

**Frosty Farmer**  
**Winter Market at McAlister Square**  
*Vendor Frequently Asked Questions* (FAQs)

**When does the market run?**

Frosty Farmer runs (approximately) from the first Saturday in January through the middle of April. In 2026, there are 16 market dates from January 3 through April 18. Market hours are 9 a.m. to 1 p.m. Our market venue is McAlister Square, aka University Center Greenville. The market address is 225 S. Pleasantburg Drive in Greenville, SC 29607.

**Is this a farmers market or a craft/makers market?**

Frosty Farmer Winter Market is first and foremost a farmers market. Our vendors are even able to accept SNAP and Healthy Bucks through the market. Because McAlister Square is such a large space, there is room for more than farmers and growers. As a result, up to 115 small businesses can be part of our market each week.

**How is Frosty Farmer Winter Market different from other winter markets?**

Several things set us apart, not the least of which is our beautiful indoor space at McAlister Square, aka University Center Greenville, which is our city's former mall. With no stairs or elevators, the space is super easy to access and navigate. There is an Eggs Up Grill on site that's open from 6 a.m. to 2 p.m. where folks can dine before or after the market, and many do! We provide a bounce house for the kids, an hour of free community yoga, live music and DJs on the center stage, more than 107 amazing vendors, a taps trailer so you can enjoy mimosas or wine or beer, plus a food truck. Also, our vendors are able to accept SNAP through the market. We have an amazing community of vendors who truly support one another. It's a very special market!

**Do I have to commit to every market date?**

No, you do not have to commit to every market date. You may select only the market dates that you'd like to be part of by not signing up for special dates for which you will not be available. In some instances, however, vendors who seek to be part of the entire market season (every date) may receive preference over a vendor seeking fewer dates. That said, please select only dates that you are sure you'll be able to attend and for which you have no prior commitment. Missed market dates will be documented and could impact your future market acceptance.

**What are the market fees and what do they cover?**

The 2026 season market dues are \$35 for farmers and growers and \$45 for makers, bakers, crafters, and all others. These dues help cover the cost of the facility rental, bounce house, music/DJ, yoga, marketing/promotions, market staff, and market management. At this time, these fees are non-transferable and non-refundable.

**How much does it cost to apply to be part of the market?**

The 2026 season market application fee is \$35.

**When is my market application due?**

The market application goes live each year on August 15 with a submission deadline of September 15.

**When will I learn if I've been selected as a vendor?**

Our aim is to inform vendors VIA EMAIL on or before October 1 of their status with the market.

Please note that we will NEVER contact you via Facebook Messenger regarding your acceptance status with the market. Scammers frequently target prospective vendors on Facebook. You will be notified via email from [info@frostyfarmer.com](mailto:info@frostyfarmer.com).

**Can I expect competing vendors, or will I have exclusivity in my category?**

Given the size of our market (more than 107 vendors on site each Saturday), there is room for more than one vendor in some categories. We do try to limit redundancy of product as much as possible and still have a full market, but most vendors can expect one or more competing vendors in their category.

**What are the most competitive categories or, in other words, the hardest to get into?**

There is an abundance of vendors in the following categories: honey, baked goods, sweet treats, bread, soap, candles, facial/body care, woodworking, crochet/amigurumi, 3D toys, pet food and treats, mushrooms, microgreens, art, coffee, jewelry, crafts, spices, elderberry syrup, jams/jellies.

**What vendor categories is the market most in need of or would like to add?**

We'd love a CBD vendor with product available to sell each week at the market (not seeking primarily to drive customers to their online sales site), jerky, produce, seafood, dairy, laundry detergent, energy drinks, cocktail mixers, granola, and other unique (mostly) food or beverage items. Did we mention produce? More produce vendors are always welcome!

**Am I guaranteed a spot if I was a vendor in a previous year?**

No vendor is guaranteed a spot from season to season. Every vendor must reapply and be approved for each upcoming season. The needs of the market will dictate vendor selection.

**What can I do to help improve my chances of being accepted into the market either as a new vendor or a returning vendor?**

Returning vendors should not have received multiple complaints from surrounding fellow market vendors and should have followed market rules: parked only in designated vendor parking, paid invoices on time, brought and sold only approved items, promoted themselves and the market on their social pages, supported and uplifted the market in the eye of the public, did not miss market dates they committed to, and were good market citizens, etc.

New vendors should expect to do the same to remain in good standing for consideration in future market seasons.

The needs of the market will always prevail. We must have items that the public expects and desires to find at a farmers market along with other value-added items as space allows.

We also value stability. Upsetting a successful market balance is never the goal which is why vendors don't change much year-over-year at most markets. But Frosty Farmer Winter Market is still growing, and we are still working to create the right mix of products and services and vendors to provide them. That means tough decisions will have to be made with regard to vendor selection each season as we grow.

Presenting a well-stocked, well-attended market with items that people value and enjoy from vendors they trust and enjoy is the goal. If we make changes to the vendor list from season to season, it will be to meet this goal.

**When are my market fees due?**

Market dues will be billed in advance. Dues for January and April dates are considered the NONREFUNDABLE "deposit" and are due upon acceptance into the market. When vendors receive news that they have been accepted into the market for the current season, the invoice for the market season will be generated, and first the January and April dates will be due on October 15 with later due dates for the February and March market dates. If the January and April invoices aren't paid by November 1, we will notify you that your market invitation has been withdrawn and we will move to onboard a vendor from the waitlist.

The February invoice will be due on January 21.

The March invoice will be due on February 21.

You will receive ONE invoice for the season and it will be a 3-in-1 invoice with 3 payment-due dates: October 21 due date for January and April market dates together; January 21 due date for February market dates; and February 21 due date for March market dates. While reminders may be sent, you'll need to locate the market invoice to make any invoice payments. Market invoices can usually be found by searching "Frosty Farmer Square Invoice" in your email inbox.

**Can I pay for the full season up front, and is there a discount for doing so?**

While there is no discount for paying fees in advance, some vendors want the convenience of not having to worry about covering market fees once the market season has begun. Vendors desiring to pay market fees in advance may do so by paying in advance the full market invoice they will receive once accepted into the market. This may require 3 transactions for the 3 scheduled payments unless you request an invoice with a single payment due date and amount.

**Am I required to have insurance to be part of the market?**

1) If you sell food or drink of any kind that is made for HUMAN consumption, YOU MUST ADD FROSTY FARMER WINTER MARKET, LLC and GTF McALISTER, LLC AS ADDITIONAL INSUREDS on your BUSINESS LIABILITY INSURANCE POLICY and email the certificate(s) of insurance (COIs) to me before your first market date. If you're going to need more time, you must let me know ASAP and I'll work with you, but a simple call or email or even going onto the self-service portal of your insurance company should be all it takes to issue a COI.

2) You need to have at least \$100,000 in coverage per person per occurrence. By comparison, the market is required to maintain \$2 million in coverage to utilize the space. If your current coverage is any less than \$100k, you'll need to increase your coverage. Please call me if you have questions or concerns or need any assistance with this.

Frosty Farmer Winter Market, LLC  
220 Barry Drive  
Greer, SC 29650  
[info@frostyfarmer.com](mailto:info@frostyfarmer.com)

GTF McAlister  
225 S. Pleasantburg Drive  
Greenville, SC 29607  
[info@frostyfarmer.com](mailto:info@frostyfarmer.com)

3) Be sure your business is licensed or certified by the appropriate state and local licensing agencies.

## **How does vendor load-in and parking work?**

We want parking to be easy breezy for customers rather than a problem or an issue or a reason for frustration or a reason to leave without ever coming inside. A "bad" parking reputation can KILL a venue and an event, so we cannot afford to take up 100+ prime spaces. Vendors MUST park BEHIND the building in the spaces beyond the glass doors in Quad C--these are the doors you will encounter if you walk into the front MAIN entrance and straight through the building to the other side of the stage and out the back of the building.

You may begin load-in as early as 7:00 a.m. but if the doors aren't open, we are assured to have access by 7:30. Vendor vehicles must be moved to the back of McAlister Square (between the rear of the building and the Camelot Theater) no later than 8:45

a.m. **Vendors found parking outside of the designated vendor parking area WILL be asked not to return to the market, and no refunds shall be provided for market dates that a non-compliant vendor forfeits. NO WARNING WILL BE ISSUED. We take parking very seriously to ensure that market guests have the very best parking options available for their convenience, which is why we have a ZERO TOLERANCE POLICY for failing to park in designated vendor parking. Vendors who choose not to comply do so at the risk of their market space and at the peril of their business. It is the responsibility of each vendor to ensure their team members are made aware of the parking rules and are also in compliance. Ignorance will not be an acceptable excuse for failing to comply.**

**PLEASE NOTE: If you are a vendor with a disability and a government-issued parking placard or tag, you are exempt from this rule, but you must use your placard and park in handicap designated parking. If you are a vendor aged 70 or older, you are also exempt from this rule.**

There are THREE entrances at the FRONT of the building and ONE entrance at the REAR and ONE entrance at the SIDE of the building that we are approved to use for loading. You may pull up to the curb briefly to remove items from your vehicle. Your location on the vendor map may help determine your best entrance.

To get to the almost hidden side load-in entrance, drive into the Square at the entrance closest to Publix and stay on this path between the Square and Publix then turn left at the tree line and then left again; there will be an entrance on the right that takes you through a corridor and into the Square and dumps you out near the restrooms in Quad C.

### **How does vendor load-out work?**

Market ends at 1 p.m. and load-out works in the same manner as load-in.

### **Can I leave the market early if I sell out of product?**

Yes, you may leave early if you have sold out. Each vendor has paid to be part of the market and we trust that you won't cheat yourself or sell yourself short by leaving early without good reason. Reclaim that time to get back to your operation to begin making more of that wonderful thing you make! While we delight in experiencing a beautiful, full market each week, we don't expect you to sit around with nothing to do and nothing to sell once you've honored the market by showing up with what you came to sell.

Each of us is a business owner who shows up at the market to sell what we bring. If you've done that, reclaim your time and enjoy the rest of your weekend! (You might do us a favor and post on your socials that you've sold out so folks get the hint to come earlier next time!)

### **How do I communicate that I'm going to miss a market date, and what is the penalty for missing a market date?**

Just as a decision to cancel a market due to extreme weather conditions or other danger would not be taken lightly by the market, we hope that any decision to miss a market date for which you previously committed would not be taken lightly. A farmers market is a collaborative effort with each vendor relying on the next to engage their customer base and get them in the building. We truly do rely on access to each other's customers. The public has certain expectations about the product offerings they wish to see at a farmers market. Inevitably, someone will be disappointed if you fail to show, so please do all you can to honor every date for which you have committed. In the event that you must miss a market, please communicate your absence as soon as you can, and please do so by text or by email only. Do NOT send a message in the Square app or via Facebook Messenger or via Instagram chat.

**Missed market dates are non-refundable.** The market cannot issue refunds since the weekly fixed costs to operate the market are not reduced when a vendor has to cancel. Perhaps this policy will change in the future with the onboarding of more sponsors and with more and more community support. At this time, however, the market cannot afford to take the hit of issuing refunds for any reason.

***The following section concerns food and beverage vendors who are eligible to accept SNAP/EBT/Food Stamps and/or Healthy Bucks and how these two programs work.***

**Does the market accept SNAP/EBT?**

Yes. Frosty Farmer Winter Market vendors are able to accept SNAP through the market. Eligible SNAP vendors will receive additional information on how to accept and process SNAP benefits through the market.

**My business is already approved to accept SNAP. Do I still have to go through the market to accept SNAP via Market Bucks, or can I use my own SNAP machine to process SNAP sales?**

You MUST go through the market to accept SNAP if you wish to be part of the market. The market advertises that we will offer \$15 in Healthy Bucks when a guest spends at least \$5 in SNAP/EBT. We can only offer this bonus when the guest redeems their SNAP benefits through the market at the market info table. Please see the market manager for more information and to determine whether your business may accept SNAP at Frosty Farmer.

**If I sell food, am I automatically allowed to accept SNAP Market Bucks?**

No! Vendors who are eligible to accept SNAP will be provided with the information necessary to understand the SNAP process including what they may accept SNAP for, how to accept/process a SNAP purchase, and how to receive same-day reimbursement for SNAP dollars and Healthy Bucks.

**How do I accept SNAP/EBT as a vendor through the market?**

Eligible food and beverage vendors authorized to accept SNAP and/or Healthy Bucks through the market must understand which of their products are SNAP-eligible. Here are the links to 3 important documents provided by the USDA that offer deeper insight into which market items may be purchased using SNAP benefits:

LINKS TO PROGRAM GUIDELINES

What can SNAP buy?:

<https://www.fns.usda.gov/snap/eligible-food-items>

The Four Staple Food Categories:

<https://fns-prod.azureedge.us/sites/default/files/snap/SNAP-Staple-Foods.pdf>

What Accessory Foods Can Be Purchased With SNAP?

<https://www.fns.usda.gov/snap/retailer/accessory-foods>

**\*\*\*Keep in mind that SNAP purchases are food purchases and may not be taxed.**

If you sell SNAP-eligible food items, here's how YOU can accept payment from SNAP customers at our market:

1) Inform your SNAP customer who wants to make a purchase from you that they must FIRST visit the Market Info booth where I will run their EBT card for the amount they request.

2) I will hand them equivalent Market Bucks for their requested amount, and Market Bucks will work just like cash at participating vendors but are not cash and may not be exchanged for cash or for change of any sort per USDA guidelines. (TR, Greenville, and Hub City markets use wooden or plastic tokens--we use paper scrip/currency with built-in USDA-compliant safety features).

3) SNAP client returns to your booth to shop with you, picks out their items and pays you with the equivalent Market Bucks or a combo of Market Bucks and cash (we will only have ones and fives and no change may be given back per USDA's very strict rules). So if your item typically costs \$5.50, you will have to determine whether you will charge \$5 or \$6 at FFWM or ask the customer for the difference in cash, and YOU CANNOT CHARGE SNAP CLIENTS MORE THAN YOU WOULD ANY OTHER CUSTOMER OR DISCRIMINATE IN ANY WAY. You can accept a combination of SNAP and cash or other payment form.

4) At the close of market each Saturday, bring your Market Bucks to the Market Info table to be exchanged for cash. PLEASE DO NOT WAIT WEEKS FOR THESE TO ACCUMULATE; REDEEM WEEKLY by 1:30 p.m.

5) We've also been approved for Healthy Bucks, but the list of vendors approved to accept Healthy Bucks is very short as they must be redeemed ONLY for fruits and vegetables. When a SNAP client purchases at least \$5 in Market Bucks, I'll also hand them \$15 in Healthy Bucks red tokens; this is an added incentive that DSS makes available to encourage SNAP recipients to consume more healthy items and to make healthier food choices + it provides additional economic support to farmers and growers.

And that's it! The most critical part is checking the list to ensure the item you are accepting SNAP for is eligible. If you're on the approved vendor list, I will send the full SNAP guidelines so you can read them for yourself (which I highly recommend) so you fully understand the program. YOU WILL NOT BE REIMBURSED FOR ITEMS THAT ARE INELIGIBLE BASED ON PROGRAM GUIDELINES.



### **How do I redeem any Market Bucks I receive for payment?**

Market Bucks must be redeemed by 1:30 pm at the close of each market day. The market can redeem no more than it took in that week in SNAP and Healthy Bucks, so you must redeem your Market Bucks for cash EACH WEEK rather than waiting weeks to turn them in. Failing to redeem Market Bucks weekly can harm the accounting and financial health of the market.

### **I sell food/edible items. Can I accept the red Healthy Bucks tokens?**

NO! Healthy Bucks tokens may only be used for fruit and vegetables and are therefore only redeemable by farmers and growers. If you accept them and are not authorized by the market to do so, you will not be reimbursed.

### **What is the difference between SNAP/EBT and Healthy Bucks? Aren't they the same?**

SNAP and Healthy Bucks are NOT the same, and it is every vendor's responsibility to know the difference. SNAP is the Supplemental Nutrition Assistance Program funded by the USDA and run by DSS. Formerly known as food stamps, SNAP benefits help provide assistance to families who might otherwise struggle to purchase food for their household.

Healthy Bucks is an incentive program that rewards SNAP participants by offering an additional incentive to shop with farmers and growers and to choose healthy options. When a SNAP participant spends at least \$5 with their EBT card, they become eligible for \$15 in Healthy Bucks that can only be spent on fruits and vegetables. It's a benefit that helps families enjoy healthier, more nutritious food and also helps farmers and growers sell their beautiful bounty to families who might not otherwise be able to afford it. Win-win!

### **What should we tell our customers to do if they want to spend SNAP dollars with us?**

See the next three graphics for how SNAP works from a market customer's perspective.

# HOW TO USE YOUR **SNAP/EBT BENEFITS**

*at* **FROSTY FARMER WINTER MARKET**

- 1 Bring your **SNAP** card to the Market Info Table on Saturday morning.



- 2 Tell us how many SNAP dollars you'd like to spend at the Market that day and we'll swipe your card & hand you the equivalent in **MARKET BUCKS** to spend with approved vendors. Market Bucks come in \$1 & \$5 denominations and never expire!

- 3 Shop & Enjoy!



# STRETCH YOUR FOOD DOLLARS WITH **HEALTHY BUCKS** *at* **FROSTY FARMER WINTER MARKET**



Spend at least \$5 on **SNAP** at our market and receive \$15 in **Healthy Bucks** to spend on **Fruits & Vegetables** with our farmers & growers! Available EVERY Saturday, so that's an extra \$255 per SNAP customer during winter market season!





# WHAT YOU CAN BUY WITH YOUR SNAP MARKET BUCKS

*at* **FROSTY FARMER WINTER MARKET**

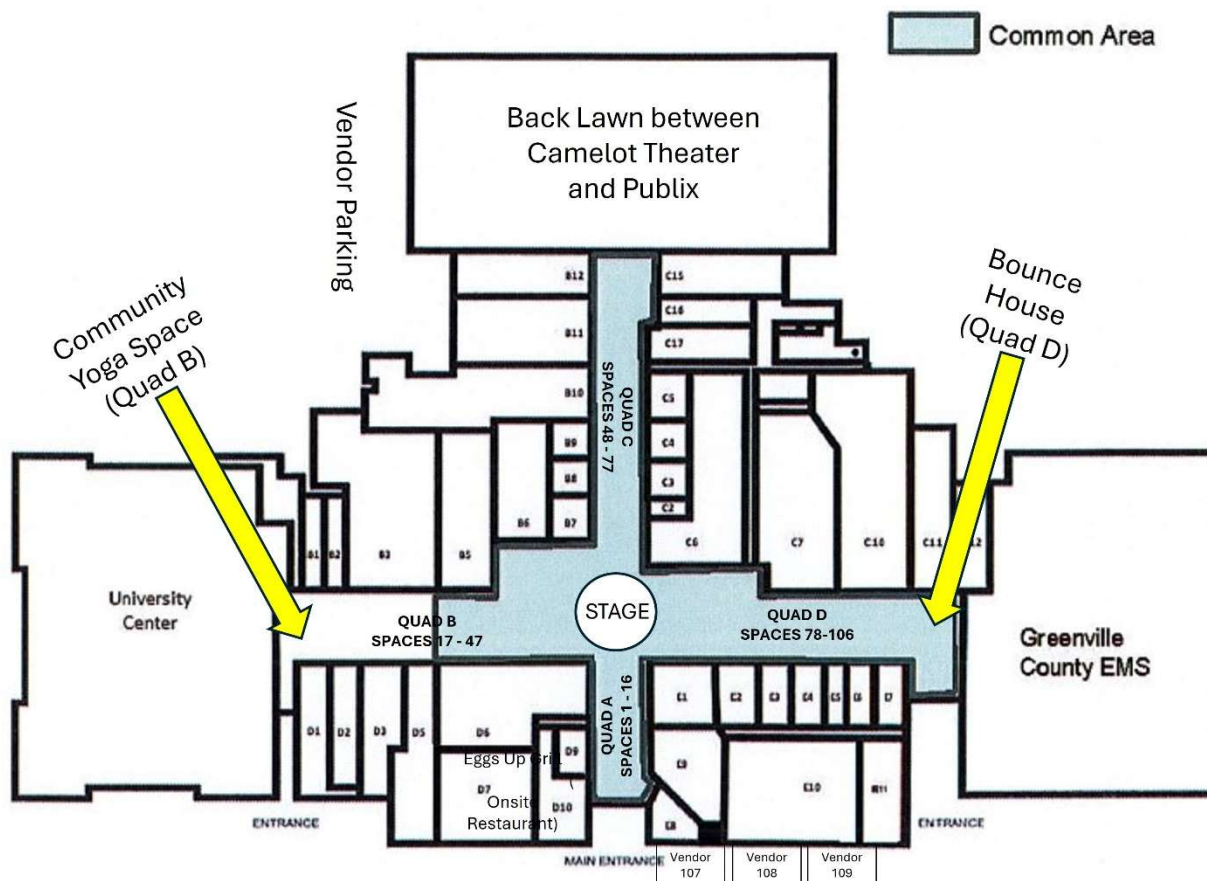


\*\*\*Prepared foods and foods & beverages served hot or with a fork may not be purchased with SNAP per USDA guidelines

SNAP-eligible market vendors will be provided a placard to display that signals to market guests that you accept SNAP. Please return the placard at the end of each season.



Map of McAlister Square with General Market Layout



### Does the market provide tables?

No, the market does not provide tables. You must provide your own.

### Is the entire market indoors?

Our entire market is indoors with the exception of our food truck vendors and other approved mobile vendors. No tents may be used indoors.

### Is a banner required?

A banner is not required. Please do not attach signs or banners to the walls behind you if doing so will create a hole; do not use tape that can peel away or otherwise damage or alter wall coverings. You will be responsible for the cost of repair of any surface you damage in or around your booth space.

### How much space will I have on the market floor?

You will have nine (9) feet of customer-facing space at the front of your space and no less than 7 feet of space from the front to the wall or area immediately behind you. Some

spaces will be a bit larger but none will be smaller. If you spill outside of your space without encroaching on your neighbor's space, that's not a problem.

### **Is electricity available?**

Electricity is available, and vendors who require it will see an additional line item on their invoice for \$25 for the season. You will see that the power outlets are effectively in the middle of the floor and create a potential hazard when in use. If you did not order electricity access, you may not plug in to the available outlets. This is due primarily to safety concerns as the market is providing a flat extension cord and safety cone at each vendor space where power is ordered. These safety features will not be provided at other spaces.

IF YOU ORDER ELECTRICITY, you will need at least a 10-foot extension cord to get the power from the source to your booth location. You may not plug in directly to the floor but to the FLAT extension cord that will be provided and covered on the floor.

### **Will I need to obtain my own City of Greenville business license?**

No, you will not! Your market fees include the cost of a weekly special event permit held by the market. Market vendors not already doing business within Greenville city limits will be added. This permit is only good for the market and will not cover any other business activities that you engage in within the City of Greenville.

### **Will the market let me know what license(s) are required for my business?**

No, the market will not. Businesses operating within the state of South Carolina have certain requirements, and it is the responsibility of each business operator to perform their own due diligence to ensure they maintain the proper certificates, licenses, and any other requirements. Be sure your business is licensed or certified by the appropriate state, county, and local regulating agencies. Some of the regulatory agencies you may encounter are listed below:

City of Greenville Business License (the market will cover this for you under the group event permit. You will not need to obtain a City of Greenville business license to be part of Frosty Farmer Winter Market. You'll only need this if you're engaged in other business activities within the city limits.

