

Vendor Selection Rubric

Disclaimer

Community Farmers Markets understands that building sustainable local food systems requires multiple approaches. Given that, we prioritize vendors according to different aspects of their production, including ingredient sourcing, production practices, business scale, and type of ownership. In choosing vendors, we seek those that best align with the above priorities. In addition we consider business investment in the neighborhood of the market, history and needs of the particular market, and compliance and cooperation with the market community and staff. CFM reserves the right to make decisions about vendor balance and neighborhood need based on past experiences and research done in each market neighborhood.

CFM will not be bound to apply a particular set of selection criteria in every instance and reserves unconditional discretion to accept or refuse anyone as a CFM vendor.

Vendor Criteria - During the vendor selection process, CFM prioritizes products that qualify under Tier 1 and below

Criteria	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5	Tier 6
Ingredient Sourcing-locality	100% CFM producers/ farmers	Local (within 100 miles of business location)	100% Georgia	100% Regional (Southeast U.S.)	100% United States	Combination of non-U.S. + any/all previous sourcing options
Ingredient Sourcing-quality	100% CFM approved producers/ farmers. No overly processed ingredients.	Organic + Fair Trade and/or Fair Food. No overly processed ingredients.	Organic or Fairtrade or Fair Food. No overly processed ingredients.	Conventional- no preservatives or additives, no overly processed ingredients.	Conventional with added preservatives, dyes, etc.	N/A
Production	100% production completed by applicant or paid	85-99% production completed by applicant or	70-84% production completed by applicant or paid	50-70% production completed by applicant or paid	Less than 50% production completed by applicant or paid	No production completed by applicant or employee

	employee.	paid employee.	employee.	employee.	employee.	(reselling).
Produce and Floral Farming Practices	100% organic practices, non-GMO seeds, 100% products grown or foraged by applicant	100% organic practices, non-GMO seeds, supplemented produce grown by another approved farmer (co-op style)	Combination non-GMO + GMO seeds	Combination of organic + conventional practices	Conventional practices	100% products grown by other farmers (reselling)
Meat, Dairy Practices	100% organic and/or pasture-raised, sustainable land management, and humane practices. 100% products grown by applicant. Processing and packaging on site.	100% organic and/or pasture-raised, sustainable land management, and humane practices. Processing and packaging partially on-site. 100% products grown by applicant.	Combination of conventional, excluding added growth hormones, + organic/ sustainable practices or 100% processing/ packaging off-site. 100% products grown by applicant.	Combination of conventional, excluding added growth hormones, + organic/ sustainable practices and 100% processing/ packaging off-site. 100% products grown by applicant.	Conventional practices, excluding added growth hormones, and 100% processing/ packaging off-site. 100% products grown by applicant.	Conventional practice, including added growth hormones, and 100% processing/ packaging off-site. Reselling and/or supplementing products from other producers.
Packaging for produce and value-added producers.	100% compostable packaging and servingware.	100% compostable and/or recyclable packaging.	Majority compostable and/or recyclable packaging with less than three exceptions	Partial compostable and/or recyclable packaging-more than three	Partial compostable and/or recyclable packaging-more than three	No compostable and recyclable packaging.

		*Meat/dairy/dog food vendors also apply to this category for bags given out at market.	based on prohibitive cost difference or no existing alternative.	exceptions based on prohibitive cost difference or no existing alternative.	exceptions based on slight difference in price.	
Previous history at farmers markets	Has attended CFM or other similar FMs in previous years and has (near) perfect attendance with no conflicts. History of compliance with all market policies.	New FM vendor willing to commit to 4 months perfect attendance at selected markets (excepting extreme emergencies).	Has attended previous CFM (or similar) FMs and has had less than three issues of late cancellation and/or tardiness. History of compliance with all other market policies.	Has attended previous CFM (or similar) FMs and has had more than three issues of late cancellation and/or tardiness. History of compliance with all other market policies.	Has attended previous CFM (or similar) FMs and have been issued disciplinary action for attendance conflicts. History of compliance with all or most other market policies.	Has attended previous CFM (or similar) FMs and been issued disciplinary action for non-compliance with non-attendance market policies (such as discrimination, substance use, food safety regulations, etc.).
Availability	Willing to commit to market neighborhoods and attendance schedule that CFM deems most suitable for applicant based on application	Willing to commit to at least one "smaller" CFM market if offered one "larger" CFM market as well OR willing to rotate weeks of	Regardless of commitment, some products will not withstand weather/ temperature changes (ensuring that during some weather	Regardless of schedule commitment, the majority of products will not withstand weather/ temperature changes (ensuring that	Only available as "on-call" vendor or only available based on product availability (example- fresh catch seafood).	N/A

	<p>request and market needs.</p> <p>All products will withstand weather and temperature changes.</p>	<p>attendance based on market needs.</p> <p>All products will withstand weather and temperature changes.</p>	<p>conditions applicant will need to call out from market).</p>	<p>during many weather conditions applicant will need to call out from market).</p>		
Legality	<p>All required licenses, certificates, and insurance are current and were submitted on time to CFM.</p>	<p>Some required licenses, certificates, and/or insurance are in the process of renewal but were submitted on time to CFM and will be current by market opening.</p>	<p>All required licenses, certificates, and insurance are current and are forthcoming to CFM within 1 week of application deadline. Applicant communicated this to CFM staff by deadline.</p>	<p>All required licenses, certificates, and insurance are current but were not submitted to CFM within 1 week of application deadline- CFM staff had to follow up with applicant.</p>	<p>Some required licenses, certificates, and/or insurance have not yet been obtained and may not be obtained before market opening.</p>	<p>Licenses, certificates, and/or insurance are missing. Applicant is not a legal vendor.</p>
Proximity of business to market location	<p>Business based in market neighborhood.</p>	<p>Business based within 5 miles of market neighborhood.</p>	<p>Business based within 5-50 miles of market neighborhood.</p>	<p>Business based over 50 miles of market neighborhood but within GA.</p>	<p>Business based outside of GA in neighboring state, but no GA-based vendors selling similar products exist/are able to sell at markets.</p>	<p>Business based outside of GA and multiple, similar businesses exist within GA and are able to sell at markets.</p>

