



Little Rock Farmers Market

2026

Rules & Regulations

MARKET DATES

Saturday's beginning May 2nd through August 1st, 2026

MARKET HOURS

7 AM – 1 PM

Rain or Shine

Market Manager (501)-563-4026 | farmersmarket@littlerock.com



STATEMENT OF PURPOSE

The **Little Rock Farmers Market (LRFM)**, operated by the **Little Rock Convention & Visitors Bureau (LRCVB)**, is a **seasonal, producer-focused outdoor marketplace** that connects local farmers, artisans, and small businesses with the community. The market showcases **fresh, locally and regionally grown produce, handcrafted goods, and regionally sourced food items**, while fostering economic growth and preserving the vibrant culture of the River Market District. By offering a **welcoming, family-friendly environment**, the market provides an opportunity for vendors to share their craft while customers enjoy high-quality products and a deeper connection to their food sources.

MARKET STAFF

On each Market Day, a Farmers Market Manager(s) will be present to oversee load-in, operations, and compliance. Any questions or concerns should be directed to the Market Manager(s), who will make all managerial decisions based on the rules and regulations outlined in this document.

The following Policies, Rules, Procedures, and Product Guidelines are designed to uphold the mission of the Little Rock Farmers Market by maintaining high product standards and ensuring a safe, inclusive, and welcoming environment for all vendors, customers, guests, and staff.

VENDOR RULES AND GUIDELINES

VENDOR ELIGIBILITY & PRODUCT GUIDELINES

The Little Rock Farmers Market permits only specific vendor and product categories; however, meeting these requirements does not guarantee acceptance. Admission is based on several factors, including product appropriateness, quality, presentation, customer demand, market diversity, and available vendor space. To ensure a well-balanced market that benefits both vendors and customers, we carefully consider product variety and market share before approving applications. If you are unsure whether your product is a good fit, we encourage you to visit the market, observe vendor offerings, and speak with Market Management before applying.

APPROVED VENDOR CATEGORIES

Vendors must register under **ONE category only**. If selling multiple product types, vendors must select the **primary category** that represents the majority of their sales.

Approved Vendors Include:

- Farmer, Grower, and/or Produce Broker
- Locally Prepared Food
- Artisan (see below)
- Non-Profit Organization (Must have **501(c)(3)** status)
- Busker (Entertainment)

PROHIBITED ITEMS

🚫 The following items **CANNOT be sold** at the Little Rock Farmers Market:

- Weapons of any nature
- Animals
- Counterfeit or “knock-off” items
- Commercial Items (See Commercial Vendors Section)
- Items with obscenities (written or implied)
- Raw Milk or Homemade Cheeses (Per Arkansas Department of Health)
- Wild Harvested Mushrooms (Per Arkansas Department of Health)
- Live Birds

PRODUCE VENDOR GUIDELINES

- Vendors **may** sell produce that is **not native to Arkansas** if it is of high quality.
- **Substandard produce** (exceeding **10% decay, shriveling, or blemishes**) is **not** permitted.
- **False packing** (hiding poor-quality produce beneath better-quality produce) is prohibited.
- **All vendors must post signage** displaying the **farm name and address** of where the produce was grown.
- **No spoiled produce** may be left at the Little Rock Farmers Market. Vendors **must remove** any waste from their space.

PREPARED FOOD PRODUCTS

Vendors selling homemade food **must** follow the **Arkansas Health Department Homemade Food Guide** (replacing the **Cottage Food Laws**).

Vendors handling **food products** must adhere to **strict hygiene and cleanliness standards** in accordance with the **Arkansas Department of Health (ADH) Regulation 3-401**. This includes maintaining **personal cleanliness** and following **sanitary practices** in all business transactions.

Allowed Under the Cottage Food Act of 2020:

- Bakery products (not requiring refrigeration)
- Fruit butter, jams, jellies, and candy
- Honey, sorghum, maple syrup

NOT Allowed Without a Health Department Permit:

- Sliced fruits or vegetables (e.g., melons, cut leafy greens, cut tomatoes)
- Smoked, cured, or dried meats
- Items requiring refrigeration
- Canned foods, juices, pickled vegetables, shelled peas/nuts
- Ready-to-eat foods prepared on-site

Failure to comply with Arkansas Department of Health guidelines may result in vendor removal from the Little Rock Farmers Market. For further information on food handling requirements, vendors should consult the Arkansas Department of Health's Farmers Market Guidelines. For more information, contact:

Tamara Almand, R.S., Manager, Environmental Health Specialist

Arkansas Department of Health | 5800 W 10th, Ste 907, Little Rock, AR 72204

tamara.almand@arkansas.gov |  (501)-280-4955

ARTISAN & HANDCRAFTED VENDOR GUIDELINES

Artisan Vendors Must Handmake at Least 75% of Their Merchandise.

Approved Artisan Categories Include:

- Handcrafted Specialties (Leather, Wood, Metal, Glass, Pottery)
- Handmade Art
- Handmade Jewelry
- Handmade Personal Care (Soaps, Oils, CBD, Bath Bombs)
- Hand-Customized Products

Commercial Vendors Are NOT Permitted.

A commercial vendor is defined as **someone who buys mass-produced items with no significant customization before resale.**

NON-PROFIT & INFORMATIONAL BOOTHS

- **Non-profit organizations** setting up booths for **informational purposes only** may **participate for free.**
- Non-profits **selling items** must pay **half-price rental fees.**

MARKET OPERATIONS & VENDOR RESPONSIBILITIES

HOURS OF OPERATIONS

The Little Rock Farmers Market **2026 season** will consist of 17 total market days, operating every Saturday on the following schedule:

Season Dates: May 2nd – August 1st, 2026

Market Hours: 7 a.m. – 1 p.m.

Vendor Arrival & Setup: 5 a.m. – 6:45 a.m.

The LRFM operates rain or shine; however, a market may be postponed or canceled due to extreme weather conditions that could put vendors, the public, or LRFM staff at risk.

Vendors with assigned stalls who are unable to attend a market day must notify the Market Manager at least 24 hours in advance to allow for adjustments in market layout and vendor placement.

SPACE ASSIGNMENTS & ATTENDANCE

Vendor space assignments are determined at the discretion of the Market Manager, who is responsible for creating a layout that enhances the overall customer experience while providing all vendors with the best opportunity for a successful Market Day.

Vendors with a 75% attendance rate from the prior season will be eligible for priority space assignments. However, all assigned spaces must be occupied by 6:00 a.m. If a vendor anticipates being late, they must notify the Market Manager **immediately**.

Market Management reserves the right to relocate vendors as needed to maintain an efficient and well-organized market layout.

Spaces are assigned in the following order of priority:

Farmers | Produce Vendors| Prepared Foods | Artisan | Non-Profit Organizations

Attendance & Notification Requirements:

Assigned spaces must be occupied by 6:00 a.m. Vendors who expect to miss a market day should notify the Market Manager no later than 24 hours in advance to allow for layout adjustments.

If a vendor is running late, they must notify Market Management via call or text before 6:00 a.m. to retain their space.

Contact Market Manager: Elizabeth Alexander at (501)-563-4026

While every effort will be made to keep vendors in the same or a nearby location each week, placement is subject to change based on market flow, vendor mix, and operational needs. The Market Manager will accommodate preferred or requested locations whenever possible.

LOAD-IN & VEHICLE RULES

Load-In Process:

- Vehicles **must be unloaded and moved by 6:45 a.m.**
- Vendors **without assigned spaces** should line up **east of the pavilions** for placement.
- **No vehicles are allowed to enter or exit between 7 a.m. – 1 p.m.**
- Vendors who are **not actively using their vehicle as part of their booth setup or operations** must park in **designated surrounding parking areas**. This policy helps maintain a **welcoming and accessible market environment** for customers, ensuring **better traffic flow and pedestrian safety** within the market space.

