

Beverly Farmers' Market

Rules & Regulations For Vendors

Effective May 19 to October 6, 2020 ~ {Call (780) 413-6278 for additional information.}

1. Products Allowed at Beverly Towne Farmers' Market:

The Beverly Farmers' Market (BFM) operates as a Government of Alberta Agriculture & Forestry (AAF) approved Farmers' Market. We embrace the "Make it, Bake it, Grow it" philosophy where a minimum of 80% of Vendors sell Alberta products.

- Vendors are classed according to the 80% / 20% rule. (ref: 80/20 rule)
- The 80/20 rule applies to the market as a whole. It does not apply to the product on your table.
 - If you receive approval to sell a product that you make, bake or grow, 100% of your table must contain your approved make, bake or grow product.
- The 80/20 rule is a minimum requirement.
 - It is entirely up to each approved market to establish their own guidelines regarding the 80/20 rule, provided that they meet the minimum 80/20 requirement.
- All Vendors should be aware of and must meet all provincial, inter-provincial and federal regulations.

a) The 80% Vendors:

- Vendors that sell Alberta products which they, an immediate family member, staff, cooperative farming enterprises have made, baked or grown within Alberta, are approved within the 80%. ("Make It, Bake It, Grow It")
 - "Make It" is defined as making a significant change to a raw product. eg; purchasing a side/quarter of beef/pork/chicken, etc. and making sausage, etc. or buying a bolt of fabric and sewing a dress, etc. You can sell the sausage, as you made it but you can't sell the side of beef that you bought. Likewise, you sell the dress but not the bolt of cloth.

b) The 20% Vendors:

- Vendors that do not make their own product or are from **outside** Alberta but within Canada and sell products which they, an immediate family member, staff, cooperative farming enterprise have grown, produced, made, processed or baked, are approved within the 20%.
 - Primarily at BFM, the 20% is used to permit BC Fruit to be sold.
 - If additional space is available within the 20%, it can be used to permit other products, considering the following criteria:
 - products are unique and will compliment the market mix.
 - represent interests that will enhance the community spirit of the market.

c) BC Fruit Regulations [BC Fruit Vendors are considered within the 20%.]

- BC Fruit Vendors **may not sell vegetables regardless of whether they are in season locally or not.**
- BC Fruit Vendors may not sell berries that are a major item for a local Vendor. (ie: Strawberries)
 - If a BC Fruit Vendor wishes to bring in berries that are a minor item for a local Vendor and is available locally, they must give the Market Manager one week notice, so that local vendors can be surveyed as to availability.
- **At each market, BC Fruit Vendors must produce proof of purchase, which includes the name and address of the BC Orchard where the fruit is grown and the date of purchase.**
- **The sale of US fruit or vegetables is strictly forbidden. A vendor caught selling fruit grown outside Canada will be expelled from the Market, without any refund given.**

- d) The Vendor Committee and as delegated to the Market Manager has sole discretion of what will be permitted within the 80% and 20%.

- e) Only the products that are listed and approved on your application form can be sold.
- f) Should you wish to add an additional product, you must apply, to the Market Manager providing detail and samples of the product.
 - The vendor committee must approve any changes or additions to product lines in advance prior to you selling the additional product.
 - The Vendors' Committee reserves the right to request that the market manager order the removal of all products they consider unsuitable for sale at the Farmers' Market.
- g) **The sale of used goods or products is prohibited.**
- h) All products **must** be of high quality. Inferior quality products will be removed at the request of the Market Manager. If repeated, it will result in the vendor being expelled from the Market.

2. HEALTH REGULATIONS:

- a) **All products sold at the Farmers' Market must conform to Alberta Health Services (AHS) and Canada Food Inspection Agency (CFIA) regulations and standards.**
 - All health regulations, as documented by Alberta Health Services must be strictly observed.
 - Copies of these regulations can be obtained by contacting the Alberta Health Services, Edmonton North East Office.
 - **Any contravention of Health regulations will result in removal of the product by the Health Inspector or the Market Manager in order to protect our market from liability or loss of the market license.**
- b) **AAF & AHS require that vendors selling food and/or agricultural products must complete the Farmers' Market Home Study Course on food safety, available through Alberta Health Services. (An on-line or hard copy is available by contacting the BTFM Health Inspector.)**
- c) **CFIA: All prepackaged foods must have a label declaration which identifies all allergens, as defined by CFIA and can be listed within the ingredients or in a separate 'contains' section listing all defined allergens.**
- d) **At each Market, Vendors selling meat at the market must provide a certificate of Government Inspection.**

3. STALL FEES FOR ALL FOOD VENDORS

Stall Rentals: All stalls are 10' X 10'. Vendors requiring more than a 10' wide space must reserve and pay for an additional stall.

