



Welcome!

Welcome to the Historic Downtown Batesville Square Market family of growers and vendors!

The Batesville Square Market, operated by Batesville Main Street, provides local agriculturalists and artisans with a place to sell their products while giving our community access to fresh, locally grown goods and handmade products that support healthy living and a strong local economy.

We are proud to be a Mississippi Certified Farmers Market through the Mississippi Department of Agriculture and Commerce (MDAC). As a Certified Market, we follow guidelines established by the MDAC, Mississippi State Department of Health (MDH), and United States Department of Agriculture (USDA) to ensure the safety and quality of all products. We ask all vendors to cooperate with these standards, which protect both vendors and customers.

We strongly encourage growers and cottage food producers to become certified vendors who can accept SNAP, WIC, and FMNP/SFMNP benefits. The process is simple and helps ensure fresh food is accessible to everyone in our community—please ask us how to get started.

All vendors must submit an application each year. Applications are reviewed the Square Market Director and Manager, with acceptance based on product type, diversity, and compliance with market guidelines.

We look forward to a wonderful season of fellowship, fun, and success—helping our vendors thrive while providing fresh food and unique products to our customers and friends.

Katie & Joyce

Katie Azar
Batesville Main Street Director
Square Market Director
batesvillemainstreet@panolacounty.com
(o) 662.563.3126 | (m) 662.609.9334

Joyce Russell
Square Market Manager
(m) 662.710.2705





Batesville Square Market

2026 Market Schedule

The 2026 Square Market will operate every WEDNESDAY from June until end of August.

- The 1st Wednesday of each month will be afternoon/evening markets, 3-7pm
- All other Wednesdays will be day markets, 9am to 1pm.

| | |
|---------------|--------------------------------|
| June 3 | 3pm - 7pm (Opening Day) |
| June 10 | 9am to 1pm |
| June 17 | 9am to 1pm |
| June 24 | 9am to 1pm |

| | |
|---------------|------------------|
| July 1 | 3pm - 7pm |
| July 8 | 9am to 1pm |
| July 15 | 9am to 1pm |
| July 22 | 9am to 1pm |
| July 29 | 9am to 1pm |

| | |
|-----------------|-----------------------|
| August 5 | 3pm - 7pm |
| August 12 | 9am to 1pm |
| August 19 | 9am to 1pm |
| August 26 | 9am to 1pm (Last Day) |

Square Market Guidelines



HOW DO I SELL AT THE BATEVILLE SQUARE MARKET?

1. Review this packet of Market Guidelines.
2. Complete the Vendor Application in this handbook, or on the website, batesvillemainstreet.com/square-market
3. Contact **Joyce Russell at 662.710.2705 prior** to attending the market for the first time. She will speak to you about your goods, answer your questions, assign you a space at the market, and collect your vendor fee each time you attend.
4. The **vendor fee is \$15 each time** you set up.
5. The market provides you with a 10x10 space. You will need to provide your own table, chairs, tent, etc. If you need access to electricity, please let Joyce know, and she will try to place you near a receptacle. Plan to bring an extension cord.
6. Child vendors (18 and under) are welcome but must have an adult accompaniment at all times, and must abide by the rules of the market.

PRODUCTS TO SELL AT THE BATESVILLE SQUARE MARKET

The Batesville Square Market consists of four types of vendors:

1. Farm / Produce
2. Cottage Food
3. Artisan / Crafts
4. Informational

Each product vendor type has a specific set of guidelines to follow. See within this packet for each.

Vegetables, fruit, baked goods, honey, eggs, jams, jellies, fried pies, woodworking, sewn items, handcrafted toys, candles, soaps, etc.- just to name a few items that can be sold at the market!

Our market is primarily a farm / produce and cottage food vendor market, but we love having artisans and crafters at the market too, allowing the unique opportunity to grow all aspects of the entrepreneurial spirit in our community.

Products to be sold must be approved as listed on the application.

Farmers / growers, cottage food producers, and artisans must be produced, grown, raised, or made by the vendor, and in Mississippi. Products of any kind from outside of the state are strictly prohibited.