Uniqueness and Creativity	Product(s) is (are) unique to CFM and Atlanta FMs and applicant is able to commit to offering product throughout full season.	Product(s) is (are) unique to CFM and Atlanta FMs and applicant is able to commit to offering product for partial season.	Similar products exist at Atlanta FMs but business model and practices are sustainable and unique to Atlanta FMs. Branding, marketing, and/or business collaboration is creative and unique.	Similar businesses and products exist at Atlanta FMs but business practices are sustainable and branding, marketing and/or business collaborating is creative.	Similar businesses and products exist at Atlanta FMs and business branding/market ing/practices are not unique.	No unique product, many similar businesses exist at Atlanta FMs, and business model and branding are not creative.
Professional and Community Development	Applicant actively seeks professional development and works to improve market neighborhoods as a member of the business community.	Applicant actively seeks professional development but is unable to invest in community development in market neighborhoods.	Applicant is interested in learning more about Professional and Community Development opportunities.	Applicant has no interest in professional development but is actively engaged in community development.	Applicant is unable to commit to professional development outside of at-market opportunities and is unable to commit to active community development.	Applicant has no interest in either professional development or community development.
Market need	Products offered strike balance between customer demand and vendor's ability to supply the	Products meet all but one criteria outlined in Tier 1.	Products meet all but two criteria outlined in Tier 1.	Products only meet 1 criteria outlined in Tier 1.	Products do not meet any criteria outlined in Tier 1.	N/A.

	<p>product. Products offered fill a need in both the market and the neighborhood (example- hot food at East Atlanta).</p> <p>Products offered are appropriate price range for neighborhood.</p> <p>Products do not duplicate those offered at any existing neighborhood business.</p>					
Fees	<p>All application fees were received on time in full.</p> <p>Applicant commits to paying weekly market fees on time each week unless CFM</p>	<p>All application fees were received in full less than 1 week after deadline but applicant communicated with CFM staff prior to deadline about</p>	<p>All application fees were received in full more than 1 week after deadline but applicant communicated with CFM staff prior to deadline about tardiness.</p>	<p>All application fees were received on time in full.</p> <p>Applicant considers waiving of market fees to be a necessity in some</p>	<p>All application fees were not received in full and/or on time and no communication between applicant and CFM staff occurred prior to deadline.</p>	<p>Applicant refuses to pay application fees.</p>

	staff deems a reasonable extenuating circumstance for waiving fees.	tardiness. Applicant commits to paying weekly market fees on time each week unless CFM staff deems a reasonable extenuating circumstance for waiving fees.	Applicant commits to paying weekly market fees on time each week unless CFM staff deems a reasonable extenuating circumstance for waiving fees.	circumstances, regardless of CFM staff determination of extenuating circumstances.	Applicant considers waiving of market fees to be a necessity in some circumstances, regardless of CFM staff determination of extenuating circumstances.	
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Criteria & Required Documents

With application, all vendors are required to provide the following documentation:

- Business License
- Department of Agriculture and/ or Department of Health certifications, as required by your business
- Certificate of liability insurance (*edible products only*)
- Application Fees

Additional Farmer Requirements:

- Farm & Crop Plans
 - A map or aerial view of farm
 - Anticipated crops intended to be planted, and harvest timeline. We may ask for updated crop plans and harvest dates throughout the season.
- Farm site inspection by CFM staff as part of the application process
- Mobile Meat License (*meat producers only*)
- Candling License (*egg producers only*)
- Dairy Manufacturer's License (*cheese producers only*)
- Cottage License or Food Establishment License (*farms selling value-added products only*)

Additional Product for Requirements (*for non-agricultural goods*):

- Ingredient and sourcing lists for all products
- Recent ingredient receipts (*packaged and ready to eat vendors only*)
- Product label images
- Product samples for New Vendors
- Product photos for (*arts & crafts only*)

Prepared food vendors have different standards depending on what they are bringing:

- *Most bakeries will only need a cottage food license, which you can read more on [HERE](#). Cottage license covers:*
 - *Loaf Breads, Rolls, and Biscuits*
 - *Cakes*
 - *Pastries and Cookies*
 - *Candies and Confections*
 - *Fruit Pies*
 - *Jams, Jellies, and Preserves*
 - *Dried Fruits*
 - *Dry Herbs, Seasonings and Mixtures*
 - *Cereals, Trail Mixes, and Granola*
 - *Coated or Uncoated Nuts*
 - *Vinegar and Flavored Vinegar*
 - *Popcorn, Popcorn Balls, and Cotton Candy*
- *If they're making prepared food with meat, cheese, etc - then they need to be operating out of a certified kitchen. They will provide us with that licensing from whoever they are working with, like Leaven or Cultured South's Kitchen.*
- *If they are preparing food onsite, we need a Food Sales Establishment License.*

Application Discounts:

We do provide a 50% discount to first time vendors who identify as any of the following:

- Black/Indigenous/Person of Color Owned/Operated
- Female Identifying Owned/Operated
- LGBTQ+ Owned/Operated
- Disabled Person Owned/Operated
- Veteran Owned/Operated
- First Generation Immigrant Owned/Operated