- **Full Time Food Vendor - \$560.00 (average of \$26.66 per market) for the season and must be paid in advance when submitting your application.**
 - \$30.00 per market day. if paying weekly
- **Part Time Food Vendor - \$30.00 per market day.** This option is for a:
 - Vendor that plans to attend specific market dates; reserves those dates on their application and prepays for their booked stall or
 - Vendor plans to attend casually: Vendor contacts the Market Manager 24 hrs. in advance to reserve a space.
- **New Vendor Introductory Special: \$150.00 for 6 consecutive markets.**

The six consecutive markets must be specified with pre-payment attached. This option is for new vendors on a one time trial offer. (It is to encourage new vendors to come to six consecutive markets to give customers an opportunity to familiarize themselves with the new vendor's product.)

4. VENDOR STALL FEES FOR ALL NON-FOOD VENDORS

- **Full Time Non-Food Vendor - \$420.00 (average of \$20.00 per market) for the season and must be paid in advance when submitting your application.**
 - \$22.00 per market day if paying weekly

- **Part Time Non-Food Vendor - \$22.00 per market day.** This option is for a:
 - Vendor that plans to attend specific market dates; reserves those dates on their application and prepays for their booked stall or
 - Vendor plans to attend casually: Vendor must contact the Market Manager 24 hrs. in advance to reserve a space.
 - **New Vendor Non-Food Introductory Special: \$110.00 for 6 consecutive markets.** (\$18.33 ave. per market) The six consecutive markets must be specified with pre-payment attached. This option is for new vendors on a one time trial offer. (It is to encourage new vendors to come to six consecutive markets to give customers an opportunity to familiarize themselves with the new vendor's product.)
- b) **No refunds for cancellation of pre-booked and pre-paid dates.**
- c) **Vendor of the Week:** We are again offering a vendor of the week promotion which benefits the customer and the vendor. **There will be fifteen (15) \$5.00 coupons awarded each market.** This promotion will give back to both the Customer and Vendor a yearly amount of \$1,575.00.
- d) **Table, Canopy & Weights:** Each Vendor is required to provide their own market table, table cover set at ground length, canopy and canopy anchors. Note: To minimize risk, all Vendors that plan to use a canopy or umbrella **must secure it with anchor weights of a minimum of 20 pounds per pole.**
If you forget to bring your table, canopy or weights, a limited number are available for rent at the following rates:
 - **Table: \$2.00; Canopy \$10.00 & Weights: \$5.00 Per Market**
 - They can be picked up at the information booth. Vendor must set up and dismantle the rented equipment and return to the information booth, after the market.
- e) **Signage and Name Tags:**
 - Each Vendor is required to display their business sign at their booth or stall and encouraged to wear a name tag, identifying the first name of the Vendor.
 - **All Vendors who sell food must display their Food Handling Home Study Course certificate.**

5. Operating Times

- a) **Hours of operation: 4:00 to 8:00 PM each Tuesday effective May 19, 2020**
➤ **Effective September 1 to Oct. 6, we will close at 7:30 PM because of darkness.**
- b) The market site can be accessed for set-up at 2:00 PM
- c) **All vendors are required to be within the market site by 3:30.** At 3:30 PM the entrances to the market site will be barricaded. **Anyone arriving after 3:30 PM must park their vehicle and carry or 'dolly' their product to their stall. If they arrive any later than 4:00, they will NOT BE PERMITTED TO SET UP OR HAVE ANY ACCESS TO THE MARKET.**
- d) **Although the market officially starts at 4:00 PM, we are implementing a 'soft opening' at or after 3:30 PM. Vendors can sell their product after 3:30 pm if they are ready to do so.**
- e) The market operates on a rain or shine basis. This is necessary if we are to build a loyal market customer base. **Vendors are expected at every market. Please prepare a plan for bad weather. Please note rule 8 i) below regarding advice of non-attendance and fines.**
- f) **Vendors may not pack up prior to market end. If sold out, place a sign on your table indicating so and await market end. (this will encourage customers to come earlier) Due to safety reasons, vehicles must not be moved from site or enter site until after customers have left and barricades are removed.**

6. **New Location:** Riverview Crossing (formerly Abbottsfield Mall) 3410-118 Ave. parking lot. Our site space will be the south west corner of the lot, under the big mall sign.

How do you get there? Access via the first parking lot entrance north of 118 Ave. @ 34th St.

Parking: Unless your vehicle is part of the prearranged sales space, it must be parked in the designated Vendor parking area.

7. **a) Vendor Insurance**

- All food Vendors (including fresh vegetables and fruit) and all Vendors selling soaps, lotions, cleaners are required to carry a minimum of \$2,000,000.00 vendor liability insurance. They are also required to complete the 'Waiver of Liability and Indemnity, Assumption of Risks' document. Please attach a copy of your certificate of insurance and complete 'Waiver' with your application. **You can not apply unless you have your proof of insurance.**
- All crafter/artisan Vendors, **if you are self insuring**, you are required to complete and return the attached 'Waiver of Liability and Indemnity, Assumption of Risks' document.