Batesville Square Market has a zero-tolerance policy concerning resale. Any vendor found selling products that he/she did not grow or make will be banned from the market. Absolutely no resales are permitted. No franchises or independent distributors.

Batesville Square Market has a right to refuse the application of any vendor at any time for any reason.

AT THE MARKET

Regular vendor attendees can arrange with the Market Manager a secured “regular” vendor spot. You must notify the Market Manager if you will be absent from a market date ASAP. If you are absent without notification, you will forfeit your secured spot to another vendor.

Vendors should arrive at least 30 minutes prior to opening time. All vendors must be ready to sell by market opening time.

DO NOT make any sales PRIOR to the market opening bell. This is out of courtesy of all vendors.

We ask that vendors avoid leaving before market closing time, but we understand if you run out of products, or have occasional prior engagements. If you need to leave early, please notify the Market Manager.

Vendors are responsible for all clean-up of the area they are assigned. The area should be clean and free of all debris, including leftover product and trash. If you need assistance, please see the Market Manager.

Tents and items MUST be secured at all times. Wind and weather occur unexpectedly, and can cause bodily harm if carried by wind.

If using extension cords, vendor must provide a mat to cover if the cord(s) are in walking paths.

No pets. No exceptions.

After market closes, vendors must vacate the area within 30 minutes so the street can be reopened.

WEATHER:

The weather is often unpredictable. We will do our best to make weather calls in advance. In the event of anticipated inclement weather, we will send a TEXT update and POST on social media. (Please be sure we have your updated mobile number and follow us on Facebook and Instagram.)

Pop-up thunderstorms happen often in the summer – we’ll watch radars to anticipate. If pop-up storms can be ridden out, please try. They often last a few moments, and then the sun comes back out for a beautiful day.

Again, **SECURE YOUR TENTS & ITEMS AT ALL TIMES** - the wind can be unpredictable even on sunny days!

VENDOR SIGNAGE

All vendors must have a sign or banner with the name of their business that is visible to the public at their booth.

SIZE: No less than 8 ½ x 11”. **Does NOT need to be fancy**, just informative and visible.

INFORMATION: Sign must include **business or farm name** (or vendor’s personal name) and complete business address of the farm or kitchen where the products are grown or made.

CERTIFIED FARMERS MARKET VENDORS who accept Senior FMNP, SNAP and WIC Vouchers MUST DISPLAY THE PLACARD ASSIGNED TO YOU BY MDAC.

PRODUCT PRICING

Market vendors determine the pricing of their products, but it is recommended that prices reflect accurate and fair value. Do not undercut your fellow vendors.

Product prices must be listed/displayed either on the product or otherwise (i.e. dry erase, poster, paper, etc.)

SALES TAXES AND PERMITS

As a CERTIFIED MISSISSIPPI FARMERS MARKET, vendors selling produce and cottage foods are TAX EXEMPT.

Artisan / Craft vendors will be responsible for collecting and reporting their own sales taxes.

All vendors are responsible for being aware of and abiding by all Federal, State and Local laws regulating the sale of his or her product to the general public.

It is the responsibility of each vendor to investigate all governmental regulations applicable to his or her individual product lines and sales endeavors, and to abide by all such regulations.

VENDOR CONDUCT

Vendors shall conduct themselves in a courteous manner at all times to all people. Yelling, profanity, threats, violence, harassment or any other disturbance of the market's peace will not be permitted.

Vendors shall be respectful of other vendors and their spaces. Do not trespass into another vendor's space unless invited.

Do not purposefully pull customers away from another vendor who is in the process of making a sale.

Vendors are not permitted to walk around the market selling goods outside of their allotted booth space.

Fraudulent, dishonest, or deceptive practices at the market should be reported to the Market management. See "Conflict/Complaint Resolution" section.

Conflict/Complaint Resolution

Any complaints filed with the Batesville Square Market staff must be in written form. The market manager will have complaint forms, or you may send an email to the Market Director (batesvillemainstreet@panolacounty.com).

All complaints will be investigated.

If there is a complaint against the market itself, please see market manager to settle the issue, or send via email to Market Director (batesvillemainstreet@panolacounty.com).

If the Market Manager or Director determines that a vendor is in violation of any provision that may interfere with the smooth operation and peacefulness of the market, a warning will be written to the vendor. The issue must be corrected by the next market attendance, or the vendor will not be allowed to return to the market.

The market reserves the right to modify these rules and regulations at any time.

Produce / Farm Vendors

FARM / PRODUCE VENDORS

A farm vendor is defined as the person who grows or produces a product on a farm or in a garden, and may include the producer's immediate family, partners, and employees.

Products allowed include (but are not limited to):

All varieties of locally grown vegetables, fruits, edible plants, eggs, honey, cheese, shelled peas and beans (must be brought to the market cool and kept cool), nuts, herbs, spices, bedding plants, poultry, fowl, sausages, milk, seafood, meat, cut firewood, plants, flowers, trees, seedlings, dried/fresh flower arrangements.

PRODUCE

- Fresh, locally grown, uncut produce (i.e. vegetables, fruits, herbs, etc.)
- No permit required to sell.
- Tax-exempt
- Vendors can sell produce by basket, bundle, piece, weight, etc.
- Vendors selling products by weight must have certified NTEP scales in accordance with state law. A certification sticker (with current year) must be displayed on the scale. Please contact Mississippi Weights & Measures Division at 601-359-1149 for approving scales for use at the market.

EGGS, DAIRY, MEAT / MEAT PRODUCTS

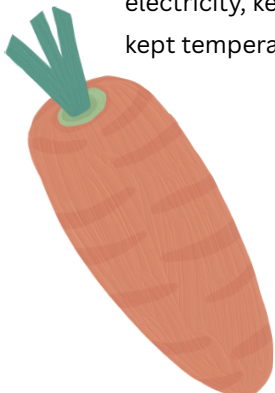
- **Eggs, milk, cheese, meat, meat products, and ANY foods that require time/temperature control are NOT considered "Cottage Foods" and do not fall under Cottage Food Regulations -therefore require specific permitting and licensing to sell.**
- To sell these products at the Batesville Square Market, vendors **MUST STRICTLY ADHERE to permitting policies.** See below for links to regulations or ask market manager to provide.
- All required licenses and permits must be on display in visible placement.
- Farm products requiring refrigeration, such as eggs, meat, or milk, that are on display outside of a refrigeration/cooler CANNOT be sold to customers and a sign must be placed at the display reading, "For Display Only."
- Vendors **MUST** store these products in a mechanized refrigerator connected to a 'whisper' generator or electricity, kept at a maximum of 45 degrees temperature, and a thermometer inside the unit to assure kept temperature.

Links to information and regulation requirements:
(If viewing in printed packet, please request email or printed copy.)

[EGG REQUIREMENTS](#)

[MEAT REQUIREMENTS](#)

[BEEF TO MARKET FAQ](#)



HONEY

- Honey does not require a permit to sell unless you produce over 500 gallons per year.
- Proper labeling on honey products must be observed. See link below (or ask for printed material).
- Mississippi State Department of Health has mandated a proper warning labels be included as well.

Links to information and regulation requirements:

(If viewing in printed packet, please request email or printed copy.)

HONEY REQUIREMENTS

PLANTS / FLOWERS

- To sell plants of any kind at Batesville Square Market – seedlings, plants, fresh cut flowers etc. – you must have an on-site inspection of your plants at the market at least once – a very easy and painless formality! Batesville Square Market is a “certified nursery” with an inspector on-call who will need to look over your products on site before selling.
- Inspections are necessary to be sure no invasive plant or insect species are introduced to the local environment.
- **If you plan to bring plants of any kind to the market, please notify the Market Manager or Director at least 48 hours in advance so we'll be ready to do a quick inspection.**

ORGANIC CLAIMS: Farm / Produce vendors using the label “organic” in any representation of their product must have a copy of their organic certification on file with market management. Market vendors may use “pesticide free” and/or other terms, but the use of the word “organic” is strictly controlled by State and Federal Law.



Cottage Food Vendors

COTTAGE FOOD VENDORS

Cottage foods are specific types of foods that you make in the kitchen of your private home, and do not require a permit to sell at the Batesville Square Market.

