

# Port Rowan Farmers' Market

## Rules and Regulations

### 2021

#### 1. Purpose

The purpose of this Vendors' Handbook is to describe the organization and administration of the Port Rowan Farmers' Market and to detail the rules and regulations to be followed by the Market Committee, Vendors and Volunteers of the market in order to create a friendly, stable and profitable environment.

#### 2. Organization

The name of the market is the Port Rowan Farmers' Market (hereafter called the PRFM). The PRFM is governed and managed by a volunteer Market Committee operating under the umbrella of the Long Point Country Chamber of Commerce.

#### 3. Mission

The mission of the PRFM is to support local, organic, and sustainable agriculture and to build community by providing an accessible and welcoming environment where local residents, cottagers, and tourists can purchase fresh, quality food and products directly from local farmers, producers and artisans.

#### 4. Market Location, Season, Hours

The location of the PRFM is at the Lions Pavilion located in the Port Rowan Harbour. The market will run Fridays 3 pm to 6 pm from June till Thanksgiving weekend in October. Early closing as a result of safety concerns will be at the discretion of the Market Committee.

#### 5. Membership

The PRFM is producer-based therefore only applicants selling goods that they, themselves, have grown or produced will be considered. Resellers of wholesale or mass manufactured goods are not permitted. However a vendor may sell additional produce/products grown or produced by another vendor if pre-approved by the Market Committee.

#### 6. Vendor Categories

**Agricultural/Producer** – Those who grow or raise their own products within 100 km of Port Rowan.

**Baking/Processed** – Those who produce food themselves, such as artisanal bakers, makers of cheese and preserves. It is understood that not all ingredients in processed food can be obtained from a known local source, but the main ingredients (> 50%) of processed goods should be grown or produced in Ontario.

**Artisanal Products/Crafts**- Handcrafts must be hand-made by the vendors using as much locally sourced material as possible. Membership in this category will be limited to no more than 10% of total membership.

**Food Concession** – Those providing 'ready-to-eat' food that is of high quality, prepared by the vendor either on-site or at home from scratch, using local products. Membership in this category will be limited to no more than 15% of total membership.

**Non-Profit/Community Groups** - FREE space provided for fundraising, promotional and educational community initiatives or events.

**Musician's Buskers** - FREE space provided to musicians to busk, sell and promote their music.

**Young Crafters/Growers** - Discount space for young people (under 15 yrs age) to sell, promote products that they themselves have grown, produced, or hand-made.

**Invited Vendors** – Invited vendors, who at the discretion of the Market Committee, are deemed to provide a service or product essential to the sustainability of the market.

## 7. Application Process

All applicants for membership shall complete a "Vendor Agreement" form listing all products the vendor intends to sell at the market. This Agreement is made annually between the PRFM and the vendor, who agree to enter into a contract for their mutual benefit and to set out the terms and conditions of their Agreement, and abide by the Rules and Regulations established in this handbook. The completed Vendor Agreement form will be reviewed by the Market Committee. The Market Committee reserves the right to refuse acceptance of any applicant or product that is not in keeping with the rules, regulations or standards of the PRFM.

In the event of the market reaching full capacity and the Market Committee must choose between several vendors selling similar goods, **Priority will be given to:**

- Returning full season vendors in good standing with the PRFM
- Returning part-time vendors in good standing with the PRFM
- Vendors closest to Port Rowan
- Vendors using natural practices and/or ingredients
- Market composition – discretion of the Market Committee to ensure the market has a good mix of vendors

## 8. Stall Allocation

Vendors under the pavilion are limited to a single 8 ft x 8ft space, those outside the pavilion must have their own tent and may occupy a space no larger than 10 ft x 10 ft. Stall allocations shall be at the discretion of the Market Committee, and may vary throughout the season. Priority will be given (in order) to returning full season vendors, new full season vendors, returning part-time vendors, then new part-time vendors, guest vendors.

## 9. Fees

Fees are based on the length of commitment through the season.

Options available include:

- **Full Season:** \$252 (\$13.25/wk for 19 wks) Full payment made in advance at the beginning of the first market.
- **Part-Time (4+wk commitment):** \$66 (\$16.50/wk) payable in advance at the beginning of 4 week period.
- **Guest:** \$22/wk payable each market day prior to set-up.
- **Youth:** \$10/wk payable each market day.

Payment must be received by cheque (made payable to Long Point Country Chamber of Commerce) or cash, with signed vendor agreement.

## 10. Vendor Responsibilities

### Compliance

Vendors must make themselves aware of and fully comply with the Rules and Regulations as set out in this document. Failure to do so may be grounds for termination of the Vendor agreement and membership.

### Code of Conduct

All vendors will be respectful to the Market Committee, volunteers, fellow vendors and customers. All vendor issues, concerns or grievances will be directed to the Market Committee who will attempt to resolve the situation.

### Government Regulations

It is solely the vendors' responsibility to make themselves aware of and comply with Municipal, Provincial and Federal Regulations regarding labeling, measures, health and safety, etc., for all products offered for sale at the Market.

### **Payment of Fees**

Payment of fees must be received with the Vendor Agreement at the beginning of season for full season vendors, at the beginning of term for part-time vendors and at the beginning of each market for guest vendors.

### **Punctuality**

Late arrivals and early departures disrupt the market, annoy customers and can become a safety issue. Vendors may begin set-up no earlier than 2 pm, and should have their set-up complete and be open for business by 3 pm each market day. To be fair to all no sales are allowed before 3 pm. Vendors shall make every effort to notify the Market Committee as soon as possible if they will not be in attendance that week. Vendors must keep their booth/stalls/tables open for the entire Market day and not begin tear down prior to 6 pm. If the vendor must leave early because of exceptional circumstances they must notify the Market Committee.

### **Product Quantities**

Vendors must bring enough products to last for the entire day. Exceptions may be made for reasons of product supply beyond the control of the vendor; e.g. produce in season.

### **Displays**

Vendors are responsible for providing all display materials (displays, tables, chairs, etc), and setting up and tearing down any displays each market day. The market does not provide vendors with tables or chairs. Shelters, umbrellas ect. must be properly fastened together and securely anchored. All booths should have an attractive and professional appearance and keep within appointed stall guidelines not interfering with walkways. The PRFM accepts no responsibility for damage to or loss of these materials.

### **Parking**

Vendors may park one (1) vehicle to the rear of their allocated stall space. Please avoid making ruts in the grass when wet and muddy.

### **Conducting Business**

Vendors must remain in their own booths/stalls when selling. Sales must be conducted in an orderly and business-like way.

### **Pricing**

Vendors can't sell below cost of production. Pricing should be fair to you, the customers and to your colleagues. Produce should be sold by units or containers. If your product is sold by weight, the scale has to be government inspected, with a valid sticker displayed.

### **Food Safety**

Every person handling food products must maintain a very high standard of personal hygiene and cleanliness.

### **Refuse**

Booth/stalls must be kept free from refuse during the market day, and vendors are responsible for ensuring that their stalls are left clean at the end of the day.

### **Prohibited**

Excessive consumption of alcoholic beverages is not permitted at the Market site. No smoking is permitted in or near the pavilion or stall areas.

### **Insurance**

While the **PRFM** does carry basic Public Liability and Property Damage Insurance through Farmers' Markets Ontario, any additional insurance coverage is the responsibility of the individual vendor. Commercial vendors with 'storefront' business and wineries are NOT covered by this insurance and are required to provide proof of their own insurance, with Long Point Country Chamber of Commerce and Norfolk County added as 'additional insured'. PRFM bears no responsibility for any vendor property at the market.

## **Incidents/accidents**

Vendors are responsible for reporting any incidents or accidents to the Market Committee on the day incident occurred.

## **11. Market Dollars**

The PRFM may occasionally throughout the season distribute market dollars to the community for promotional purpose and as charitable donation.

### **Overview:**

- Market Dollars will be authorized and distributed only by the Market Committee.
- Market Dollars come in \$5 denominations, and will have a serial number and date of issue.
- Market Dollars will only be valid when authorized with the signature of a member of the Market Committee.
- Market Dollars will expire one year from the date of issue.
- Customers may redeem the Market Dollars for products at the vendor of choice.

### **Redemption:**

- Market Dollars have no cash value, and vendors are not required to provide change if they are used to purchase a product of lower value.
- Vendors will be reimbursed the full amount of the Market Dollars in cash upon presenting the Market Dollars to the Market Committee.
- Vendors are responsible for looking at the Expiration Date on Market Dollars to ensure validity before redeeming.

## **12. Loyalty Program**

To encourage repeat customers the PRFM runs a Loyalty Program. Customers can check-in with Market Volunteers each week they visit the market, and volunteers record their visits on their loyalty card. If they accumulate at least 3 visits for the month then these loyal customers are entered into the monthly draw for that month. The grand prize for each draw consists of a Market Bag filled with products from the Vendors. At the beginning of the month a Market Volunteer will come around to ask vendors for small donations of products (\$5-\$10 value) to the prize. Contributions are not mandatory, but appreciated to encourage regular customers. The first 12 customers to accumulate a total of 12 visits also receive a reward of either Market Dollars or a Market Bag.