<https://www.greenvillesc.gov/DocumentCenter/View/23967/Business-License-Application----Regular?bidId=>

DHEC Certification (for food items not covered under cottage law)

<https://scdhec.gov/sites/default/files/Library/D-1769.pdf>



Home-based kitchens must follow these Cottage Food Law guidelines:

[https://scdhec.gov/sites/default/files/media/document/BEHS\\_CottageFoodLawGuide.pdf](https://scdhec.gov/sites/default/files/media/document/BEHS_CottageFoodLawGuide.pdf)

Produce (SCDA Produce Safety Dept, call 803-753-7267) or obtain a produce safety rule exemption <https://agriculture.sc.gov/divisions/consumer-protection/produce-safety/exemption/>

Dairy or Manufactured Food Permit (cheese, milk, butter, frozen dessert producers) <https://scdhec.gov/sites/default/files/Library/D-1752.pdf>

SC Egg License (egg producers/homesteaders) <https://agriculture.sc.gov/wp-content/uploads/2014/10/EggLicenseApplicationPacket2021.pdf>

Honey <https://agriculture.sc.gov/wp-content/uploads/2023/01/HoneySalesGuide2023.pdf>

Fish & Seafood (must be registered with SCDA) <https://agriculture.sc.gov/wp-content/uploads/2020/08/RVCApplicationPacket2020.pdf>

Meat (SC Meat-Poultry Inspection Permit) <https://www.clemson.edu/public/lph/scmpid/pre-approval/administrative-pre-approval-inspection-checklist.html>

Canned/Jarred/Bottled foods must be analyzed by a FDA recognized processing authority <https://www.clemson.edu/extension/food/programs/food2market/index.html>

Elderberry Syrup <https://lgpress.clemson.edu/publication/elderberry-syrup-food-safety-and-regulation-requirements-for-making-and-selling/>

Pet Food/Treats SCDA Feed Safety [feedregistration@scda.sc.gov](mailto:feedregistration@scda.sc.gov)

Plants & Flowers <https://www.clemson.edu/public/regulatory/plant-industry/nursery/nursery-grower-certification.html>

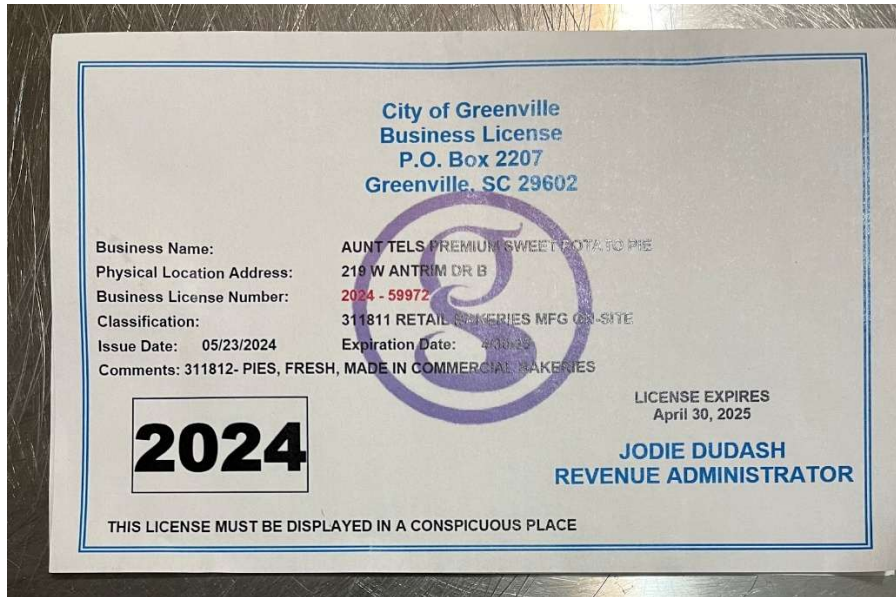
Refer to Food2Market FAQs for additional support <https://www.clemson.edu/extension/food/food2market/faq/index.html>

South Carolina Department of Agriculture (SCDA) if your food business is mostly wholesale versus direct to consumer. Most market vendors selling food will fall under DHEC or Cottage Law rather than SCDA. <https://agriculture.sc.gov/>

Other (not listed but that my business is required to have)



Here is what an individual business license looks like for a business licensed to operate within Greenville city limits:



Here is what a group permit looks like for an event licensed to be held on private property within Greenville city limits:

