

## The Fresh Market, Inc.



### Local 101 at The Fresh Market

#### Vendor Information

Thank you so much for your interest in selling local products with The Fresh Market (TFM). We pride ourselves on selling only the freshest, most delicious food possible, and supporting our local growers, producers, and communities. Our goal is to “make every day eating extraordinary” for our guests, since our typical shopper is someone who is passionate and curious about food and flavor. Incorporating local items into stores influences the guest experience in the most positive ways – conjuring emotional ties to home, mealtime memories, pride in supporting their neighbor entrepreneurs, and sparking interest in new local flavor.

TFM is committed to maintaining our definition of local, which is that any local products sold in stores must be grown, raised, caught, or made in that state or within 100 miles of the store which it is to be sold in.

In addition, your products must meet TFM’s labeling and food safety requirements as follows:

Product label(s) must include:

- Statement of identity
- Net quantity of contents
- Ingredient list- including possible food allergen statement
- Distribution statement – address, or city and state of manufacturer, packer, or distributor
- Nutrition Facts panel
- Shelf-life; Best-by date; Expiration date
- UPC

Vendor must be able to produce the minimum Food Safety Documentation including, but not limited to:

- All current permits/licenses (state, county, and/or city)
- State and local Health Department Inspection and/or State Department of Agriculture Inspection
- Process Flow Chart(s), including Critical Control Points (CCP)
- Documentation for product claims (gluten free, non-gmo, organic, etc.)

Once you have procured and collected all of the above, to submit your products for review please return vendor information sheet (VIS) or a current sellsheet with the following information to us at [local@thefreshmarket.net](mailto:local@thefreshmarket.net):

- Business and product name
- Your story – how does your product relate to where it is made?
- Product photos
- Product cost and suggested retail price
- Product shelf life including any frozen or refrigeration requirements
- Product ingredient list
- Current distribution method/provider

Thank you for your interest in The Fresh Market and we look forward to learning more about your local food products!

For questions about any of the above food safety and labeling requirements, here are some great points of reference:

- Your state's Department of Agriculture
- Your state's Department of Health
- Your county or region's Cooperative Extension Office
- The Specialty Food Association in your state
- The Food and Drug Administration (FDA) Center for Food Safety and Applied Nutrition
  - "A Food Labeling Guide" publication
  - [www.fda.gov/FoodLabelingGuide](http://www.fda.gov/FoodLabelingGuide)
- Small businesses can apply for a nutrition labeling exemption from the FDA
  - <https://www.accessdata.fda.gov/scripts/nle/client/report/>
- [HACCP Resources](#)