Not all food products can be sold as Cottage Food products. If you are unsure if your product is considered a “Cottage Food”, we can help!

The following criteria are necessary for a food product to be sold as a “Cottage Food”:

1. Must be non-potentially hazardous foods that do not require time/temperature controls for safety.
2. Do not require refrigeration even after opening.
3. Have not been found by FDA to support the growth of pathogens.
4. Must be prepared and stored in your private residence.

Examples of Cottage Food products:

- Baked goods such as breads, biscuits, cookies, pastries, and tortillas, etc. (Baked goods using cream, custard, or meat fillings are NOT allowed.)
- Candy (Commercially shelf stable candy is allowed for freeze-dried candy)
- Chocolate-covered nonperishable foods, such as pretzels, nuts, and fruit (except melons)
- Dried fruit (except melons)
- Dried pasta
- Dried spices
- Dry baking mixes
- Granola, cereal, and trail mixes
- Dry rubs
- Fruit pies
- Jams & Jellies (Exception: Pepper Jelly is NOT a cottage food due to lack of acidification.) Must comply with Federal Regulations (Title21, part 150).
- Popcorn
- Vinegar and mustard
- Acidified (“high acid”) products are allowed, but MUST comply with Federal Regulations, Title21, part 114.

“Acidified Foods” means low-acid foods to which acid(s) or acid food(s) are added. “Low acid” foods (such as canned foods, or any foods under 4.6 ph level) are NOT allowed. Improperly processed canned foods can cause serious illness or even death. It is highly recommended you purchase a ph measurement tool.

Canned goods will be closely monitored by market managers.

- All lids must be completely sealed – no exceptions!
- Do not sell canned goods more than 1 year old.
- Must label with month and year of processing.



It is HIGHLY ENCOURAGED for vendors to take an ACIDIFIED CANNED FOODS training seminar through the Mississippi State Extension office. Contact MSU at 662-469-8480.

PERMITS: NO permit is required to sell Cottage Foods category foods at Batesville Square Market.

MADE IN MISSISSIPPI: Cottage foods made in Mississippi may be sold only in Mississippi. Cottage foods made in other states may not be sold in Mississippi.

SUGAR SUBSTITUTES: No foods may be sold using sugar substitutes.

QUALITY CONTROL: Quality control is one of the most important factors for the Batesville Square Market. Routine inspections may be conducted. If your product is found unfit to sell at the market, the market staff may ask you to discontinue sales of the item immediately.

ORGANIC CLAIMS: Vendors using the label “organic” in any representation of their product must have a copy of their organic certification on file with market management. If planning to sell certified organic products, a copy of the license or permit is required.

COOKED OR PREPARED FOODS: Cooked and/or frozen foods are NOT considered Cottage Foods, and may not be sold or served at the market without the proper licensing (typically a mobile vendor license). If you are interested in selling cooked or prepared foods, please see the market director.

RESALE: Batesville Square Market has a zero-tolerance policy concerning resale. Any vendor found selling products that he/she did not grow or make will be banned from the market. Absolutely no resales are permitted.

PACKAGING: All foods must be pre-packaged and labeled. No food may be packaged or served on site.

LABEL REQUIREMENTS FOR COTTAGE FOOD PRODUCTS:

All cottage food products must be labeled with the following information:

1. Name and address of the cottage food operation
2. Name of the cottage food product
3. Ingredients in descending order by weight
4. Net weight of the product
5. Allergen information (There are 8 major allergens, and if using any in kitchen, you must list.)
6. The following statement in at least 10-point type:

“Made in a cottage food operation that is not subject to Mississippi’s food safety regulations.”

If your products do not have a COMPLETE label, you will be asked NOT to sell those items.

See label sample on following page.



