

2019 Shelburne Farmers' Market Vendor Handbook



Open every Thursday afternoon from *May 23 to Oct.3 2019 from 3pm to 7pm*,
located on First Avenue West at the corner of Owen Sound Street in front of the
Trinity United Church, Shelburne, Ontario.

Shelburne Farmers' Market
www.ShelburneFarmersMarket.ca / farmersmarketshelburne@gmail.com
Phone number: SEE BELOW
<https://www.facebook.com/shelburnesfarmersmarket/>
<https://www.instagram.com/farmersmarketshelburne/>

Contact Information

Market manager: Jennifer

Phone: 519-942-7108

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Vendor Co-ordinator: Joey

Phone: 519-217-520

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Community Booth/Events/Entertainment/Social Media: Izabela

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Secretary: Jade

Phone: 519-943-5164

Vision:

The Vision of the Shelburne Farmers' Market is to provide a welcoming, farmer first, food focused market that provides an inviting atmosphere where the community can meet and build relationships.

Mission:

The Shelburne Farmers' Market 2019 strives to be a producer based farmers' market that assists in developing a strong local market for our producers, growers and consumers within the area. The market will stress the importance of supporting local businesses, community organizations and local artisans while providing the consumer with the highest quality products that our region has to offer.

Values:

Co-operation, Quality, Community, Sustainability

1.0 PURPOSE

1.1. The purpose of this Vendor Handbook is to document the organization and administration of the Shelburne Farmers' Market and to list the rules and regulations to be followed by the Board of Directors, Vendors and staff of the market in order to create a friendly, sustainable and profitable environment.

1.2. The Shelburne Farmers' Market Board of Directors shall review, revise and make amendments to this handbook concerning any issues that should arise that are not explained in this handbook.

2.0 GOVERNANCE

2.1. The Shelburne Farmers' Market is governed by a volunteer committee elected by the members of the membership.

2.2. The committee will hold at least one meeting yearly for all registered Vendors and Volunteers to receive feedback on issues related to the operation of the market.

3.0 LOCATION

3.1. The Shelburne Farmers' Market is located outdoors on First Avenue West on the corner of Owen Sound Street.

4.0 SEASON

4.1. The Shelburne Farmers' Market 2018 is open Thursdays from May 23 to October 3.

4.2. The Market is open from 3:00 pm to 7:00 pm.

4.3. The Market will be open for set-up by 1:30 pm.

4.4. The Market Vendors must vacate the site as soon as possible after 7 pm..

5.0 ELIGIBLE PRODUCTS

5.1. The term "local" is defined here as any farm product produced in Ontario. Preference will be given to products originating in the productive area immediately surrounding Shelburne, Ontario.

5.2. The Shelburne Farmers' Market is open for the sale of approved, locally grown, produced or processed products from approved growers, producers or processors whose name, address and agreement to the vendor rules, regulations and fees appear on an approved vendor application.

5.3. All fresh unprocessed food products must be grown or produced in Ontario.

5.4. It is understood that not all ingredients of processed foods can be obtained from a local source, but the main ingredients of processed goods should be grown or produced in Ontario. (i.e. blueberries in blueberry jam, strawberries in strawberry pie, meat in a sausage, etc.)

5.5. Arts and Crafts Products must be hand-made by the vendor using his/her skill, artistry and training. Locally sourced materials are preferred. (i.e. wool of a sweater, the wood of a carved decoy, etc.)

6.0 PRODUCT CATEGORIES

6.1. Eligible Products are divided into 3 Product Categories:

- Agricultural
- Processed
- Arts & Crafts

6.2. Agricultural Products are grown and/or produced by the vendor and include, but are not limited to: fruit, vegetables, fresh and dried herbs, plants, shrubs, trees, flowers, honey, maple syrup, meat, fish, eggs, fleece, wool, grains, etc.

6.3. Processed Products are produced by the vendor using local ingredients and include, but are not limited to: preserves, sauces, vinegar, soap, dried soup and other mixes, sausage, processed meat, meat pies, cheese, ice cream, baked products such as breads, rolls, buns, muffins, cookies, fruit pies, cakes, pastries, etc.

