



Vendors' Handbook of Rules and Regulations¹

**2017 Market Season
May 6th – October 28st**

¹ *Note that this document has been adapted with permission from the Ottawa Farmers Market Association Vendors' Handbook of Rules and Regulations.

PURPOSE:

The purpose of this Vendors' Handbook is to describe the organization and administration of the Main Farmers' Market (MFM) and to detail the rules and regulations to be followed by the Main Farmers' Market Board, the MFM Manager, and the Vendors of the market.

ORGANIZATION:

- The name of the organization is the Main Farmers' Market, a non-profit corporation. One of the MFM's missions is to expand the market share of sustainably-produced food in Old Ottawa East. To this end, the MFM was established to market and stimulate public interest in local (within 100 miles of Old Ottawa East) farm, agricultural and craft products. The MFM is therefore open to local producer-vendors only.
- Contact: by email at mainmarketottawa@gmail.com, by post at "Main Farmers' Market 192 Main St. PO Box 12005 Ottawa, ON K1S 1C0", or see the website for the current phone contact www.mainfarmersmarket.org
- **Board of Directors:** The MFM is governed by a 8-10 member Board of Directors. The Board consists of a President, Treasurer, Secretary and Directors. The Board is composed of members of the Old Ottawa East community, who in 2007 initiated the MFM. Board meetings are held monthly. The Board of Directors will be responsible of informing vendors in writing of any changes to the handbook; Vendor concerns may be addressed by contacting the Market Manager.
- Management: The OFM is managed and operated by a Market Manager, contracted by the Board and other support staff.

LOCATION AND DATES:

- Location: 210 Main Street (Green Door parking lot beside Singing Pebble Books)
Please see Appendix for specifics on vendor sites and parking locations on the property.
- Dates and Hours: The MFM will be open for 26 market days during the 2017 season. Saturdays from May 6 to October 28 2010, 9:00 am – 2:00 pm

ELIGIBILITY:

- Producers-only: The Market is only open to local and bona fide producers whose products are wholly self-produced within a 100 mile radius of Old Ottawa East; resellers are not eligible. All products offered for sale must be grown or produced by the applying Vendor. The Vendor is defined as the invitee, their family members, employee, or member of a provincially registered legal producer-based agricultural co-operative who assists substantially in the cultivation of the crops, or in the production of the agricultural, baking, or craft product. The sale of items grown or produced by anyone other than the Vendor, as defined above, shall not be permitted.
- Residency: Invitees must reside and grow or produce the goods within a 100 mile (160km) radius of Ottawa. Exceptions may be made at the discretion of the MFM Board.

PRODUCT CATEGORIES:

- Agriculture: Products include, but are not limited to, fruit and vegetables, plants, shrubs, trees, flowers, honey, maple syrup, preserves, sauces, vinegar, meat, fish, poultry, eggs, soap, dried soup and other mixes, soils, manure, firewood, fleece, wool, fence posts, animal feed, grains, etc. Agricultural vendors may sell pre-packaged, individual servings for take-home, and a reasonable charge may be applied for small samples.
- Baking: Products include, but are not limited to breads, rolls, buns, muffins, cookies, fruit pies, cakes, pastries, meat pies, etc. All baked goods must be packaged at point of baking or point of sale.
- Arts and Crafts: Arts and crafts must be hand-made by the Vendor using their own skill, artistry and training to produce a new, unique, and original product.
- Food Concession: Only prepared foods produced by the vendor can be sold by the vendor. Preference is given to Vendors offering prepared food and drinks made with ingredients from the market vendors.

APPLICATION AND SELECTION PROCESS:

- Review and Jurying: All products to be offered for sale will be juried by the MFM Board to ensure they are produced by the applicant within the 100 mile radius, and are compatible with the other products sold at the Market. For **returning members with new products, and new members**, samples must be presented to the MFM Manager at least a week before Market day; no jurying will take place during the Saturday Market. In the case of crafts, the following factors will be closely assessed:
 - Craftsmanship and quality.
 - Value added to original or natural materials used in the finished product.
- Approval: The MFM Board reserves the right to refuse acceptance of any applicant or product that is not in keeping with the rules, regulations or standards of the MFM. Applicants may ask the MFM Board to reconsider decisions made on their admission or products.

