



Waterdown Farmers' Market Policies 2017

The Waterdown Farmer's Market (a key initiative of the Waterdown BIA) is a community-supported market focused on celebrating local, ecological and sustainable food products and producers. Our goal is to provide the community with quality local foods and highlight the importance and value of local food production, while also delivering a fun and interactive experience.

ABOUT THE MARKET

When: Saturday mornings, from 8:00 am to 1:00 pm

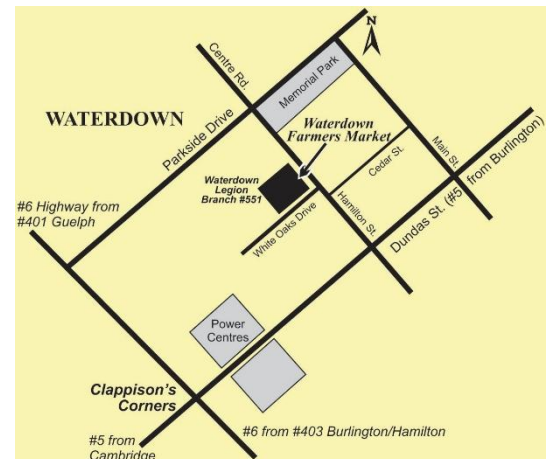
2017 Season: Late May until mid October

Location: 79 Hamilton Street North,
Waterdown ON, LOR 2H0.
(Front Parking lot of the Waterdown Legion).



Vendor Amenities (provided by Market):

- **Tents and Tables**
One 10'x10' tent and 8' table per stall
- **Washrooms**
Public and Vendor washrooms available inside Legion lobby
- **ATM**
Available inside Legion lobby
- **On-site Market Booth & Staff**
To supply educational information, first aid box etc.
- **Advertising & Promotion**
The Market will be advertised in local and regional print media, along with a variety of electronic social media.



VENDOR FEES

Stall and annual registration fees are set each season by the Market. An annual registration fee of \$25 must accompany your application form along with a cheque for your vendor fees (which will be cashed upon your acceptance to the market).

The fee for one stall ranges from \$25-35 week, depending on frequency of attendance (see fee schedule on application). Vendors will not be allowed to occupy space until the appropriate fees have been paid. A charge of \$35.00 will be levied for NSF cheques. Access to electricity is \$2.00/week. **Registration and vendor fees are non refundable.**

MARKET OFFERINGS

Waterdown Farmers' Market Vendors will be asked to submit a list of products on their application form. Items are subject to approval prior to selling at the market. No imported items are accepted without prior approval. The only exception will apply to items that cannot be grown locally. All Vendors must follow sustainable food practices. *Reselling of items sourced from the food terminal is not permitted.*

Additions to Product List: A written or email request must be made when new items are added to the sale list.

Agricultural Products:

At least 75% of the products sold by a vendor must be grown/raised on the vendor's farm. Farmer vendors are permitted to bring up to 25% from a neighbouring farm. The Waterdown Farmers' Market practices the *Grower Priority Rule*: Farmers may only sell goods from a neighbour, if no other vendor has grown/raised the product.

25% Off-Farm Products:

Prior to bringing product from a neighbouring farm, vendors must provide the following to the Market Manager and have signage displaying the following information at their stall:

- 1) Name of item.
- 2) Name, location and contact information of the grower/producer.
- 3) Farming practices of the source farm.

The Waterdown Farmers' Market will not allow a monopoly of a single product category. The market will work to protect the interest of all vendors by not oversaturating any one product category.

Prepared Food Products:

Vendors selling prepared foods should use local ingredients wherever possible and work to establish relationships with local farmers/producers. We encourage working collaboratively and sourcing local ingredients from farmers at Market.

Arts and Crafts:

Although the Market is primarily agriculture, we welcome local arts and craft vendors to attend on an occasional basis. Local craft vendors using local materials when possible and/or environmentally sustainable products, bring their special brand of talent and beauty to the market each week. Woodworkers, potters, textile artisans and painters are all part of this exciting category. Often you will see your favourite farmers displaying their hand-made works at their stall (as approved by Market Committee).

Performers:

Performers are welcomed to the market at no cost. Scheduling in advance with the Market Manager is required. Performers may receive and retain their own tips. Selling of goods or services is not permitted unless specific criteria are met and approved by Market Committee (see Performer application).

Sponsorship Tent:

Offered to local business organizations. Promotion of services is encouraged. Selling of goods or services is not permitted unless specific criteria are met and approved by Market Committee (see Sponsorship Tent application).

Community Tent:

The community tent is available to local not-for-profit organizations. Promotion of services is encouraged. Selling of goods or services is not permitted unless specific criteria are met and approved by Market Committee (see Community Tent application).

SET-UP & DAY OF OPERATIONS

Stalls:

Stalls, as well as access to hydro, must be reserved at least one week in advance.

Location of individual stalls will be based on the mix of vendors participating each week and may change throughout the season. While tents and tables are supplied by the Market, vendors must supply their own chairs and appropriate extension cords. A vendor may rent up to two stalls. Sharing of stalls is allowed (two vendors in one stall) if arranged with Market Manager. Vendors may not sell, sublet or rent to other vendors.

Stall Signage:

- Your Farm/Business name and location must be clearly displayed on a large banner / sign, every Market day.
- We encourage all vendors to clearly communicate what they are selling, how it was grown/raised or created and where it originated from [i.e. These vegetables... This meat... This fruit was grown on (?) farm located at (?)].
- If a vendor is certified organic, a copy of the certification must be displayed within the stall.
- Handcrafts should list details of all ingredients and source of origin where possible.
- We understand that even though a vendor brings enough products for the day, a sell-out may occur. We require a 'Sold Out' sign be prominently displayed and a note as to what will be there next week.
- Vendors are responsible for their own display materials. We encourage displays that are visually expressive, interesting and creative. Vendors are responsible for the tear down and removal of their displays at end of market day.

Pricing:

All items offered for sale must have prices prominently and clearly displayed. Vendors must not practice distress pricing by undercutting other vendors or dumping products at bargain or sale prices. Where applicable, vendors are responsible for collecting applicable taxes.

Farm Products Grades & Sale Act:

Products should be sold by units or containers. If product is sold by weight, scales must be inspected with a valid sticker. All products must be correctly labelled and priced.

Transparency with Customers:

Verbal and written communications with customers regarding growing methods, ingredients, source of ingredients, must match information listed on the vendors' website and/or other related sites (i.e. MyPick) and on the Waterdown Farmers' Market application form and vendor profile page on the Markets' website.

Stall Sitters:

Vendors and/or their family or other qualified staff are expected to attend the Market in person to sell their products. Occasional use of booth sitters is permitted and vendors are encouraged to arrange a stall sitter rather than not open the stall for the day.

Late Arrivals & Cancellations:

Vendors must notify the Market Manager as soon as possible of any changes to their attendance. 72 hours is preferred (for late, absent, stall sitter changes) in order to preserve stall location. Stall re-allocation will be at the sole discretion of the Market Manager. Vendors arriving late (past 7:45 a.m. on Market day) will be fined \$25. Two or more infractions may result in the vendor being asked to leave the Market.

HEALTH & SAFETY

Parking:

All vehicles not remaining at stalls must be parked in the vendor/customer parking at the back of the Legion by 7:45 a.m. (at the latest). The Market area is accessible for setup from 6:30am to 7:45am. No selling of any goods will be allowed prior to 7:45am. The market area is closed to *all* traffic from 7:45 a.m. to 1:00 p.m. Vendors must vacate the venue by 2:00pm. No vehicles shall engage their engines until 1:15pm (15 minutes after market closing) to leave the premises.

Insurance, Incidents & Accidents:

Vendors are required to carry the necessary insurance to indemnify the BIA as well as the Legion. All vendors must immediately report any incidents or accidents that occur on the market day, to the Market Manager.

Permits:

Vendors are required to comply with all Market policies, as well as any Municipal, Provincial & Federal Regulations regarding labeling, measures, health and safety, etc., for all products offered for sale at the Market. Vendors are responsible for obtaining all necessary licenses, permits, inspections and certification for the sale of their products.

Food Safety:

All persons handling food products must maintain a high standard of personal hygiene. Vendors & staff must apply minimum food safety guidelines as set out by municipal, provincial and federal agencies. It is the vendor's responsibility to be familiar with the regulations. All foods offered for sale must be protected from contamination. Baking and processed foods must be pre-packaged at the point of production or contained in a display case to protect them from contamination.

Clean Up / Recycling / Waste Removal:

Vendors are encouraged to use recycled and recyclable materials whenever possible and are responsible for removing their recyclables and waste at the end of the Market day. Stalls must be kept free from waste during the market day. The Market reserves the right to bill any Vendors for clean-up costs. Vendors are responsible for cleaning up their stall area after each Market day.

BBQ & Open Flame Burners:

Vendors using BBQ's or open flame burners or heaters must place the units on a non-flammable surface and have an inspected 5lb'ABC' rated fire extinguisher in the stall.

MARKET MANAGEMENT

The Market is managed by the Market Manager contracted by the Waterdown BIA.

Market Advisory Committee: Policy guidance for the Waterdown Farmers' Market is provided by representatives from our vendor community (farmers, prepared foods and artisans), as well as the Waterdown BIA and the Market Manager.

Conduct: All vendors and market staff are expected to be courteous, professional and presentable at all times. This includes refraining from any negative comments regarding other businesses and personnel in communication with patrons and other vendors. Inappropriate language or behaviour, harassment or abuse towards anyone at market will not be tolerated and may be reason for expulsion.

The Market Manager has the right to issue warnings and/or suspension and/or fines to any vendor violating market rules. Noncompliance of the market rules may result in forfeiture of the privilege of selling at market.

Conflict Resolution: Any grievance or concerns regarding actions of another vendor must be brought to the attention of the Market Manager in writing. If the grievance cannot be settled directly, the Market Committee, Market Manager and/or Waterdown B.I.A. will settle the grievance in a timely manner. All decisions made will be final.

Vendor Application & Selection Process: All vendors must submit an application to the Market for approval for each market season. Applications will not be processed prior to receipt of the appropriate application fee. The Market Manager and the Waterdown BIA Business Manager will review all completed vendor application forms. The Market Advisory Committee reserves the right to accept or deny any application regardless of prior year's participation.

Signed applications serve as a contract with the Waterdown Farmers' Market and the terms and conditions detailed in this Waterdown Farmers' Market Policies document.

Amendments to this document: Changes to the market policies and application form are at the discretion of the Market Manager and the Waterdown BIA and will be communicated to any vendors affected.

We welcome your feedback, questions, suggestions or comments.

Waterdown BIA – Waterdown Farmers' Market
P.O. Box 954, Waterdown, ON L0R 2H0

Market Manager farmersmarket@waterdownbia.ca 289-260-6841

Vendor application forms for the Market are available at: www.waterdownfarmersmarket.ca

We look forward to a very successful season, in 2017!

