MARKET DAYS

market your biz during the week too!
bring plenty of change/small bills & bags
mark prices & make them easy to exchange
don't block yours or others' goods
keep your display tidy & looking full
practice good record-keeping for sales
use clear & unique signage
samples
smile!

ANDIE MILLER

CALL: 903-440-5392 (DOESN'T RECEIVE TEXTS)

EMAIL: FARMERSMARKET@WINNSBOROTEXAS.COM

LET'S MAKE THIS THE BEST SEASON YET!

PAYMENTS & APPLICATIONS AT THE BACK

RECEIPTS WILL BE EMAILED WITH ACCEPTANCE NOTICES

APPLYING IS NOT A GUARENTEE. JURYING SIMILAR ITEMS WILL TAKE PLACE

CHECKS MADE OUT TO: CITY OF WINNSBORO
