

Beverly Farmers' Market

2024 Rules & Regulations For Vendors

PLEASE REVIEW THESE RULES & REGULATIONS. AFTER READING, PLEASE INITIAL ACCEPTANCE ON THE LINE PROVIDED AND RETURN AN INITIALED COPY WITH YOUR APPLICATION.

1. Products Allowed at Beverly Farmers' Market:

The Beverly Farmers' Market (BFM) operates as a Government of Alberta Agriculture & Forestry (AAF) approved Farmers' Market. We embrace & **enforce** 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. 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.**
- All Vendors must meet all provincial, inter-provincial and federal regulations.

The 80% Vendors:

- Vendors that sell Alberta products which they, an immediate family member, staff, or 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.

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, or staff 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 complement the market mix.
 - ✓ Products represent interests that will enhance the community spirit of the market.
 - ✓ Only the Market Board decides what will be permitted within the 20%
- ***BC Fruit is 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 specific berry types 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 that do not own their own orchard 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 80% & 20% Products:

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.

- The Vendor Committee and as delegated to the Market Manager has sole discretion of what will be permitted within the 80% vendors and 20% vendors.
- Only the products that are listed and approved on your application form can be sold.
- 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.
- **The sale of used goods or products is prohibited.**
- 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), Health Canada and Canada Food Inspection Agency (CFIA) regulations and standards.

- All health regulations must be strictly observed. Copies of these regulations can be obtained by contacting the Alberta Health Services at following link:

<https://www.inspection.gc.ca/food-label-requirements/labelling/industry/eng/1383607266489/1383607344939#>

- 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) AHS require that vendors selling food and/or agricultural products must complete the AHS Food Sanitation & Hygiene Certificate and/or Farmers' Market Home Study Course on food safety, available through Alberta Health Services, at the following link:

<https://www.albertahealthservices.ca/eph/page3151.aspx>

3. LABELING:

All prepackaged foods must be labeled no smaller than 1.6 mm & be on front of package listing:

- Common Name & Quantity
- Allergens list as defined by CFIA (ie: may contain..... etc.).
- Contains list of all ingredients in descending order of proportion.
- Made On & Best Before Date & Storage Instructions (ie: room temperature, refrigerate, freeze)
- Prepared in an uninspected home kitchen. NOT FOR RESALE
- Name & Phone Number of the person making the product.

4. Vendors Selling Meat at the market must provide a certificate of Government Inspection.

5. To sell cosmetics including bath salts, perfumes & soaps, a certificate from Health Canada is required. The actual application form (and how to complete it) is found on the link GUIDE TO COMPLETING COSMETIC NOTIFICATION FORMS, which can be obtained by

<https://www.canada.ca/en/health-canada/services/consumer-product-safety/cosmetics/notification-cosmetics.html>

6. STALL FEES: (PER STALL)

a) Stall Fees FOR ALL FOOD, BEVERAGE & AGRICULTURAL PRODUCT 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 Vendor** - \$225.00 for a 9 market fall season (\$25.00 X 9) and must be paid in advance when submitting your application. This method is preferred
- \$25.00 per market day, if paying weekly. EFT Preferred.

- ✓ **Part Time Vendor - \$25.00 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 (780.909-8953), 24 hrs. in advance to reserve a space.**

b) CRAFTER & ARTISAN VENDOR Stall Fees:

(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 Vendor - \$180.00 for a 9 market season (\$20.00 X 9)** season and must be paid in advance when submitting your application. **PREFERRED - \$20.00 per market day if paying weekly**
- ✓ **Part Time Vendor - \$20.00 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.

7. No refunds for cancellation of pre-booked and pre-paid dates.

8. A. Vendor of the Week & Customer Appreciation Draws

The **Vendor of the Week** promotion is for the benefit of our Customers and Vendors.

- Each week, we will select a Vendor to be the "Vendor of the Week" and given 15 x \$5.00 market bucks.
- The Vendor will then give the first 15 customers who spend a minimum of \$10.00, a \$5.00 market buck to spend at another Vendor.
- Signage and social media will advise our customers each week as to who specifically is the vendor of the week.
- Vendors who receive market bucks in payment, will cash the market bucks in with the Market Manager.

B. Customer Appreciation Draws:

- All Vendors are required to donate 5 certificates forms which we will provide, toward the 'Customer Appreciation Draws'.
- The value is \$5.00 each and the number will be based on the number of participating vendors and number of markets for the season.
- The fall season runs for 9 weeks which means 9 draws during this period.
- Nine draws awarding \$50.00 per draw means we require \$450.00 worth of cashable certificates.
- For example, if we have 20 vendors, means we would need 45 certificates of \$5. each OR 5 certificates of \$5.00 from each vendor. [20 vendors x 5 certs X \$5. each = \$500.00 in total certificates.

- **Your payback is that the winner, will redeem their \$5.00 certificate at your stall on an item greater than \$10.00 or more in value and you will also gain a new customer.**
- **Each winning package will contain a mix 10 different certificate from 10 different Vendors**

9. Stall Equipment, Rentals & Signage:

- a) **Table, Canopy & Weights:** Each Vendor is required to provide their own market table, table cover set to ground length.

b) 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.**
- All Vendors who sell Cosmetics must display their Health Canada approval certificate.

10. Operating Times:

- a) Hours of operation: **Tuesdays, Oct 15 – Dec 17, 2024 3:00pm 2 - 6 pm**
- b) The mall can be accessed for set-up at 12:00 PM
- c) **All vendors are required to be within the market site by 1:30.** At 1:30pm the entrances to the market site will be closed. **Anyone arriving after 1:30 PM will NOT BE PERMITTED TO SET UP OR HAVE ANY ACCESS TO THE MARKET.** If special circumstance delays in arriving, please contact the market manager to arrange late arrival, if possible.

11. a) THE MARKET OPERATES ON A RAIN, SNOW OR SHINE BASIS. (This is necessary if we are to build a loyal customer base.)

- **Vendors, if registered to attend, are expected at every market.**
- **Prepare a plan for bad driving/onloading weather.**
- **WE DO NOT CLOSE IF THERE IS BAD WEATHER.**
- **Please note rule 16h) below regarding advice of non-attendance and fines.**
- **THE MARKET MANAGER WILL MONITOR THE WEATHER APPS TO ENSURE THERE IS NO RISK OR DANGER TO VENDORS OR CUSTOMERS DUE TO EXTREME WEATHER CIRCUMSTANCES.**

b) 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 should 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.

- **We will ring the bell to signify closure of the market.**

NEW RULE TO AVOID AFTER MARKET CONGESTION:

- c) **VENDORS ARE PERMITTED to pack up their products & displays ONLY AFTER 6:00 PM BEFORE they bring their WAGONS OR DOLLY'S on site to load. Do not prevent MALL CUSTOMERS FROM PROCEEDING THROUGH THE MALL**

12. Market Location:

RIVERVIEW CROSSING SHOPPING CENTRE MALL FOYER & HALLWAYS @ 3210-118 Ave. Our site space may vary during the market season.

13. Parking: Your vehicle must be parked in the West Parking lot.

14. Vendor Insurance

- All food Vendors (including fresh vegetables and fruit) and all Vendors selling Cosmetics (including 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 cannot 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 & signing the self-insurance acceptance.

15. 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 Vendor 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.

16. 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 your stall(s) at the end of the market day.
 - e. Behave in an **ethical**, business-like manner.
 - f. 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, uncleanliness of vendor or vendor's products etc. will be considered grounds for dismissal from the market.
 - g. Insubordination, the consumption of alcohol, drugs or fighting during the market will be just cause for immediate dismissal. **NO WARNINGS - NO REFUNDS GIVEN.**
 - h. 24-hr. advance notice must be given if a vendor cannot make a market date.**
 - Please call 780.909-8953.
 - Please provide 2 weeks written notice of vacation.
 - **Failure to comply will result in a fine of your weekly stall rate for each market missed, whether you are an annual, pre-paid, weekly or a casual Vendor.**
 - i. Chairs and tables 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.
 - j. 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.
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17. Failure to follow the aforementioned rules (with the exception of 13h) 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 16h regarding notice, will result in a fine equal to the stall rate.**
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18. 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.

19. It is the responsibility of the Beverly Farmers' Market to allocate space within the market. _____
20. **The Beverly Farmers' Market is operated as a not for profit approved by AAI 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 contact information.
 - 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
- _____
21. 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, AHS & Health Canada certificates, and insurance documents can be submitted in the following two ways:

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

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

- **Completed application, SIGNED IN ALL PLACES Required, and witnessed**
- **Sign to acknowledge each rule or regulation in the space provided.**
- **Attach a copy of your rules containing your initials acknowledging your acceptance.**
- **Include Payment: All fees must be paid by cheque via mail or by cash in person at the office or market. E transfers will be accepted in advance of processing your application or in advance of each market.**
- **Certificate of liability insurance specifying "Beverly Farmers' Market" as additionally insured.**
- **Completed 'Waiver of Liability and Indemnity, Assumption of Risks' document**
- **A copy of your Farmers' 'Market Home Study Course Safety' Certificate**
- **A copy of your AHS Food sanitation & Hygiene Certificate**
- **A copy of your Health Canada Certificate, if selling cosmetics**

INCOMPLETE SUBMISSIONS WILL NOT BE CONSIDERED.