

Vendor Type: \_\_\_\_\_

Product Category: \_\_\_\_\_

### Midtown Farmers Market Vendor Application Assessment

Business Name: \_\_\_\_\_ Applicant Name: \_\_\_\_\_ Date: \_\_\_\_\_

Website: \_\_\_\_\_ Instagram: \_\_\_\_\_ Previous Vendor: Yes/No

Application Package	No	Yes	Notes
Complete Product List			
Stall Set-Up/Display Photos or Diagram with Dimensions			
\$0.00 Midtown Association Balance (for previous vendors)			
Trailer Photos, Description, and Dimensions (If applicable)			
Product Samples (If requested)			
Vendor Compliance (Does the vendor have a history of Midtown Farmers Market rule violations or non-compliance with state, city, or county regulations?)			
Required Documents			

Criteria	Poor 0-1	Fair 2-3	Good 4-5	Rating
<b>Product Differentiation/Uniqueness</b>	Product doesn't Offer any Unique Qualities or Features  Limited Parts/Ingredients are Made by the Vendor	Product Shares Some Similarities with Other Products, but Offers a Unique Quality or Feature  There are a Few Substitutions at the Market	Product is Entirely Unique or New to the Market  There are no Direct Substitutions  Every Component of the Product is Handmade	

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Total Rating:

<b>Brand</b>	No Website or Social Media Presence	Website and/or Social Media, Used Intermittently	Strong Social Media Presence Professional and/or Intuitive Website (e.g. Online Ordering)	
<b>Sustainability</b>	Use of Soft Plastic Packaging	Minimal Use of Plastic Packaging	Package-Free Vendor Offers Package Recycling	
<b>Product Presentation and Packaging</b>	Inconsistent or Unprofessional Product Presentation	Product Presentation is Consistent, but could be Improved	Packaging Looks Professional and Attractive with Polished Labels and Clearly Identified Prices	
<b>Price, Quality and Freshness</b>	Prices Much Higher Compared to Substitutions  Prices Don't Correlate with Value (e.g. Portion Size)	Prices are Comparable to Substitutions	Prices are Fair/Create Value	
<b>Vendor Knowledge About their Products/Practices</b>	Insufficient Knowledge About Product or Ingredient Origins	Limited Knowledge About Product and/or Ingredients	Knowledgeable About Every Step in the Products Lifecycle	
<b>Stall Set-up/Display</b>	Set-up is Disorganized and Unpolished  Insufficient Inventory Levels for Stall Space	Set-up isn't Clearly Organized  Moderate Product Levels	Set-up is Professional and Organized  Display Looks Full and Inviting	
<b>Weekly Commitment</b>	Participating Seasonally or Intermittently  Cannot Directly Participate in the Market Regularly (Send an Employee)	Participating Once or Twice a Month  Directly Participate Most of the Time (Rarely Send an Employee)	Participating Every Weekend of the Year  Directly Participate in Every Market (Never Send Employees)	
<b>Total Rating</b>				

Rank in Product Category:

Product Category Stalls Available:

Approved: Yes/No

Notes:

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