Sample label:

| |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p style="text-align: center;">Chocolate Chip Cookies Joe Baker 1234 County Road 567 Batesville, MS 38606</p> <p>Ingredients: Flour, butter, chocolate chips, Walnuts, sugar, eggs, vanilla extract, baking soda</p> <p>Contains: Wheat, eggs, milk, walnuts Net Wt. 3.5 oz.</p> <p><i>Made in a cottage food operation that is not subject to Mississippi's food safety regulations.</i></p> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Links to information and guidance regarding Cottage Food.
(If viewing in printed packet, please request email or printed copies)

[MISSISSIPPI COTTAGE FOOD OPERATIONS: REGULATIONS AND GUIDANCE](#)

[COTTAGE FOOD OPERATION FAQs](#)

PLEASE NOTE:

**Lemonade, juices, teas or ANY kind of beverages
are not allowed at the market.**

**This type of product requires special licensing
and is managed through the
Mississippi Department of Health.**

Artisan / Craft Vendors



ARTISAN / CRAFT VENDORS

Artisan / crafting vendors or members of the vendors' households must make all the craft items sold at the market.

The following artisan/craft items are generally permitted at the market, but not limited to: woodworking and carving, weaving, pottery, doilies, wreaths, baskets, candles, soap, lotions, wood planters and arts and crafts related to the kitchen, home and garden. Other items may be allowed at the discretion of Market management.

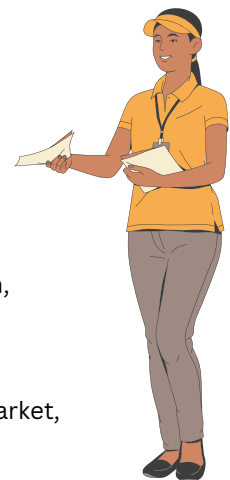
No permit is required to sell artisan and craft items.

Artisans and craft vendors are not tax exempt. Vendors are responsible for filing the appropriate taxes that comply with local, state and federal laws.

Batesville Square Market has a zero-tolerance policy concerning resale. Any vendor found selling products that he/she did not grow or make will be banned from the market. Absolutely no resales are permitted.

No franchises or independent distributors.

Informational Vendors



INFORMATIONAL VENDORS

Informational vendors are simply to distribute information or awareness.

Examples of informational vendors are the following, but not limited to: Medicare information, non-profit community program offerings, health studies, etc.

If a vendor is "raising awareness" about a product or service that can be sold outside of the market, (such as insurance, or other services) this is **SOLICITING** and is **strictly prohibited**.

Absolutely no political campaign vendors.

ALL informational vendors must have prior approval to set up at the market, and must pay full booth price.



MISSISSIPPI

Farmers Market Nutrition Program

Information for GROWERS & COTTAGE FOOD VENDORS

**The Batesville Square Market encourages growers and cottage food vendors to participate in the MS Farmer's Market Nutrition Program. Batesville is located in a categorized "at risk" county where many families and individuals do not have proper access to fresh foods. The FMNP helps make this equitable access more achievable.*

The Mississippi Department of Agriculture and Commerce along with other state partners collaborate for the Farmers Market Nutrition Programs (FMNP). The Women, Infants and Children Farmers Market Nutrition Program (WIC FMNP) and the Senior Farmers Market Nutrition Program (SFMNP) bridge together farmers with consumers and income-eligible residents.

Both the WIC FMNP and the SFMNP are unique programs funded by the United States Department of Agriculture (USDA) and designed to provide more access to locally grown fruits and vegetables for income eligible senior citizens in certain areas of Mississippi and to promote the purchase of Mississippi grown fruits and vegetables from farmers at local farmers markets throughout Mississippi.

Both programs begin in June with the issuance of FMNP benefits to eligible recipients. The benefits are valid for use at authorized farmers markets through October or as long as program funds are available.

WHAT IS THE WIC, FMNP, AND SENIOR FMNP?

The programs have two goals:

- To provide a one-time benefit to participants for the Women, Infants and Children (WIC) program and income-eligible seniors to increase access to fresh fruit and vegetables in Mississippi; and
- To expand the use and awareness of farmers markets.

WHAT CAN BE PURCHASED WITH WIC FMNP AND SENIOR FMNP CARDS?

