



Winter Market Guidelines

2011-2012

Only approved products that are made, baked, grown, raised, caught or wild harvested by the approved vendor in British Columbia, may be sold at the market. No reselling of any produce or products is permitted without express permission of the organization.

TYPES OF VENDORS

There are four kinds of vendors: **Fresh Foods**, **Prepared Foods**, **Artisan**, and **Other**, which includes businesses offering services or products not produced by the seller. In each category, vendor collectives will be allowed, however, all members must submit individual applications along with a write up of why and how the collective works. All applicants must submit the appropriate application and any additional documentation requested by the Royal City Farmers Market Association. This may include business licenses and copies of all relevant certifications. Vendor applications and date requests from vendors in all categories will be considered for good market balance. We will strive for an 80/20 ratio of food to non-food at our winter market, but because of seasonality, availability, and applicants, we may need to adjust that ratio. The Royal City Farmers Market Association reserves the right to refuse any vendor for any reason. An application does not indicate approval or confirmation of dates.

FRESH FOOD VENDORS

A fresh food vendor is a person who produces agricultural products from land that they own or control, or has a license to harvest from (such as wild foragers or fishers). Examples include produce, eggs, dairy, meat, fish and plant nursery products. A fresh food vendor may sell value-added products made from their own farm product. Fresh food vendors selling value-added food products or eggs, honey, dairy, meat and fish must also follow the prepared food vendor guidelines, and likely need to seek approval from the Fraser Health Authority.

PREPARED FOOD VENDORS

There are two categories of prepared foods. **Low risk**, which may be made in a home kitchen and is usually dry, high acid, high salt, or high sugar and **high risk**, which may only be prepared in a commercial kitchen unless permission is given from the Fraser Health Authority. While a jury will not be held, new prepared food vendors may be asked to provide samples of products, photos of stall set up, and information about other markets attended (if any). All prepared food vendors must comply with the Fraser Health Authority's *Guideline for the Sale of Foods at Temporary Food Markets*. All prepared food vendors must have:

- Level One Foodsafe certificate
- Applied to the Fraser Health Authority through the New Westminster Environmental Health Office and be approved as a market vendor
- A hand washing station if sampling or portioning food on site
- Products labeled with all ingredients and the contact information for the vendor
- A sign displayed stating that the products were made in a home kitchen unless a commercial kitchen was used to prepare all of the products being sold

ARTISAN VENDORS

Returning artisan vendors will be given seniority, although space will be allocated specifically for new vendors so shoppers are offered a fresh mix of high quality crafts. New artisan or craft vendors will be asked to come and show their products at a craft panel. The panel is made up of selected members of the community with expertise in various aspects of a number of crafts. The panel will make recommendations to the market manager, and the final decision rests with the market manager. If the applicant has missed the craft jury date, photographs, written descriptions of methods, etc may suffice. Email marketmanager@rcfm.ca for information about the craft panel process.

OTHER VENDORS

Occasionally, RCFM may approve vendors that do not fit in the above three categories, such as businesses who offer a service or product. For example, chair massage or landscaping design. Please apply with relevant documentation (business license, food safety certifications, and proof of insurance coverage). Businesses that are aligned with the Royal City Farmers Market Association Mission Statement will be given preference.

COMMUNITY GROUPS AND ENTERTAINERS

As a part of our ongoing effort to create a fun and family friendly community atmosphere, at each market we schedule entertainment and make one table available for not-for-profit or community groups.

Community Groups: There will be no charge for community group table, although proof of insurance will be required, or groups may elect to purchase a vendor membership in our organization at a cost of \$25 annually. Priority will be given to groups based in New Westminster, as well as groups working in food security, health and environmental issues. All groups will be considered. Interested organizations should read the Community Group Guidelines, and apply using the Community Group Application, both of which can be found at www.rcfm.ca.

Entertainers/Buskers: All entertainment is booked for specific dates and times. They are paid a small stipend for their time and may take donations, sell CDs of their music during their breaks, and have business cards or brochures available. The Royal City Farmers Market Association may hold auditions for entertainers/buskers. They are required to bring all musical and sound gear required for their act unless other arrangements are made. Interested entertainers should read the Entertainer Guidelines and fill out the Entertainer Application available on our website.

LOCATION, DATES & FEES

The 2011-2012 winter market season takes place from 10am to 2pm at River Market, located at 810 Quayside Drive, New Westminster. The market will be upstairs and downstairs inside the building, as well as outdoor spaces. Stall sizes are not exact, and are approximations only. A layout will be provided to confirmed vendors. The 2011-2012 winter market season takes place one a month, on the first Saturday of the month from November to April. Dates are: November 5, December 3, January 7, February 4, March 3, and April 7.

Stall sizes and fees are:

- Indoor stall: measures approximately 8' X 6' - \$35 per market
- Shallow indoor stall: measures approximately 8' X 3' - \$25 per market
- Outdoor stall: which is more flexible space, but still a stall - \$35 per market
- Outdoor mobile cart: completely self contained units - \$35 per market

NOTES

Stalls are about 8' long and don't necessarily have a back wall. You will likely have a neighbour on either side of you without dividers. Tables are to be provided by the vendor. Storage for extra product or boxes should be under the table or at the back of the stall. The Royal City Farmers Market Association reserves the right to allocate the stall locations and vendor parking for each market. A market manager will be on site at each market as well as volunteers to assist in your set up and tear down. In order to receive the 10% pre-payment discount, all 6 markets must be confirmed and paid for in advance. NSF cheques will incur a fee of \$25, in addition to any bank charges. Past due accounts will be charged interest at a rate of 2% per month. Verbal, then written warnings will be given for violations of the Royal City Farmers Market Guidelines. If violations continue, the Royal City Farmers Market Association may cancel the vendor's remaining market dates.

VENDOR RULES AND ETIQUETTE

Vendors must:

1. Arrive not more than 90 minutes, and not less than 45 minutes before the market starts at 10AM to complete their set up activities. A loading dock is available to help simplify the process, as are dollies, carts, and freight elevators.
2. Remove vehicles from the site at least 30 minutes before the market starts, and will be allowed back on the site 20 minutes after the market is closed. Exceptions will be made for outdoor vendors.

3. Complete their stall set up prior to the commencement of the market. No set up or take down is allowed between the opening and closing of the market. Vendors should be ready to sell, with all wares displayed and in their stalls, at the start of the market.
4. Call the market manager if the vendor expects to be late. If a vendor is not present at the start of the market, the stall may be given to another vendor.
5. Call the market manager to cancel at least 72 hours before the market. Depending on the circumstances and the market manager's ability to fill the space, all or a portion of the stall fees may be refunded. Fees will not be refunded to vendors who fail to show up for the market, or who call less than 72 hours before the market date. Vendors may not swap dates with other vendors.
6. Follow the market manager's instructions for stall assignments and vendor parking.
7. Provide their own equipment – tables, chairs, tents, signs, power, refrigeration, hand washing station, cleaning supplies, unless arranged with RCFM to use or rent provided items.
8. Display their business name on a prominent sign, along with proof of appropriate certifications. Signs and photos detailing the vendor's production methods are encouraged.
9. Commence selling at the opening bell, and end at closing bell. Sales prior to the opening bell are not permitted.
10. Only sell products approved by the Royal City Farmers Market Association through the application process or jury process. Items not approved will be ordered removed.
11. Reselling is restricted and is upon approval only. If approved, a sign indicating the BC source must be displayed.
12. Be in compliance with all market guidelines and Fraser Health Authority regulations.
13. Bring any conflicts or concerns to the market manager or the RCFM Vendor Liaison.
14. Keep their stall clean, attractive and within the stall boundaries.
15. Staff their own market stall. Family members living with the producer or employees involved in production may attend the market with, or instead of, the vendor. These alternate staff must be well versed in the business/production methods. Vendors are responsible for ensuring their staff are in compliance with the Royal City Farmers Market Guidelines and all health and safety requirements.
16. Have clear pricing posted for all products. "Clearance" products can make up no more than 20% of total product offered for sale.
17. Stay for the entire market, even if the market has a poor turnout or poor weather. If a vendor has sold out of their product, a "sold out" sign may be placed, but the table should not be removed until the end of the market.
18. Not bring pets, drink alcohol or smoke at the market, or on the property of the market site.
19. Remove all garbage and visible signs of stall within one hour of market closing, and place recycling in the appropriate place as instructed by RCFM staff.
20. Complete Vendor Reports and any other market documentation requested by the market manager.
21. Contribute to the professionalism and enjoyment of the market. Vendors must not be at the market while under the influence of alcohol or drugs, not aggressively sell their product, and not make negative comments about other vendors.

HOW TO BECOME A VENDOR

- Carefully review the Royal City Farmers Market Guidelines.
- Complete the application form for the appropriate category. Include copies of relevant paperwork such as business licenses and organic/biodynamic/transitional certifications. Describe the products you are selling, in detail, and indicate which market dates you are interested in. The more information you can provide us, the better.
- Return the completed form by mail or email. **An application does not guarantee a space at the market.**
- Artisan/craft vendors will go through a panel process and auditions may be held for entertainers/buskers. Other vendors, including prepared food vendors, may be contacted for additional information or documentation.
- Vendors who are approved for a space at the Royal City Farmers Market will be contacted, in writing, with the approved dates and an invoice for the stall fees.
- To secure the dates, you must be or become a member of the Royal City Farmers Market. Vendors who are already a member from the 2011 Summer Season will have their membership honoured until they apply for the following summer season. Those who are new are required to pay a prorated 2011 winter membership amount of \$15.
- Stall fees should be paid in full prior to the first market appearance or post dated cheques should be given prior to the first market appearance. Vendors wishing to pay cash at each market must seek permission from the market manager prior to their first market appearance. Cheques should be made payable to Royal City Farmers Market. Receipts will be provided only if requested.