6.4. Arts and Crafts Products are hand-made, using some or all local ingredients by the vendor using his/her own skill, artistry and training to produce a new, unique and original product. All craft vendors will be chosen by the Shelburne Farmers' Market Board and Manager.

7.0 VENDORS

7.1. Vendors must be residents of Ontario.

7.2. All vendors must have a local element to their goods being sold, such as produced locally or made with locally sourced ingredients.

7.3. The Market Manager reserves the right to inspect the farms of growers and producers.

7.4. The Shelburne Farmers' Market accepts 5 types of Vendors:

- 1) **Farm Products**; defined as a market vendor selling products grown/produced on his/her farm such as produce, herbs, meats, wool, etc., or food products made by the seller such as honey, maple syrup, etc. Farm Product Vendors must identify where all of the products for sale are grown.
- 2) **Prepared Foods**; defined as a market vendor selling ready-to-eat food products prepared before or at the market using mainly local ingredients.
- 3) **Artisan Crafts**; defined as a vendor whose product is personally designed and hand-crafted preferably with local materials.
- 4) **Non-profit Community Group**; defined as local community groups helping to make the community better. Non-profit community groups are provided with a booth at the market free of charge.
- 5) **Entertainment**; defined as any person(s) providing entertainment for the market. Entertainers are allowed to sell their personally produced products and can accept donations from patrons. Entertainers are provided with a space at the market free of charge contingent of them providing market entertainment.

8.0 VENDOR BOOTHS

8.1 Vendors must supply their own tables, chairs, extension cords and shelters.

8.2 Vendors may not share booths. Each vendor must rent their own booth.

8.3 Vendors may not sell, sub-let or rent booth space to other vendors.

9.0 FEES

9.1. Booth fees are set annually by the Committee at the advice of the Market & Vendor Manager and are due at the time of the Vendor Registration Approval.

9.2. Vendors may not set-up until appropriate fees are paid.

9.4. A charge of \$45.00 will be levied for NSF cheques.

9.5. Refund policy. Booth fees may be refundable for valid reasons, on approval of the Board. Refunds will be prorated according to the market days remaining. Refunds are rarely given as the loss of a full-season vendor is a loss for the market.

9.6. Fees can be paid via Email Money Transfer, Cash or Cheque.

EMT can be sent to FarmersMarketShelburne@gmail.com

Question: What town is Market Located In? | **Answer:** Shelburne

CASH can be dropped off in an enveloped with your information on it at Crewson Insurance Brokers (please ATTN: Jennifer) at 1110 Adeline St, Shelburne, ON L9V 3J8. Check Crewson Insurance Brokers on Google for applicable hours.

CHEQUE made out to "Shelburne BIA Farmers Market" and can be dropped off or mailed to Crewson Insurance Brokers (please ATTN: Jennifer) at 1110 Adeline St, Shelburne, ON L9V 3J8. Check Crewson Insurance Brokers on Google for applicable hours.

Failure to provide payment of \$15 application fee, before application deadline, will result in application not being reviewed.

10.0 VENDOR APPLICATION PROCESS

10.1. All vendors must submit an application to the Shelburne Farmers' Market Association for approval for each Market season and for the appropriate product category or categories.

10.2. The purpose of the vendor application procedure is:

- 1) To maintain a high quality food producer based (min. 51%) market.
- 2) Provide a wide variety of products for the community.
- 3) Ensures fairness to all vendors.
- 4) Ensures vendors abide by the rules of the market.
- 5) Recognize the authority of the board to manage and direct the market through the Market Manager.
- 6) Identify all the products approved by the Shelburne Farmers' Market Association for sale at the market.

10.3. The Market Manager and the Board will review the completed vendor applications and will recommend acceptance or rejection of each application and each product to be offered for sale, based on a majority vote.

