

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
Product Differentiation/Uniqueness	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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Brand	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)	
Sustainability	Use of Soft Plastic Packaging	Minimal Use of Plastic Packaging	Package-Free Vendor Offers Package Recycling	
Product Presentation and Packaging	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	
Price, Quality and Freshness	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	
Vendor Knowledge About their Products/Practices	Insufficient Knowledge About Product or Ingredient Origins	Limited Knowledge About Product and/or Ingredients	Knowledgeable About Every Step in the Products Lifecycle	
Stall Set-up/Display	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	
Weekly Commitment	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)	
Total Rating				

Rank in Product Category:

Product Category Stalls Available:

Approved: Yes/No

Notes:
