



Steve Troxler
Commissioner

Tad Atkinson,
Assistant Director of
Marketing

North Carolina Department of Agriculture and Consumer Services

*Robert G. Shaw Piedmont Triad Farmers
Market*

Peter Thornton
Marketing Director

Daniel Johnson
Market Manager

Dear Valued Vendors,

We'd like to start by wishing all of you a Happy New Year. We are excited to kick off the 2025 season and look forward to working with both new and returning vendors in the year ahead. We are proud to celebrate a tremendously successful 2024 Season. This success is directly attributed to the contributions of every vendor. A notable accolade to celebrate is the shattering of attendance records by increasing visitation by over 100,000 visitors in 2024. We are confident that the 2025 Season will be a huge success as well.

A change for this year is that the Market is adopting a new software program called **Marketspread**. This program will be used by all markets within the NCDA & CS. Marketspread is far superior to the program used in 2021 and will minimally impact the vendor side of things while streamlining the application process and improving the efficiency of space assignments.

Every prospective vendor is required to sign up for this program and apply for the 2025 season through this portal. Follow this [link](#) to build a vendor profile and apply for the upcoming season. Attached are step-by-step tutorials for assisting with signing up. Please complete the "PTFM Create Profile" tutorial first followed by the "PTFM Apply to Market" tutorial.

Grower's Certifications along with Kitchen Inspections and Meat Handler's Licenses, etc., will need to be uploaded to Marketspread as they apply to the products you intend to sell. This year's Grower's Certifications can be conducted by Market Management upon request or your county's Agricultural Extension Agent. Any new farmers to the PTFM will be required to have their grower certification conducted by PTFM management.

After your Marketspread application is received, PTFM Management will contact you with the status of your application via the software program. Management will arrange an office meeting for promising prospective vendors to discuss your plans for 2025. All vendors are required to have a meeting with Management to ensure approval to sell. Meetings will be scheduled Monday through Friday between the hours of 7:30am and 4:30pm. During the meetings, prospective vendors will be informed if your application is approved.

For those who would like assistance with the process, you are welcome to schedule an office meeting in which an office team member will walk you through how to sign up and apply. We can also complete your Annual Vendor Meeting at that time during the days and times listed above.

Please take the time to review the Market's Guidelines prior to submitting your application. These Guidelines include the parameters with which you are expected to comply when selling at the PTFM.



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Lastly, we'd also like to invite you to attend an All-Vendor Feedback Forum and Market Spread Tutorial from 5:30-7:30pm on January 23, 2025, in the Market Shoppes.

If you have any questions regarding the application process, please feel free to contact us at (336) 605-9157.

Sincerely,

Piedmont Triad Farmers Market Management