



# *Vendor Handbook*



WILDFLOWERS.FARM



## RULES AND REGULATIONS - 2022

### 1) FARMERS MARKET DEFINITION

Wildflowers Farmers Market is a true Farmers Market, as determined by the definition outlined in the Ontario Food Premises Regulation (O. Reg. 493/17). In order to maintain the exemptions provided by this classification, our Market abides by certain rules.

A Food Premises is responsible for following food safety requirements to reduce the risk of foodborne illness, as outlined in the Ontario Food Premises Regulation (O. Reg. 493/17). However, "Farmers Markets Food Vendors" who meet the definition in the Ontario Food Premises Regulation (O. Reg. 493/17) are exempt from the regulation, but must still meet any requirements outlined in the Health Protection and Promotion Act.

The definition of a "Farmers Market Food Vendor" is as follows:

"Farmers Market Food Vendor" means the operator of a stall or other food premise that is located at a central location at which a group of persons who operate stalls or other food premises meets to sell or offer for sale to consumers products that include, without being restricted to, farm products, baked goods and preserved foods, and at which the majority of the persons operating the stalls or other food premises are producers of farm products who are primarily selling or offering for sale their own products. (O. Reg. 493/17)

The definition of a "Farm Product" is as follows:

"Farm Products" means products that are grown, raised or produced on a farm and intended for use as food and include, without being restricted to, fruits and vegetables, mushrooms, meat and meat products, dairy products, honey products, maple products, fish, grains and seeds and grain and seed products. (O. Reg. 493/17)

Therefore, colloquially speaking, if a Farmers Market has at least 51% of its vendors as farmers, its non-farmer producers of food items are exempt from the Ontario Food Premises Regulation (O. Reg. 493/17), but must still comply with the Health Protection and Promotion Act.

### 2) LOCATION

Wildflowers Farmers Market is located at 42338 Fruit Ridge Line, St Thomas, ON, N5P 3S9. Conveniently located just West of Sunset Rd, and minutes from Port Stanley Village and beach.

### 3) HOURS

In the year 2022, Wildflowers Farmers Market will be open as follows.

Fridays June 3rd-October 7th, 4pm-8pm (regular hours)

#### Market after Dark Hours

Wildflowers Farmers Market will have extended hours (ending at 10pm) for the monthly "Market After Dark" which will include live bands/DJ/extended patio hours. Please see dates below.

June 24th, July 22nd, August 26th, September 23rd, October 7th, 4pm-10pm (weather permitting)

Please note: Monthly vendors will automatically be signed up for the extended hours unless requested otherwise. If said vendors choose to not stay for the extended hours, allocation of vendor space will vary to their weekly location to ensure safe exiting around customer foot traffic.

#### Market After Dark Only

Vendors can apply to attend the Market After Dark dates only.

#### 4) WEATHER

Wildflowers Farmers Market is a rain or shine event. If the vendor chooses not to attend due to rain, they will not receive a refund.

It is at the discretion of the Farmers Market Manager to close the market early, cancel the market, due to severe weather, including but not limited to high winds, driving rain and extreme amounts of snow. Only under the guidance of the market manager, are vendors allocated to leave early. This is simply a safety issue, so vendors are not driving away on site whilst customers are wandering.

In the event of a market closure all vendors must take down their stalls and pack up for the evening. No vendor will be allowed to stay behind due to liability of the Market.

#### 5) APPLICATION

Seasonal and other long-term Vendors should have their applications/notice in by March 1st, 2022. This application form can be found on [Wildflowers.farm/farmersmarket](https://wildflowers.farm/farmersmarket). Please note that not all applications will be approved due to similarity or availability. The Market must ensure we abide by the new regulations due to COVID-19 and are unable to showcase space for all artisans.

Weekly or Market After Dark applications can continue the application process throughout the season.

#### 6) VENDORS SPACE

Wildflowers Farmers Market will be entirely outdoors for the 2022 season.

- Each vendor will have a 10x10 area and will need to provide a sun shade/tent, tables, and chairs as needed.
- There will be a limited number of spaces with hydro and will be allocated to those selling ready to eat meals, and is ultimately up to the discretion of the market manager.
- A market map that is approved by South Western Public Health, will be provided upon completion of the approved market vendors.

#### 7) ALLOCATION OF VENDORS

The Market Manager or his/her designate shall allocate vendor space as follows:

- The Market Management reserves the right to allocate spots based on a successful market mix, with that being said some preferences will be given. Due to the Ontario Farmers Market rules, there must be a 51% farm to non-farm allocation.
- The Farmers Market manager will assign daily vendors based on this percentage. There will be 1-3 spaces available each week for daily rotational vendors.
- The final stall allocation will include an appropriate product mix, and will be at the discretion of the Market Manager.



**8) REGISTRATION FEE + VENDOR FEE**

All payments will be invoiced and payable by e-transfer or credit card.

Fees Include:

- Registration fee \$25 + HST. This is a one-time annual fee that covers all markets within the 2022 year. This fee is due upon receipt of the vendor contract.
- The following fees apply based on your commitment and type of vendor. Those selling dinners/meals at the market will be categorized under **MEAL PRICING**. All prices do not include HST.

Please note, monthly vendor prices include the extended market after dark hours.

If seasonal vendors do not wish to stay for the extended hours, stall allocation will reflect this early departure.

**Monthly**

June \$152/ **\$200**

September \$152/ **\$200**

July \$190 / **\$250**

October \$76 / **\$100**

August \$152/ **\$200**

**Weekly**

\$45 / **\$55**

**Market After Dark ONLY**

\$60/**\$70** week

**9) FEE SCHEDULE**

- Registration fee is due upon approval and receipt of contract
- Monthly fees are due on the 1st of each month attending
- Weekly fees are due on the Tuesday of the week attending

**10) VENDOR REQUIREMENTS**

All vendors must comply with the following regulations to operate at Wildflowers Farmers Market. Non-compliance with these regulations may result in the vendor being required to leave the market and they may not be permitted to return.

- A vendor must be familiar with the Rules and Regulations of Wildflowers Farmers Market and must comply fully with them.
- Vendors will post their names, farm location, and products prominently in their stall.
- Vendors are encouraged to personalize their stalls with stories and pictures, and to share their farming background with customers.
- Vendors agree to make their stall and products as attractive and pleasing to the eye as they can. Market Management reserves the right to request a vendor's display be changed.
- Vendors must agree to bring an adequate supply of their primary product that will allow them to operate for the full duration of market.
- Vendors will adhere to the highest standards of quality, service and business.
- Vendors must have all items dropped off and vehicles off site by 3:30pm Fridays
- Vendor set-up must be completed by 3:45pm Fridays
- Subletting and sharing of stalls is not permitted.
- Vendors agree not to practice distress pricing.
- Vendors shall maintain their stalls in a neat, clean and orderly fashion.
- Vendors must keep their own refuse in a suitable container at their stall and remove the refuse when they leave.

**VENDOR REQUIREMENTS CONTINUED..**

- m. General garbage containers are for the use of customers only. Please sweep your stand before leaving.
- n. Smoking is not permitted in the building nor at any vendor's stall, or anywhere on the market square.
- o. All vendors must comply with the requirements set by Canadian Food Inspection Agency and local Health Units (labeling produce by type, quantity and price, cooling, sanitation, etc.)
- p. Vendors are responsible to obtain all necessary licenses, permits, inspections and certificates for the sale of their product.
- q. Compliance with both Provincial and Federal Sales Tax Regulations is the responsibility of the individual vendor.

**11) CANCELLATION POLICY**

Our market is only open 1 day a week, limiting customers' chances to access our product and reducing the convenience factor that is found at conventional grocery stores.

In order to compensate for this, we aim to ensure good communication via newsletters and social media about which products will be available each week so shoppers can plan their trip accordingly.

Lack of consistency and reliability of these resources damages customer relationships and ultimately the market customer base.

We understand that being small independent business owners, things come up that are out of your control, and many do not have the staff to assist you. However, we do ask that you respect our cancellation policy as follows for the overall health of the market.

All payments made are non-refundable, however with greater than 48-hours notice, we may be able to transfer payments to an alternative date.

If less than 48-hours advance notice has occurred more than 3 times, we reserve the right to remove from our weekly vendor list.

**12) FORAGED MUSHROOMS – POLICY AND GUIDE FOR VENDORS**

We recognize that having foraged mushrooms at our farmers' market is a very positive thing. In general, commonly picked and sold wild mushrooms in Canada are very safe. However, with the increasing popularity of foraged mushrooms being sold at our farmers' market, it is necessary to have guidelines in place to ensure minimum risk to the customer.

All vendors that are selling foraged mushrooms must:

- Show proof of liability insurance to market management.
- List the types of mushrooms that will be sold on market application.
- Provide full information and a picture of the mushroom from a trusted source, for the customer.
- Post a sign that advises the customer that consumption of these wild mushrooms is at their own risk.
- Consumers should be told to never store mushrooms in plastic: Fresh mushrooms can contain spores of *Clostridium botulinum* bacteria. In the absence of oxygen, as when packaged with a hermetic seal or in a non-oxygen permeable film, *Clostridium botulinum* can grow and produce toxin before visible signs of spoilage appear. *Clostridium botulinum* is the bacterium responsible for botulism, a life-threatening illness in humans.
- Consumers should be told they should always thoroughly wash and cook wild mushrooms prior to eating

### 13) SALES REPORTING AND PRICING

- a. Vendors will provide their estimated sales totals at the end of each market day on an anonymous basis. Totals will be checked and calculated weekly for statistical purposes.
- b. Vendors agree not to practice distress pricing nor will they reduce prices at the end of the market hours.

### 14) ACKNOWLEDGMENTS

These are the rules and regulations established for the Wildflowers Farmers Market in 2022. There may need to be modifications of these rules and regulations at any time.

The Farmers Market Manager shall deal with any items of business not specifically covered by these rules, at their discretion.

Wildflowers Farmers Market reserves the right to amend this policy at any time, and reserves the right to cancel, amend, and/or alter Farmers Market operations during the year of 2022, as new updates regarding the COVID-19 pandemic and any other issue arise.