The Beverly Farmers' Market strongly recommends that All Vendors selling at Approved Farmers' Markets carry liability insurance. (THE BEVERLY FARMERS' MARKET DOES NOT CARRY LIABILITY INSURANCE FOR VENDORS.

b) Freedom of Information Protection

From time to time, inquiries are made to the Beverly Farmers' Market (BTFM) about a Vendor 's product. The customer may also wish to obtain Vendors contact information (Personal Name, Business Name, Phone # and e-mail address. For your benefit we will release this Vendor information obtained from your application. If you do not wish this information released to your customers, please indicate this in writing and attach it to your application.

8. Vendors' Responsibility to the Market

- a. Abide by these Beverly Farmers' Market rules and regulations
- b. Abide by all Provincial, Federal and Alberta Health Services Regulations
- c. Arrive and leave market according to these regulations.
- d. Clean up their stall(s) at the end of the market day.
- e. Provide a ticket to each of their customers for entry into the customer appreciation draw.
- f. Behave in an **ethical**, business-like manner.
- g. Do not interfere with customers at another stall or use any pressure sales techniques that will make the Customer feel uncomfortable. Any complaints received concerning unprofessional conduct including the use of profane language, smoking, uncleanness of vendor or vendor's products etc. will be considered grounds for dismissal from the market.
- h. Insubordination, the consumption of alcohol, drugs or fighting during the market will be just cause for immediate dismissal. **NO WARNINGS - NO REFUNDS GIVEN.**
- i. 24-hr. advance notice must be given if a vendor cannot make a market date. 6-hr. emergency notice will only be accepted in extenuating circumstances. Please leave a message at the Beverly Farmers' Market Office @ 413-6278. Please provide 2 weeks written notice of vacation. Failure to comply will result in a fine of equal to, your weekly stall rate for each market missed, whether you are an annual, pre-paid Vendor or a casual Vendor.**
- j. Chairs and tables in the center (customer oasis) are for customer use only. Vendors may eat at these tables but must relinquish them to customers at all other times. Vendors are responsible for their own seating at their stalls. Please do not remove the customer chairs and use them for your personal seating at your stall.
- k. No smoking allowed in the market site. Vendors are to use the designated smoking area. Do not eat at your stall and observe all health regulations.

9. Failure to follow the aforementioned rules (with the exception of 8i) in one market season will result in the 3 strike rule:
- 1st : a documented verbal notice.
 - 2nd a written notice.
 - 3rd will result in the loss of vending privileges with no refunds.

Failure to comply to 8j regarding notice, as above, will result in a fine equal to the stall rate.

10. Due to regulations governing Farmers' Markets and to ensure compatible vendor mix, not all applications are granted space or accepted in the Beverly Towne Farmers' Market.
11. It is the responsibility of the Beverly Farmers' Market to allocate space within the market.
12. The Beverly Farmers' Market is operated as a not for profit approved by AAF farmers' market. Every dollar paid in fees by you the vendor is spent to promote and grow the market. This is your market. As a 'shareholder' you have a say in how it is operated by:
- Attending the AGM and have a say / vote on operational decisions.
 - Recruiting new desirable vendors that you meet at other markets by inviting them to apply to our market.
 - Promoting our market to everyone you know, no matter where you or they live. Ask the market manager for and always carry our business cards.
 - Many tasks completed are performed by volunteers and paid staff. If you would like to assist with some of these tasks to help keep our labor costs down, especially before the market starts in late April and early May and after each market, please let us know.

Want more information on the above, please e-mail us at: info@beverlyfarmersmarket.ca

13. It is recommended that Vendors become members of the Alberta Farmers' Market Association (AFMA). AFMA is your association that provides many benefits to you the Vendor, such as discounted liability insurance, as well as promoting Farmers' Market shopping to all Citizens in Alberta.

Your completed application along with full payment, waiver, food handling certificate, and insurance documents can be submitted in the following two ways:

1. IN PERSON:
4014 -118 Ave. CALL (413-6244) FIRST, TO ENSURE SOMEONE IS IN THE OFFICE
2. BY MAIL:
BEVERLY FARMERS' MARKET, PO Box 20202, RPO Beverly, Edmonton AB T5W 5E6

Getting ready to submit your application, here's your application check list:

- Completed application, SIGNED IN THREE PLACES, and witnessed, signed each page of rules _____
- Payment _____
- Certificate of liability insurance _____
- Completed 'Waiver of Liability and Indemnity, Assumption of Risks' document _____
- A copy of your Farmers' 'Market Home Study Course Safety' Certificate _____
- An indication of the specific stalls you wish to reserve, if required _____

INCOMPLETE SUBMISSIONS WILL NOT BE CONSIDERED.