Market Management reserves the right to **enforce parking rules** and request vendors to relocate vehicles if necessary.

VENDOR CONDUCT & MARKET ETIQUETTE

To maintain a **professional, safe, and welcoming** environment, all vendors must adhere to the following conduct guidelines:

- **Sales & Booth Conduct:**
 - Vendors **must sell within their assigned space** and are **not allowed to roam the market or call out to customers** from their booths.
 - Vendors **may not set up tables, chairs, or other items to hold a space.**
- **Setup & Equipment:**
 - The **River Market does not provide any setup equipment** or supplies. Vendors **must bring** their own tables, chairs, signage, tape, decorations, display equipment, and extension cords.
 - Booths and tents **must fit within the assigned 10'x10' space.**
- **Cleanliness & Trash Removal:**
 - Vendors **must remove all trash** from their space before leaving.
 - **Failure to clean up** will result in a **\$25 cleanup fee**, which must be paid before attending the next market day.
- **Market Closing & Load-Out:**
 - The **Little Rock Farmers Market concludes at 1:00 p.m. on Saturdays.**
 - Vendors must **vacate their space by 2 p.m.** if there is an evening event in the pavilions. If no event is scheduled, vendors may remain past 2 p.m., but Management reserves the right to enforce departure if needed.

- **Safety & Liability:**
 - Vendors **may not engage in unlawful or improper activity** at the market.
 - Any incidents involving **property damage, theft, or injury** must be reported to Market Management immediately.
 - Vendors are responsible for **insuring their own employees and personal property**. The **LRCVB assumes no responsibility** for vendor property, damages, or injuries.
 - If a vendor **causes damage, destruction, or injury** to River Market property, customers, or another vendor, **they are fully responsible for all resulting costs and liabilities**.
- **Professional Conduct & Dispute Resolution:**
 - **Inappropriate conduct or language** towards customers, vendors, or management will **not be tolerated** and may result in **immediate dismissal** from the market.
 - Vendors with complaints may submit them **verbally or in writing** to Market Management, which will conduct a full investigation and respond in writing.
 - Vendors who engage in **aggressive or disruptive behavior** (e.g., yelling, swearing, throwing items, harassing or threatening management) **may be immediately dismissed** from the market.
- **Children & Family Considerations:**
 - Vendors who bring children to the market **must ensure they are well-behaved and not disruptive** to other vendors or customers.
- **Prohibited Activities:**
 -  **Smoking is strictly prohibited** per **City of Little Rock policy** in Riverfront Park, including the **River Market area**. Vendors who **fail to comply** may be dismissed from the Little Rock Farmers Market.
 - **Profanity or inappropriate language** in and around booths is **not acceptable** and may result in removal from the market.

VENDOR FEES & PAYMENT POLICIES

All vendors MUST pay space rental once occupying a space—NO exceptions.

Fees are **non-refundable** and **collected via Square or Cash App (NO cash accepted)**.

Fee Schedule (Per Day, Per 10'x10' Space):

Location	Fee
East or West Pavilion	\$30
St. Vincent	\$20
Tower Plaza	\$15
River Plaza	\$20
Busker Locations	\$10
Riverfest Plaza	\$10

Vendors using more than a 10'x10' space must pay for two spaces.

BAGGED ICE AVAILABILITY

Ice is available for **\$3.00 per bag** – See Market Management for purchase.

APPLICATION PRE-APPROVAL & FINAL APPROVAL

All vendor applications will be **reviewed by Market Management** to ensure compliance with **market policies, product eligibility, and space availability**.

- Upon review, the **Market Manager will notify applicants of their status via email**.
- Approval is subject to **meeting all required criteria**, including product quality, vendor category availability, and adherence to market guidelines.
- A **confirmation email will be sent the following week** to finalize the vendor's participation and provide any additional instructions.

Market Management reserves the right to accept or deny applications based on market needs, vendor mix, and overall fit within the Little Rock Farmers Market.