

St. Marys Farmers' Market - 2021 Vendors' Rules and Regulations

Special Note: During the COVID-19 Pandemic, many of these rules regarding spacing, location, and eligibility are subject to change. There will likely be additional protocols and requirements as mandated by the Perth District Health Unit (PDHU). Please check with the Market Manager.

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, such as 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 the producer and their location (e.g. Carrots, ABC Farms, St. Marys).**
- 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 2020 market season runs on Saturday mornings from May 16th to October 31st 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: \$360 (\$15/week for 24 weeks)
- Second seasonal stall fee: \$250
- Weekly stall fee: \$20
- Second stall fee: \$15
- Weekly electricity fee: \$5 per outlet (Jones St.)

To qualify, the fee seasonal stall fee must be paid in full by the end of June.

Location and Parking

The St. Marys Farmers' Market has yet to finalize the location of the 2021 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

Restroom options are dependent on location, please ask the Market Manager for details.

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 website, Facebook page, and Instagram account. 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

2021 Special Events

Events may be organized during the season depending on the status of the pandemic.

Weekly Gross Sales

It is the responsibility of each vendor to supply their weekly gross sales at the end of the Market Season.

The Market uses this aggregated information to measure the health of the Market, determine the effectiveness of marketing strategies, the effect of events, etc.

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.

**** The weekly draw was cancelled for the 2020 season and may be reimagined in 2021 ****

Gift Certificates

The Market has a special "currency" that is used to redeem gift certificates. Please honour these Market Dollars as cash, including a limited amount of change. The Market Manager will reimburse all Market Dollars on a 1:1 basis.

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

Website: www.stmarysfarmersmarket.ca

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

Market Manager(s): TBD

Members of the Board of Directors:

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