

**St. Marys Farmers' Market**

Box 1537, St. Marys, ON N4X 1B9

[stmarysfarmersmarket92@gmail.com](mailto:stmarysfarmersmarket92@gmail.com)

April 15, 2019

**Dear St. Marys Farmers' Market Vendor or Potential Vendor,**

The St. Marys Farmers' Market will continue the tradition of opening on Saturday mornings from 8 a.m. to 12 noon, from the May long weekend (May 18) until the end of October (October 26) in the Jones St. Parking Lot this year. Attached to this email are the 2019 Vendors Rules and Regulations and the 2019 vendor application. Please note that there are separate Rules and Regulations and a separate application for community groups wishing to set up at the Market.

The attached vendor applications can be emailed to [stmarysfarmersmarket92@gmail.com](mailto:stmarysfarmersmarket92@gmail.com), mailed to the above address or brought to the market. Vendors are also required to complete the Perth County Health Unit form which will be emailed to you and/or available as a paper copy at the market.

Established in 1992, the mission of the St. Marys Farmers' Market is to establish and maintain a Farmers' Market for the purpose of marketing local farm and craft products, to improve production, stimulate public interest and increase consumption of local products. By remaining committed to our mission statement, the St. Marys Farmers' Market has built a loyal, local customer base and a reputation as a place to find top-quality, great tasting, fresh and unique food grown and made by local farmers and food and crafts made by local artisans. The Market is also a community gathering place on Saturday mornings which helps create a festive atmosphere each week.

Total sales records have been kept since the inauguration of the St. Marys Farmers' Market in 1992. These records provide historical statistics and assist the Market in evaluating the changes and the success of the market from year to year, as well as over a longer period of time. Over the past three years an average of over \$150,000 in sales took place at the St. Marys Farmers' Market between Victoria Day and Halloween. This is a reflection of both the presence and commitment of accomplished vendors and of the commitment shoppers have to purchasing local food.

**New Vendors**

We expect there will be some new vendors with new products in 2019, as we have had several inquiries over the winter. We do have space for new vendors and new local products. If you know someone who may be interested in becoming a market vendor, please encourage them to contact the market at [stmarysfarmersmarket92@gmail.com](mailto:stmarysfarmersmarket92@gmail.com), through the Market's facebook page or by contacting me directly at [aslater@quadro.net](mailto:aslater@quadro.net) or 519-349-2448.

Hope to see you at the Market in 2019!



Ann Slater,  
Chair, St. Marys Farmers' Market Association

## **St. Marys Farmers' Market - 2019 Vendors' Rules and Regulations**

*Note: these Rules and Regulations apply to regular vendors at the St. Marys Farmers' Market. There are separate Rules and Regulations for Community Groups wishing to have a booth at the Market. Community Groups selling products that are locally grown or made, like the Foodgrains Bank's garden produce, may need to follow both the Vendors' and the Community Group Rules and Regulations.*

The St. Marys Farmers' Market is operated under the Constitution and Bylaws of the St. Marys Farmers' Market Association. It is overseen by a board of directors elected at the Annual General Meeting of the Association. Day to day oversight of the market is the responsibility of the Market Manager.

### **Mission Statement:**

Established in 1992, the mission of the St. Marys Farmers' Market Association is "to establish and maintain a Farmers' Market for the purpose of marketing local farm and craft products, to improve production, stimulate public interest, and increase consumption of local products."

### **Objectives of the St. Marys Farmers' Market:**

- To encourage the growing of quality fruits and vegetables, and the production of home baked goods, crafts and Ontario food products.
- To create marketing opportunities for local growers, producers and crafters.
- To promote a cooperative spirit among vendors and with consumers.
- To bring urban and rural communities closer together.
- To exchange knowledge and research information.

### **Membership**

All vendors must be members of the St. Marys Farmers' Market Association and must agree to abide by the Rules and Regulations of the Market, as outlined in this document. **The membership fee is \$20 per year.** Members of the St. Marys Farmers' Market are eligible to attend and vote at the Annual General Meeting, where decisions like the stall fees and length of season are made for the coming market season.