Some of the items listed below may not be available for purchase at your market:

- **FRUITS** – apples, blackberries, blueberries, cantaloupes, figs, muscadines, peaches, pears, satsumas, strawberries, watermelons
- **VEGETABLES** – beans, beets, broccoli, cabbage, carrots, cauliflower, corn, cucumbers, eggplant, greens (all varieties), kale, lettuce, mushrooms, okra, onions, peas, peppers, potatoes (all varieties), pumpkins, radishes, rutabagas, spinach, squash, tomatoes, turnips
- **HONEY** (Senior FMNP)
- **HERBS**

WIC FMNP and SFMNP cards may **not** be used to purchase pecans, peanuts, juices, syrups (sorghum or maple), cider, nuts and seeds, eggs, cheese, honey (WIC), meat and seafood.

HOW TO PARTICIPATE AS A FARMER:

The criteria to participate in the FMNP as a participating farmer requires the farmer to be a bona fide grower, and grow and harvest the produce he/she intends to sell. Certification is a two-step process.

STEP 1: First, growers must attend a training session as coordinated by the FMNP coordinator or receive training from farmers market managers to understand the requirements of the program.

STEP 2: Growers must complete the FMNP Farmer Application and Agreement (PDF) and submit a crop plan which identifies what fruits and vegetables they intend to grow and sell at participating farmers markets. Once a year, a staff member of MDAC or a market manager may visit the grower to ensure compliance with program requirements.

WHERE CAN I GET MORE INFORMATION?

For more information visit [THIS LINK](#) or go to mdac.ms.gov and search “Farmers Market Nutrition Program.” To register as a participant, please contact Purvie Green or Katie Sansing at the information below. Batesville Square Market Director can also help.

Purvie Green
FMNP Program Coordinator
Mississippi Department of Agriculture & Commerce
P.O. Box 1609
Jackson, MS 39201
(601) 576-FMNP (3667)

VENDOR RESOURCE PAGE

FARMERS MARKET PERMIT REQUIREMENT CHECKLIST

<https://agnet.mdac.ms.gov/agManage/uploads/1763.pdf>

COTTAGE FOOD GUIDANCE

<https://extension.msstate.edu/publications/mississippi-cottage-food-operations-regulations-and-guidance>

COTTAGE FOOD FAQs

<https://msdh.ms.gov/page/resources/5375.pdf>

EGGS

<https://agnet.mdac.ms.gov/agManage/uploads/1764.pdf>

MEAT PRODUCTS

<https://agnet.mdac.ms.gov/agManage/uploads/1765.pdf>

SEAFOOD LABELING

<https://dmr.ms.gov/seafoodlabeling/>

HONEY

<https://extension.msstate.edu/publications/honey-inspection-and-label-requirements-for-retail-markets-mississippi>

FARMERS MARKET NUTRITION PROGRAM

<https://www.mdac.ms.gov/programs/farmers-market-nutrition-program/>

FMNP VENDOR TRAINING PRESENTATION

https://mdacmsgov.sharepoint.com/:p/s/MDACwebpublicmedia/EdhEk1pHvYNJuM9M_2QtTWsBwdeQN9n6wZxEGDDayLD7Qw?rttime=94gSiEB43Ug

For easy online access to these resources,
scan the QR Code below with your phone, or
visit batesvillemainstreet.com/square-market



VENDOR APPLICATION ONLINE

To apply as a vendor online, use the photo app on your mobile phone to scan the QR code below.

To fill out the application on paper, see next page.





VENDOR APPLICATION 2026 MARKET SEASON

Name _____

Farm / Business Name (if applicable) _____

Operation Address _____

Mailing Address _____

Mobile Phone _____

Check here if we can text you pertinent market updates, i.e. weather alerts, cancelations.

Email _____

Social Media / Website _____

Select what type of vendor you are - select all the apply.

Farm / Produce Cottage Food Artisan / Crafter Informational

Please list all products you wish to bring to the market. Use back of page if necessary.

If your products require special permitting, you will be asked to produce the appropriate documents. See the Square Market handbook for more information.

Do you accept FMNP and Senior FMNP benefits, SNAP and / or WIC vouchers?

Yes No Send me more information.

By signing below, you are acknowledging that you have read, understand and agree to abide by the guidelines in the Square Market Handbook.

Signature _____ Date _____

Return this form to Batesville Main Street office, or to Joyce Russell. Contact 662-563-3126 with questions.