10.4. Samples may be required from returning food vendors with new products and new vendors before market day.

10.5. All Arts and Crafts products to be offered for sale must be juried by the Shelburne Farmers' Market Association to ensure they are indeed produced as indicated on the application, are of high quality and are compatible with the other products sold at the market. No jurying will take place during the market day. The following factors will be closely assessed:

- 1) Craftsmanship and quality
- 2) Creativity and originality of concept
- 3) Value added to original or natural materials used in the finished product

10.6. The Shelburne Farmers' Market Association reserves the right to refuse the acceptance of an applicant or product that is not in keeping with the rules, regulations or standards of the Shelburne Farmers' Market Association.

10.7. Applicants may ask the Shelburne Farmers' Market Association to reconsider decisions made on their admission or products.

10.8. The submitted digital application serves as a contract with the Shelburne Farmers' Market Association accepting the terms and conditions detailed in this handbook.

10.9. If, after approval of original product lists, vendors wish to sell items which fall into a different product category, an application for that category must be submitted and approved before they can be offered for sale.

11.0 VENDOR RESPONSIBILITIES

11.1. Applicable Rules and Regulations. Vendors must comply with the Shelburne Farmers' Market Rules as outlined herein as well as applicable Municipal, Provincial and Federal Regulations regarding labelling, measures, health and safety, etc. for all products offered for sale at the Market. Compliance with these and any other applicable regulations is the responsibility of the individual vendor and not the Shelburne Farmers' Market Association.

11.2. Confirmation. The Board reserves the right to appoint members of the board to visit a farm or workshop, etc. to verify compliance with the requirements of this handbook.

11.3. Failure to Comply. Failure to comply with points 1 and 2 above may be grounds for removal of the Vendor.

11.4. Payment of Fees. All applicable fees are due and must be paid at the time of Vendor Registration Approval by the Shelburne Farmers' Market Association.

11.5. Non Vendor Produced Items. The sale of items grown or produced by anyone other than the vendor is reserved primarily for items otherwise not available from other vendors at the market and is only permitted by special provision. Such items must be approved by the Shelburne Farmers' Market Association and listed on the vendors' approved Vendor Application in advance of selling at the market. These items will be labelled at the point of sale as to their originating producer.

11.6. Market Management. Market management, in consultation with Board of Management, may, in his/her discretion, approve or refuse to approve any application for status as a Vendor and shall not be obliged to give, nor shall the applicant be entitled to receive written reasons for the decision and also reserves the right to veto the sale of a given good.

11.7. Reselling. Vendors found to be reselling produce purchased at the Food Terminal and/or Food Auction will be under review by market management and maybe suspended from the market for the duration of the season and will forfeit all fees paid.

11.8. Product Disclosure. Only products listed on the application form and approved by Market Management will be permitted for sale. Any additional products must be submitted to Market Management for approval prior to displaying in booth and an amendment made to the vendor application. Duplicate products may be denied entry into the market.

11.9. Attendance. Vendors are expected to attend the market full time. If a vendor is unable to attend on a Thursday, please contact Market management a week in advance of the Thursday that will be missed so your location can be filled accordingly allowing an attractive market set-up. In the event of an emergency (i.e. truck breaking down) please contact Market Management as soon as possible.

11.10. Booth Sitters. Vendors and/or their family and/or their qualified and knowledgeable staff are expected to attend the market in person to sell their own products. Occasional use of booth sitters is permitted and vendors are encouraged to arrange a sitter rather than not opening the booth for the day.

11.11. Arrival and Departure. Late arrivals and early departures disrupt the market and can be a safety issue. Vendors are encouraged to notify the Market Manager if they will be late or absent in order to preserve their location. Vendors who arrive late or leave early consistently risk losing their stall allocation to other vendors. The reallocation of stall locations to address vendors that frequently arrive late or leave early will be at the sole discretion of the Market Manager. Vendors must arrive at the market no less than 30 minutes prior to market start time. If a Vendor has not arrived at their assigned stall with their products and tables etc, at least 30 minutes before opening time, the Market Manager has the option to allow the stall to be used by another Vendor for that day. The market area will be available from 1:30pm to 2:30pm for vendor set-up. All vendors are expected to be set up and ready for business no later than 2:30pm to ensure safety & professional look to the general public. Please notify Market Management immediately if you are unable to meet this deadline so that assistance can be made available for a quick and safe set-up upon arrival. No vendors will be permitted to drive out of their space until the market close of 7pm. Vendors are encouraged to have their booth shut down, cleaned up and out of the market as soon as possible after 7 pm.

11.12. Keep Stalls Open. Vendors must keep their stalls open for the entire market day and not begin to tear down before the designated closing time. All vendors must leave the market no later than 45 minutes after the market closes.

11.13. Sufficient Product. Vendors are expected to bring enough product(s) to last the entire market day. Exceptions may be made for reasons of product supply beyond control of the vendor, i.e. produce in season.

11.14. Displays. Vendors are responsible for providing all display materials (tables, chairs, **standard 10X10** canopies, extension cords, **canopy weigh-downs**) and all booths should have an attractive and professional appearance. Vendors are encouraged to maintain all promotional and pricing materials within your booth; placement of signage outside of your allocated space will be at the discretion of Market management. Vendors agree to maintain their stalls in a neat, clean and orderly fashion. Vendors are encouraged to seek the advice and assistance of the Board or Market Manager. The Market Manager may ask that unsightly or unsafe materials be removed.

11.15. Conducting Business. Vendors must remain in their own stalls when selling. Sales must be conducted in an orderly and business-like way and no shouting or other objectionable means of soliciting trade are permitted.

11.16. Pricing. Price cards must be displayed for all products and must include price of the product and product details (i.e. variety, product name, etc.) Signs shall be clearly visible to the buyers.

11.17. Market management strongly discourages distress pricing.

11.18. Open Flame Burners or BBQs. Vendors that use open flame table top burners, heaters or BBQs must have a working 5lb ABC rated fire extinguisher with them in the booth.

11.19. Protection of Street. Vendors using cooking oil or preparing oily or greasy products will protect the street from spills and splatter of oil and grease.

11.20. Farm Products Grades and Sales Act. Produce should be sold by units or legal containers such as bushel, 4-litre baskets, quart, etc. All farm products should be correctly labelled and priced.

11.21. Food Safety. Every person handling food products must maintain a very high standard of personal hygiene and cleanliness. All vendors and staff must apply measures to prevent the transfer of pathogens between vendors/staff and therefore to foods. Where there is a discrepancy between the guidelines below and the applicable laws and regulations set out by municipal, provincial and federal government authorities the government regulations will prevail. It is the responsibility of Vendors and persons under their employ to understand and apply applicable government regulations:

- All foods offered for sale must be protected from contamination.
- Baking and processed foods must be pre-packaged at point of production or contained in a display case to protect from airborne and human contamination.
- All persons handling food must wear clean clothing, wash hands often, be free from infectious disease and avoid touching nose, mouth, hair and skin.
- All vendors **MUST** wash hands thoroughly with warm water and soap after visiting the washroom located in the Trinity United Church on the North side of First Avenue.
- Containers and wrappers must be single-use only.
- Do not allow any unauthorized persons access to where food is being prepared.

- Racks, shelves or tables must be provided for food display and all food must be at least 15 cm (6 in) off the ground/floor.
 - All canned products must be packaged in new jars and sealed with vacuum lids.
 - Personal effects should not be stored anywhere near food products.
 - Sampling and Condiments:
 - Do not allow customers to get hands anywhere near samples to be eaten by other customers; Prepare individual samples that cannot be handled by more than one person; provide toothpicks or small paper containers or pass out each sample; provide tongs, forks or spoons for each type of condiment being offered; no customer's hands in the bowl; Clean up the serving area often, being especially careful to pick up food scraps that fall onto the ground or floor.
 - Watch children very closely.
- 13.22. Garbage.** Vendors are responsible for their own garbage. Booths will be kept free from garbage during the market day and vendors will remove their garbage from the site at the end of the day. This includes all packaging and any produce or food waste. The Shelburne Farmers' Market Association reserves the right to bill a vendor for any clean up costs that may arise.
- 13.23. In-booth Storage.** Storage containers and equipment shall be confined to one's booth space and kept in an orderly manner.
- 13.24. Alcohol.** No alcoholic beverages are permitted on the market site.
- 13.25. Parking.** Vendors are required to park in the designated areas after unloading their products.
- 13.26. Smoking.** No smoking is permitted on the market site.
- 13.27. Live animals.** Live animals may not be sold at the market. Pets are not permitted in the market under any circumstances, service dogs accepted.
- 13.28. Insurance.** While the Shelburne Farmers' Market Association does carry basic Public Liability and Property Damage Insurance, any additional insurance coverage is the responsibility of the individual vendor. The Shelburne Farmers' Market Association bears no responsibility for any vendor property at the market.