### **Eligible Products and Eligibility Criteria**

- Vendors must live within a 35 km radius of St. Marys, unless otherwise approved by the Board of Directors. This gives the Board of Directors the option to support a greater selection of products, by allowing vendors who otherwise meet the eligibility criteria but are from beyond the 35 km radius to become vendors.
- Seventy percent of all goods for sale by a vendor must be homegrown or locally produced (within 35 km of St. Marys). A vendor may sell complimentary goods that are not locally produced (but produced in Ontario), provided they have prior approval of the Board of Directors and that non-local/non-homegrown goods do not exceed thirty percent of all goods for sale by the vendor. (This is to ensure that sales of nonlocal goods do not adversely affect sales of local goods.)
- **If a vendor is selling products that they did not grow, bake or make themselves, those products must have clear labels indicating they were not produced by the vendor and must indicate who produced those specific products.**

- No brokers are permitted as vendors. (A broker is someone who does not grow or produce his/her own products but, instead, buys goods which are resold at market.)
- At least 50 percent of vendors at the St. Marys Farmers' Market must be farmers selling fresh produce or meat raised on their farm. This is to ensure that the St. Marys Farmers' Market retains its status as a producer-based market.
- It is important that the Market retains its producer-based market status, both for our promotion strategy and in relation to the Food Premises regulations which are enforced by district health units. As a producer-based market, the St. Marys Farmers' Market is exempt from some Food Premises regulations, which means baking and preserves made in your home kitchen can be sold at the market.
- The ratio of agricultural/horticultural/prepared food vendors to arts and crafts vendors must be at least 4:1, in order to be designated as a farmers' market.
- All arts and crafts must be new, locally crafted and must not be factory produced or manufactured.
- No live animals may be sold at market.

### **Market Season**

The regular 2019 market season runs on Saturday mornings from May 18<sup>th</sup> to October 26<sup>th</sup> from 8:00 a.m. to 12:00 noon. **Vendors should be fully set up and ready to sell by 8:00a.m.**

### **Market Stalls**

- A market stall is 10 feet wide (the width of a canopy) and the length of a parking stall.
- Vendors must supply their own canopies, weights to hold down canopies, tables, chairs and any other items required to operate their stall.
- Electricity is available but vendors must supply their own extension cords.
- Vendors paying a seasonal market stall fee will have the same location reserved until 8:00 a.m. each Saturday.
- Vendors paying on a weekly basis are assigned stalls on a first-come, first-served basis.
- A vendor may rent up to, but no more than, two market stalls.

### **Stall Fees:**

- Membership fee (required): \$20
- Full season stall fee: \$345
- Second seasonal stall fee: \$240
- Weekly stall fee: \$20
- Second stall fee: \$15
- Weekly electricity fee: \$5 per outlet

*To take advantage of the discounted seasonal stall fee, the fee must be paid in full by June 22<sup>nd</sup>.*

### **Location and Parking**

The St. Marys Farmers' Market is located in the Jones St. parking lot directly behind The Source at the corner of Water St. S. and Jones St. E, in downtown St. Marys. The actual address is 104 Jones St. E. Ample parking for customers and vendors is available in the Foodland/Canadian Tire parking lot directly south of the Market. If you need your vehicle in the market or if you need direct access to your vehicle please discuss options with the market manager. Please give consideration to the needs of market shoppers when choosing where to park your vehicle during market hours.

## **Restrooms**

The Town of St. Marys will place a port-a-potty at the Market site from May until October.

## **Insurance**

The St. Marys Farmers' Market Association provides basic insurance, covering public liability and property damage, through your membership fees. However, vendors are encouraged to have their own liability insurance as well.

## **Vendor Responsibilities**

- Each vendor must meet and follow Perth District Health Unit regulations, as required.
- Each vendor must complete and submit the Perth District Health Unit Application Form to the market manager.
- Meat sold at the Market must be frozen and eggs sold at the Market must be graded to comply with health regulations.
- Each vendor will supply his/her own equipment, including, but not limited to, tables, chairs, canopies and extension cords.
- Each vendor must meet and follow Federal, Provincial and Municipal regulations, as required.
- The quality of goods a vendor sells must meet the quality of goods a vendor would buy.
- Vendors must not engage in such practices as undercut pricing, clear out pricing or distress pricing.
- Vendors shall conduct their business in an orderly manner. Shouting or any objectionable means of soliciting trade are not allowed.
- Vendors will ensure their market stalls and surrounding areas are kept clean and clear, both during and after each market.

## **Advertising**

The St. Marys Farmers' Market has a Facebook page. In addition, the St. Marys Farmers' Market Association places advertisements in print media, as appropriate. Vendors are encouraged to use their own social media accounts and other advertising venues to promote their presence at the St. Marys Farmers' Market. The St. Marys Farmers' Market website is:

[www.stmarysfarmersmarket.ca](http://www.stmarysfarmersmarket.ca)

## **2019 Special Events**

- Strawberry Shortcake Day, June 22
- Heritage Festival Pancake Breakfast, July 13
- Apple Pie Day, September 28
- Souper Douper Saturday, October 19
- Downtown Open House

Note additional events may be organized during the season.

## **Weekly Draw**

Since the opening market in 1992, the St. Marys Farmers' Market has held a weekly draw. Vendors are asked to (but not required to) submit a small item or coupon (something worth \$5 or less) to the draw winner's bag of market goodies. This can be an opportunity to introduce a new product to customers or to give a thank you to regular shoppers.

## **Photographs**

A representative of the Market may occasionally take photographs of goods offered for sale at the market, of market stalls and/or of market vendors to use in the promotion of the Market. If you do not wish to have your photograph taken please let the market manager know.

## **Responsibilities of the Market Manager**

The Market Manager is appointed by and responsible to the Board of Directors. The Market Manager is responsible for:

- the ongoing management and maintenance of the market facilities;
- the allocation of market space and arbitration of disputes at the market;
- maintaining regular contact with vendors and encouraging potential new vendors and;
- enforcing the Bylaws and Rules and Regulations of the St. Marys Farmers' Market on behalf of the Board of Directors.

## **Responsibilities of the Maintenance Manager**

The Maintenance Manager is appointed by and responsible to the Board of Directors. The Maintenance Manager is responsible for:

- placing and picking up sandwich board signs at the entrances of the Town and in pre-determined downtown locations;
- helping to set up and take down the Market canopy and tables, as well as any canopies required for Market events;
- moving picnic tables from the gravel to the middle of the market first thing in the morning and moving them back at the end of the market.

## **St. Marys Farmers' Market Contact Information:**

Email: [stmarysfarmersmarket92@gmail.com](mailto:stmarysfarmersmarket92@gmail.com)

Website: [www.stmarysfarmersmarket.ca](http://www.stmarysfarmersmarket.ca)

Address: Box 1537 St. Marys, ON N4X 1B9

Market Managers: Sean and Megan Brode

Members of the Board of Directors:

Ann Slater, Chair - [aslater@quadro.net](mailto:aslater@quadro.net), 519-349-2448

Lynette Geddes, Treasurer & Events Coordinator - [lcgeddes@gmail.com](mailto:lcgeddes@gmail.com), 519-284-0970

Simon Fraser, Secretary - [breadtopia@rogers.com](mailto:breadtopia@rogers.com)

Becky Seaton - [bhseaton@quadro.net](mailto:bhseaton@quadro.net)

Cherie Thompson - [cherie@quadro.net](mailto:cherie@quadro.net)

Amanda Taylor - [taylorheritagehogs@gmail.com](mailto:taylorheritagehogs@gmail.com)

Erin McArthur - [elmcArthur@me.com](mailto:elmcArthur@me.com)