

Rules & Guidelines

for Outdoor Fireweed Community Market Vendors, Community Groups, and Buskers

Part I: Introduction

The Fireweed Community Market Society (FCMS) celebrates Yukon culture at our markets, by offering authentic experiences to residents and tourists and directly connecting consumers with producers of high-quality goods that are locally grown, raised, wild-harvested, or hand-crafted. Our markets include the **Outdoor Fireweed**

Community Market every Thursday 3-7 pm, from mid-May to mid-September in Shipyards Park, **12 Days of Christmas Fireweed**

Community Market in December in the Kwanlin Dün Cultural Centre, and **other special markets** as opportunities arise. Products range from fresh produce, specialty foods, preserves, spices, and baked goods to unique art, crafts, body care, photography, books, and much more. Additional attractions include agricultural and art workshops and demonstrations, entertainment from buskers and special groups, information sharing from government and non-profit community groups, and other special events. Since 2005, a volunteer board of directors (Board) has guided the strategic and operational success of the FCMS with the support of part-time and seasonal staff, over 200 members and 30 volunteers annually, and long-term funding from the Canadian Agricultural Partnership program of the Government of Canada through the Yukon Government's Agriculture Branch.

"The FCMS is an enduring cooperative community of people who wish to promote diverse and conscientious local production and consumption."

The FCMS has produced these Outdoor Market Rules and Guidelines to assist new and returning market participants in selling their products, networking, and promoting community causes at the Outdoor Fireweed Community Market (Market). Members must familiarize themselves with these rules and guidelines and contact the FCMS office with any questions or comments.

Part II: Rules & Fee Structure

Vendor Rules

Vendors at the Market assist fellow vendors by sharing space if needed, offering support, and helping everyone feel welcome. Vendors will comply with these rules and with all other regulations, codes and statutes that govern the growing, preparation, and sale of food and other products.

1. To sell at the Market, vendors must be FCMS members and as such must:

- a. Agree to the terms and conditions of the Outdoor Market Rules and Guidelines.
 - b. Purchase a general membership.
 - c. Purchase a vendor registration (some exceptions apply).
 - d. Rent a booth space; and
 - e. [Comply with the COVID-19 guidelines.](#)
2. A vendor must be a resident of Yukon or Atlin, BC (with the exception of a 'Travelling Artist'). Youth under the age of 18 and seniors over the age of 60 are welcomed and encouraged to participate at the Market.
 3. Third-party resellers are prohibited.
 4. **Products sold at the Market must be [grown, raised, harvested, hand-made](#), or substantially value added in Yukon by a FCMS member and sold at the Market for the first time.** Vendors with their own established store-front business can sell their Yukon made products, subject to approval by the Board. Vendors who have made products outside Yukon may be considered to sell at the Market subject to approval by the Board. It is strongly suggested that all 'transformational' food vendors (vendors who use other ingredients or materials in the production of their product) use local ingredients.
 5. The sale of pop or energy type drinks is prohibited. Freshly made, nutritious drinks are encouraged.
 6. Any vendor using the label 'organic' must be certified organic and able to produce documentation.
 7. Prices on products must be clearly labelled.
 8. Booth space location can be reserved upon approval by Market staff. Otherwise, booth space location is assigned by the Market Manager on a first-come, first served basis. Vendors must comply with the Market Manager's directive on booth set-up and location. See Market location map for booth location options around the park walkway ring.
 9. ~~Secured spots are available for past seasonal vendors with a minimum of one (1) year at the Fireweed Market in good standing. If you fail to give 24 hours' notice of any absent markets, the secured spot may be revoked.~~ [During COVID-19 measures we will provide a park map with each vendors tent location shown on Wednesday afternoon.](#)
 10. The **Thursday schedule** for Market and vendor and information group set-up and tear-down is as follows:



Thursday Activity	Time	Requirement
FCMS set-up	Noon – 1:30 pm	FCMS Market Manager, Assistant, & Volunteers set-up Market.
Gate opens	1:30 pm	Vendor vehicles line up at the parking lot gate and check in with Gatekeeper Volunteer to be let into the Market (see location map)
Vendor/Information Group set-up	1:30 – 3:00 pm	Vehicles drive slowly entering the Market space to set-up.
Secured Spot Deadline	2:15 pm	All vendors with secured spots must arrive at the market no later than 2:15 pm.
Gate closes	2:50 pm	If possible, drive out vehicles from Market space. For safety reasons, vehicles will not be allowed into the Market area between 2:50 and 7:05 pm except for emergency vehicles.
Market opened – Vendor sales	3:00 – 7:00 pm	All booths must be in place for the entire open Market duration.
Gate opens	7:05 pm	Vehicles drive slowly exiting the park.
Market closed – Vendor & FCMS tear-down	7:00 – 8:00 pm	Vendors tear-down and leave their space better than they found it. Do not leave ice in the park.



11. Booths must be staffed by the registered vendor or by vendor assistants who are knowledgeable about the products they are selling on their behalf. Assistants must work under the guidance of the registered vendor and be aware of the community role they play and all rules and expectations of the Market. Booths must be in place for the entire open Market duration.
12. Selling arrangements are permitted where two or more vendors sell their products under one booth space. Each vendor must pay for a general membership and vendor registration.
13. Registered co-operative groups may sell under one name. Each selling member of the co-operative must pay for a general membership and the collective group must purchase two (2) vendor registrations.
14. It is encouraged that all booth space rentals be accompanied with a tent to protect against weather elements and maintain a uniform Market presence. Booth space rental options are as follows:

Rental Types

Requirement

Vendors with own tent (or just a table)

Booth size is 10' x 10' ground space (size of a standard tent).

Vendors under FCMS tent

Booth size is a 6' x 2.5' FCMS table space (with a chair under a tent set-up by the FCMS). [During COVID-19 measures, each rental will have their own 10x10 tent](#)

Food trucks or Trailers

Booth size is 10' of frontage space (tent not needed) any vehicle larger than is required to purchase additional space as below)

Additional space

Additional space can be rented at a rate of 10% per foot of frontage.

15. Vendors without their own tent can rent a FCMS booth space which comes with a 6' x 2.5' table and chair under a FCMS pop-up tent. Single or multiple rental bookings can be confirmed with the completion of a **Rental Form** and payment. Cancellations must be made with the Market Manager at least 24 hours before Market day for full refund. Electricity may not be available under a FCMS tent. Cooking food is prohibited under a FCMS tent. [During COVID-19 measures, each rental will have their own 10x10 tent – you will need to be prepared to care for your tent in windy conditions.](#)

16. All vendor products and displays must remain within the rented booth space. If vendors (including food trucks) require more than the standard floor or table space, additional space can be rented at a rate of 10% per foot of frontage. Extending the booth space into the public walkway is prohibited.
17. For safety reasons, vendors are responsible for securing their own tents and signage (e.g., using weighted sandbags). Ground pegs longer than 6 inches are prohibited under park rules as they can damage the irrigation system. [During COVID-19 measures we will limit tying tents to one another like we usually do, plan accordingly with additional weights.](#)
18. Access to electricity is restricted to designated zones (see location map) and are for basic use for standard cooking appliances and power tools. Vendors are required to provide their own extension cords. If using a generator, a sound dampener may be required. [Upgrades to the number of 30A plugs have been made in 2020 – so generator use is strongly discouraged. Further details are available \[here\]\(#\) or contact the Market Manager.](#)
19. Food vendors are responsible for their own potable water and hand washing stations as per health regulations.
20. Complaints and rule infractions are addressed by the Market Manager and with the support from the Board. The Market Manager will issue a maximum of two verbal warnings followed by a written notice to the vendor committing the offense. If corrections are not made, the vendor will be asked to leave the Market for the season without refund of fees. Appeals can be made to the Board.
21. The FCMS strives to create a safe and enjoyable experience for everyone. Vendors accept complete responsibility and liability for the products they sell, their actions and conduct and for those of their assistants, and for compliance with municipal and territorial health, safety, and business licenses and regulations. Vendors shall hold the Board and staff of the FCMS, staff of or City of Whitehorse, staff of or Yukon Government, harmless from any liability whatsoever that result from activities at the FCMS Market.
22. 'Travelling Artists' are permitted for a maximum of two (2) market per season upon approval of the Market Staff/Board of Directors. As a Travelling Artist, all rules and guidelines outlined in this document apply, except for rule number two (2).
23. Smoking within the market area is prohibited from setup to teardown.

Busker Rules

Buskers are people who perform for the public for gratuities. They enhance the Market experience by bringing a carnival-style atmosphere with their sidewalk music, magic tricks, and other fun spectacles.

1. To busk at the Market, buskers must:
 - a. Agree to the terms and conditions of the Outdoor Market Rules and Guidelines; and
 - b. Be a general member of the FCMS.
 - c. [Comply with the COVID-19 guidelines.](#)
2. Drop-in buskers must approach the Market Manager to register and receive guidance on set-up location and any other requirements.

Community Group Rules

In accordance with the FCMS's mandate of building community, the FCMS supports the participation of Community Groups at the Market, which represent **Government** and **Non-Government Organizations (NGO)** that want to share information, promote their community projects and causes, and directly engage with an active audience.

1. To participate as a Community Group at the Market, Community Groups must:
 - a. Agree to the terms and conditions of the Outdoor Market Rules and Guidelines;
 - b. Be a general member of the FCMS;
 - c. Be a registered vendor (applies only to Government as this fee is waived for NGOs); and
 - d. Rent a booth space.
2. Fundraising items made specifically for NGO community groups by a Yukon business may be allowed. Items are evaluated on a case-by-case basis. Before ordering any items, it is recommended that approval is obtained by the Market Manager.
3. Each department or division of a government is considered as one vendor.



Fee Structure

Registration Type	Fee	Requirement
General Membership	\$15	Annual fee ends Dec. 31. Applies to all.
Vendor Registration	\$50	Annual fee ends Dec. 31. Applies to all who want to rent a booth space at the market. This fee is waived for NGOs. Note: For those 'trying it out' for the first time, they have the option to pay \$15 for the first market, plus \$15 for the second market, and \$20 for the third market.
<u>Full-Season Booth Rental</u> Vendors with own tent or Food trucks	\$310	Covers the entire Thursday market season (20 weeks). Additional space can be rented at a rate of 10% per foot of frontage. Note: 25% discount for youth, seniors, and NGOs.
<u>Weekly Booth Rental</u> Vendors with own tent or Food trucks	\$24	Weekly rental rate includes one market at a time. Option to switch to seasonal rate at no later than four weeks for the balance remaining. Additional space can be rented at a rate of 10% per foot of frontage. Note: 25% discount for youth, seniors, and NGOs.
<u>Weekly Booth Rental</u> Vendors under FCMS tents	\$36	Weekly rental rate includes one market at a time. There is no full-season rate for rentals under FCMS tents. Note: 25% discount for youth, seniors, and NGOs.

Note: If there are any changes to the number of markets we can deliver due to COVID-19 we will pro-rate your seasonal rate and credit you the difference

Part III: Market Guidelines

These guidelines have been developed to help ensure an optimal Market experience for everyone, offering vendors a unique opportunity to not only sell their products but also directly connect with customers and receive feedback and support on product development. The Market Manager and fellow vendors are there to help one another.

1. **Farm products** are locally grown, raised, wild-harvested, or processed (e.g., vegetables, fruit, grains, eggs, plants, seeds, honey, sausages, bacon, fleece, hides, and compost).
2. **Prepared foods** are all foods processed and value-added by the vendor (e.g., jams, sauces, spices, popcorn, and baked goods). To sell these products, vendors must have approval from Environmental Health Services and meet food labeling and other food safety requirements. Refer to the resources section for contact information.
3. **Food trucks** are concession stands that sell hot food that is prepared on the spot (e.g., falafels, hot dogs, fries, crepes, cotton candy). Wholesale beverages (excluding pop or energy type drinks) are permitted. Food trucks must show a permit to operate.
4. In accordance with the FCMS' commitment to increase the local farm product value in prepared food at the market, prepared food and food truck vendors are encouraged to source local foods as much as possible, either directly from farm vendors or other farmers listed in the Yukon Farm Products Guide (see resources section).
5. **Art and hand-crafted products** are local products that may be made with manufactured materials provided that no less than 50% of the product value results from direct work done by the vendor.
6. ~~Vendors must keep tents together in open areas~~ to allow for proper anchoring of tents against wind damage and provide safe customer walkways in front of tents. This can be done in addition to using weighted supports (e.g., sandbags). It is common to experience strong gusts of wind at the park that can pick up tents. [During COVID-19 measures we will space out the vendors, so plan accordingly and bring more weights.](#)
7. Vendors must keep a clean and attractive vending area. Sort and dispose of all garbage, recycling, and compost at the closing of the Market. In accordance with the FCMS' commitment to reduce Market waste, vendors are encouraged to minimize their generation of waste as much as possible. Use compostable dishware whenever possible. [Be sure to practice proper hand hygiene and sanitize your work areas as outlined in the CMOH guidelines for Farmer's Markets.](#)
8. Keep booths and vehicles off park garden beds, picnic areas, and any other public features (e.g. vault cover). Report any damages to the Market Manager.



9. Vendors should inform themselves about Market attractions (e.g. workshops, public waste audits) and are encouraged to promote them to customers. Check the Events Calendar on the FCMS website for updates.
10. Public washrooms are available to vendors in the Frank Slim Building until 8:00 pm. Potable water supply and a hand washing station is the responsibility of the food vendor as per health regulations.
11. The FCMS encourages vendors to share via social media and other communication channels, market activity that will reflect positively on the overall market experience. Media contacts or questions on Market activity should be directed to the Market Manager.
12. The FCMS offers vendors the service of a point-of-sale (POS) debit/visa transaction machine at a commission charge of 5% and as a short-term solution. To process, the Market Manager requires a brief description of the item to purchase, the product price, and registered vendor name. At the end of that month, the FCMS reimburses the vendor with a sales cheque. The FCMS encourages vendors to use their own POS system. [During COVID-19 measures we reserve the right to suspend this service at any time. Once again, we encourage vendors to use their own POS systems.](#)
13. The FCMS is always looking for **volunteers** on Market day. Duties include gatekeeper, set-up and tear-down, hauling the trailer, and promotion (postering, story writing, photography). If you are interested in volunteering, please contact the Market Manager. Up to 5 volunteer hours can be accumulated and go towards offsetting the vendor registration fee of the following year.

Part IV: Resources, Contact Us, Location Map

Resources (Note: Please check the FCMS website for the most updated list)

Vendor Resources	Description & Contact
<p>Guidance for Farmers' Markets and sales of locally grown/produced food</p> <p>www.yukon.ca/en/guidance-farmers-markets-and-sales-locally-grown-produced-food-covid-19</p>	<p>The guidelines for the operation of our market during the COVID-19 pandemic. Contact Environmental Health Services with questions about food premises and health protection at 867-667-8391 or environmental.health@gov.yk.ca</p>
<p>Yukon Farm Products Guide</p> <p>www.yukonag.ca/guide</p>	<p>Search on-line for information on Yukon farms and agricultural businesses or organizations. Contact Yukon Agricultural Association at: (867) 668-6864 or office@yukonag.ca.</p>
<p>Food and Market Safe Certification</p> <p>www.yukontec.com/programs/foodsafef</p>	<p>Learn how to prevent foodborne illness and minimize its risks by taking safe food handling courses. Contact Yukon Tourism Education Council at: (867) 667-4733 about the next upcoming course.</p>
<p>Food Labeling Tool</p> <p>www.inspection.gc.ca</p>	<p>Search on-line for regulations and guidelines on food labeling requirements. Contact the Canadian Food Inspection Agency at: (867) 667-5272, (604) 292-5700 or agriculture@gov.yk.ca.</p>
<p>Yukon Food Regulations</p> <p>www.hss.gov.yk.ca/environmentalfood.php</p> <p>www.emr.gov.yk.ca/agriculture/pdf/Summary_Regime_Selling_Local_Food_Oct2017.pdf</p>	<p>If you plan to sell food at the market, inquire about license requirements and guidelines for the prevention of foodborne illnesses and outbreaks. Contact Environmental Health Services at: (867) 667-8391.</p> <p>Note: Environmental Health Officers conduct regular and complaint inspections at the Market, education, and enforcement of regulations to ensure food safety.</p>

Whitehorse Business License

www.whitehorse.ca/departments/planning-building-services/business-licenses

Inquire about City of Whitehorse license requirements for those conducting profit and not for profit activity, including seasonal operators.
Contact Land & Building Services Dept. at: (867) 668-8346 or adminbuilding@whitehorse.ca.

SQUARE

www.squareup.com/ca

Point of Sale software that allows vendors to accept Visa or Debit payments

Caravan Canopy Tents

www.caravancanopy.com

Purchase tent and tent products.

Impact Canopy Tents

www.impactcanopy.com

Purchase tent and tent products.

Yukon Service Supply Co.

www.yukonservicesupply.ca

Purchase compostable dishware products.
Call (667) 668-4242.

G-P Distributing Inc.

www.g-pdistributing.com

Purchase compostable dishware products.
Call (867) 667-4500.

Contact Us

FCMS Office: NEW Location

Suite 210B - 212 Main Street, Whitehorse YT Y1A 2B1

NVD-Main Building – enter the corridor between Yukon Travel and Scotiabank – we are the first office on the right at the top of the stairs to the 2nd floor (stairs at the end of the corridor)



Office Hours

12 noon -3 pm Wednesdays (except August 25th, September 1st)

Staff

Debbie Schwartz Outdoor Market Manager (867) 333-2255 info@fireweedmarket.ca

Social Media

Website: www.fireweedmarket.ca

Facebook: www.facebook.com/fireweedmarket

Instagram: www.instagram.com/fireweedmarket



Board of Directors

Katie Young, Co-chair	(867) 332-0174	klondikekettlecorn@gmail.com
Milla Mercier, Co-chair	(867) 333-1275	millamerc@gmail.com
Carlie Ferland, Secretary	(867) 633-4666	carliebeads@live.com
Darren Holcombe, Treasurer	(867) 336-0167	dholcombe@northwestel.net
Kelsey Metropolit, Director	(867) 336-0044	kelsey@yukongardens.ca
Bart Bounds, Director	(867) 335-4323	elementalfarm@riseup.net
Cascia Krolczyk, Director	(647) 466-6133	cakrolczyk@gmail.com
Mike Russo, Director	(867) 334-8294	mykerusso@gmail.com
Tim Cameron, Director	(867) 334-3373	timdcameron@gmail.com

Market Location Map – Shipyards Park

Example of General Outer Circle Formation

The Market Manager will direct all vendors to set-up their booths around the park walkway ring, outside picnic and city building areas.



NOTE: Due to COVID-19 measures our market layout will be quite different with a flagged perimeter, controlled access next to the Frank Slim building, handwash stations, spaced out tents, a directional flow and signage for our customers to understand our changes.

Zone Map for Reserved Spots

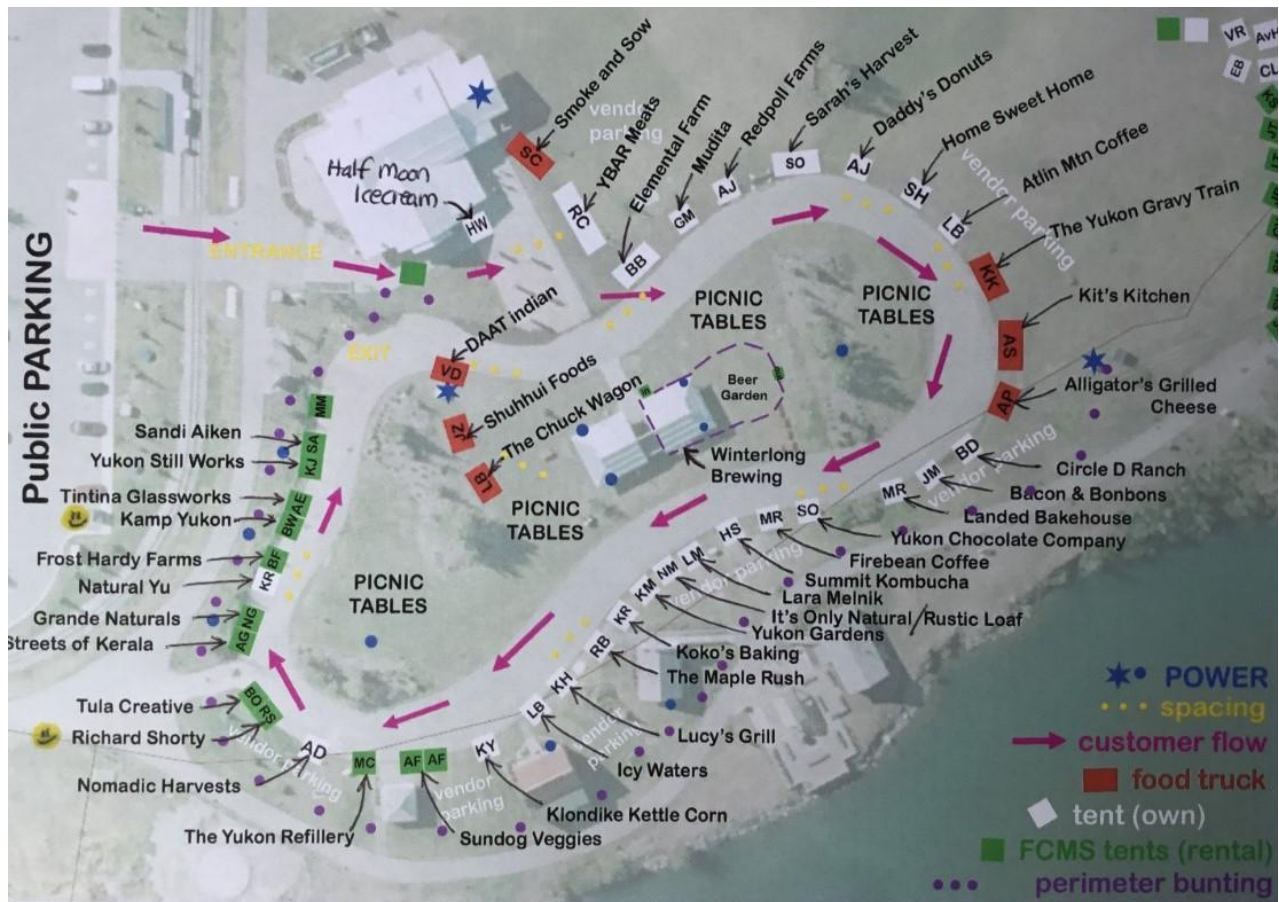
All reserved spots will be marked off by the Market staff prior to the set-up time.
Suspended until further notice.



Notes: Black arrows show driving direction. Red X marks the millennium trail that cannot be used for entry or exit by market vehicles. Power Zones 1-3 all contain 30A services typical for food trucks.

Example of 2020 Market Layout

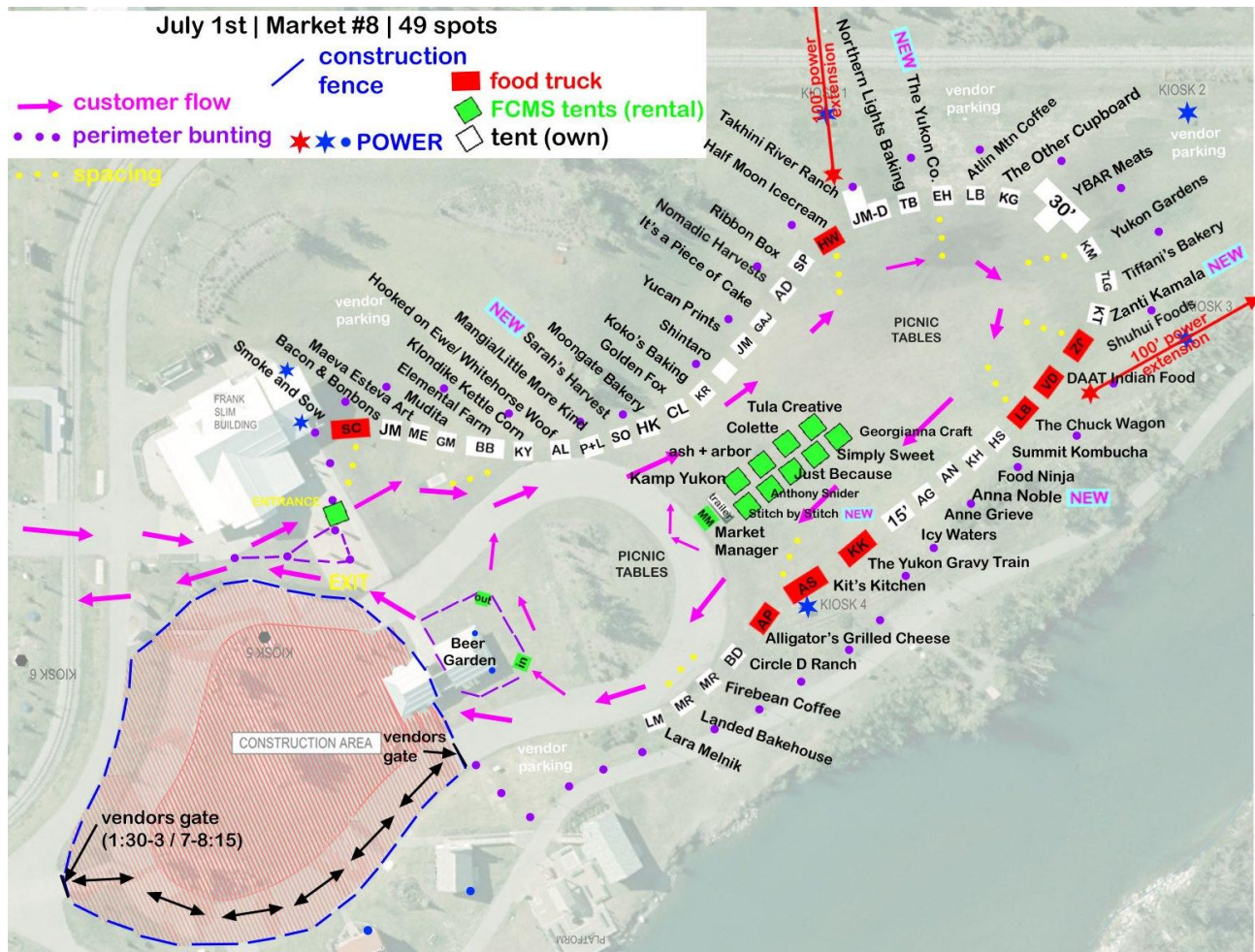
with assigned spaces, directional flow, perimeter control and defined entrance and separate exit. A map like this was sent to vendors on Wednesday night so each vendor knows where they will set up.



Notes: We have a similar set up in 2021.

Playground construction for 2021

A playground was planned for 2020 but delayed due to Covid-19. It is proceeding in 2021. Below is a map from our July 1st market showing the construction area (red hatching) and our new layout further north into the grass. Note that three additional power boxes are available with this configuration while one is out of commission.



Vendor Lineup Location

When waiting to enter the park at 1:30 please line up your vehicles starting at location #1 and looping around as shown with the arrows. Once this loop is full then being at location #2 and if that also fills up then use #3. Do not park at any areas with the blue X as that will impede street traffic and business access. Vendors must stay with their vehicles in case they need to be moved to allow the public to move their cars from the parking lot.