14.0 MARKET MANAGER RESPONSIBILITIES

- 14.1. Rules and regulations.** The Market Manager supervises the day-to-day operation of the market. He/she will apply the rules and regulations of the market in accordance with applicable Municipal By-Laws and report any violations to the Board of Directors as necessary.
- 14.2. Non Compliance.** The Market Manager may ask the Board of Directors to suspend a vendor for one or more days for serious violation of the rules.
- 14.3. Setting Up.** The Market Manager will direct the set-up of the market each market day and ensure it is ready to open at 3pm.
- 14.4. Vacating.** The Market Manager will ensure that the facility is vacated and free of debris by 7:30pm.
- 14.5. Fees.** The Market Manager shall collect fees when they are due and deliver them to the Treasurer to deposit promptly.

14.6. Coupons. The Market Manager will redeem or collect and issue receipts for any market issued coupons from the vendors on a weekly basis. These coupons will be submitted to the Treasurer with an expense form.

14.7. Expense Forms and Timesheets. The market manager will submit expense forms and timesheets to the Treasurer on a monthly basis.

14.8. Stall Allocation. The Market Manager shall assign stall space taking into consideration:

- o Stall configuration requested on application
- o Vendor attendance record including late arrivals and early departures.
- o Stall availability.
- o Product category and its compatibility with products of nearby vendors.
- o Special requirements (equipment, access to sinks, access to electricity)

14.9. Removal of Persons. The Market Manager has the authority, with cause, to request any vendor or other persons to leave the market operating area and, if necessary, to call the police for assistance.

14.10. Complaints: A formal complaint should first be submitted in writing to the Board of Directors with a request to address the issue. Verbal complaints to the Market Manager must be recorded, signed and dated by both complainant and the Market Manager for submission to the Board. The board may request additional information from complainants (i.e. in a pricing issue – Ontario average prices, etc.) All complaints will be dealt with by a minimum of 2 Board Members accompanied by the Market Manager when appropriate.

14.11. Negotiation: Inform the individual(s) involved of the complaint and the behaviour causing concern. This may be simply a conversation between the Directors designated by the Board and the individual(s) causing concern once the complaint has been submitted in writing, or it may require a formal meeting with all parties involved, depending on the nature of the complaint. Allow the individual(s) to explain or elaborate on their perspective. Determine a timeline for correction of the behaviour or withdrawal of the complaint by the party involved. Guidelines and specific directions will be documented with copies issued to all parties involved in the resolution, including the Board of Directors, and where deemed necessary, to the General Membership. The Market Board retains the right as outlined in the rules and regulations to ask anyone to leave the market site, at anytime, depending on the seriousness of the behaviour causing concern, i.e. where such behaviour may be detrimental to the safety of visitors attending the market.

14.12. Final Authority: In the event that the complaint is not withdrawn and/or the behaviour is not corrected to the satisfaction of the party issuing the complaint, then the Board of Directors will make a decision based on their judgement of what will be best for continued operation of the Shelburne Farmers' Market. The Board of Directors has the right to revoke the application of the individual(s) causing concern and exclude the individual(s) from attendance at the Shelburne Farmers' Market for the remainder of the season.

15.0 PRIVACY

15.1. The Federal Personal Information Protection and Electronic Documents Act (PIPEDA) came into effect January 1st, 2001. As a result, the Shelburne Farmers' Market Association is subject to stringent guidelines regarding the collection, storage and disclosure of private and personal information collected on your application form. The Shelburne Farmers' Market Association is in compliance with the federal privacy act (PIPEDA).