BOOTH/STALL ALLOCATION:

- Space Limitations: Each regular stall space is 10 x 10ft. The 7 corner booths are available, with priority given to vendors who held the booths in 2016, and based on a first come, first serve basis at application and payment time. Two booths beside each other (a “double booth”) will be allotted in the same fashion, and according to space constraints. The booth must be accessible to customers from both sides.
- Sharing: Two Vendors may share a booth/stall, provided that they meet the following criteria:
 - Both Vendors have applied and been approved by the MFM
 - Both Vendors attend the Market on a regular basis
 - Products of both must be on display at all times
 - Their products are deemed compatible
- Sub-letting: Full season vendors may designate an alternate vendor to take their market booth on any given market day. In these cases, the designated alternate must have already completed an application form and been accepted as an allowable vendor in the MFM. In this instance, the Manager will be contacted in a day in advance of Market day as a courtesy.
- Space Allocation and Location: This will be confirmed once the application has been approved by the MFM Board. **Booths will be allocated on the basis of right of first refusal to returning seasonal Vendors who submit their 2017 application to the MFM post-marked no later than May 1, 2017 and on a first-request basis to new vendors in most cases** (as indicated by the date that the application is post-marked). However, the organisers also reserve the right to take other considerations (e.g., balance of products) into account. Vendors will be notified prior to the first market day as to their assigned booth. Vendors are not permitted to change booths unless approved by the MFM Manager.

- Facilities: Electricity hook-up is available. You must indicate in your application if you require electricity to vend at the market. In the event that the demand for electricity exceeds its availability, priority will be given to returning vendors, and to new vendors on a first-come, first-served basis. Vendors must supply their own electrical extension cords.

FEES:

- **Booth/Stall Fees:** Fees cover the cost of the booth/stall for the extent of the MFM.

Booth type	Full Season Vendors	Daily Vendors with advance payment	Daily Vendors with payment day-of market
Corner booth (cost/market day)	\$60 (\$1,560/season)	N/A	N/A
Regular booth (cost/market day)	\$33 (\$858 /season)	\$33	\$60
Centre row booth (cost/market day)	\$33 (\$858 /season)	\$33	\$60

- **Payment of fees:**

Full season Vendors (26 market days):

Cheque(s) payable to “Main Farmers’ Market” must accompany the application form. Payments can be made either:

- in one lump sum in a cheque post-dated no later than May 1, 2017, or;
- by installment – in these cases, the vendor must provide two post-dated cheques:
 - One cheque for half the total amount, dated May 1th 2017 or earlier
 - One cheque for the remaining amount, dated Aug 1, 2017 or earlier

Daily (occasional) Vendors:

Payment methods for vendors paying in advance:

- **To reserve a booth during the first half of the season** (May 6 - July 30 inclusive) at the discounted rate, cheques payable to “Main Farmers’ Market” must be received with a list of requested dates before May 1, 2017. There are two payment options:
 - Payment as a lump sum for all dates selected, or
 - Payment with individual cheques, post-dated for the dates on which you will attend

- **To reserve a booth during the second half of the season** (August 6 - October 28, 2017 inclusive) at the discounted rate, cheques, with a list of requested dates, must be received before August 6, 2017.

Payment methods for vendors paying day-of the market:

- Payment in cash or cheque made payable to “Main Farmers’ Market” will be paid to market coordinator. Please note that payment must be received prior to booth assignment and set-up on the day of the market. Daily vendors who have not paid in advance for their booth cannot be guaranteed a booth space on market day. **Space is limited.**

REFUND POLICY:

- Refunds. Booth/stall fees are not refundable unless under special circumstances as determined by the MFM Board.

VENDOR SIGNS:

- Signs. All Vendors are required to display an identification sign within their booth. The sign shall be no smaller than 2 sq ft. and no larger than 8 sq ft.
- Any Vendor identification sign should identify producers name and may identify address, website, slogan, product description, etc
- Promotional signs should be of professional quality and directly related to the vendor’s operations
- **Product, pricing, and menu signs must be clearly displayed**

VENDOR RESPONSIBILITIES:

- Compliance: Vendors must fully comply with the following:
 - The rules laid out in this handbook
 - Municipal, Provincial, and Federal Regulations regarding labelling, measures, health and safety, etc., for all products offered for sale at the Market. Compliance is the responsibility of the individual Vendor and not of the Main Farmers’ Market.
- Booth Sitters: Vendors are expected to attend the Market in person to sell their own products, and to not make use of agents. It is preferred that it is the Vendor attending the market, but if they are not able to, an occasional use of a booth sitter—who has a comprehensive knowledge of the products for sale and the means of production—is permitted. Vendors are encouraged to arrange for a booth sitter rather than not open for the day.
- Vendor Attendance: Full Season Vendors are expected to attend the Market full time. Daily Vendors are expected to attend the Market on the dates that they have indicated to the Market Manager. Those who are absent must notify the Market Manager at least 48 hours in advance of their absence (preferably by Wednesday).

Those who are absent one Market day without notification, or three Market days with notification, may be asked to present an explanation to the Board, and risk the loss of their designated booth space and scheduled Market dates. Those who are not present by 8:30am on Saturday morning forfeit the right to their designated booth space for that day. It may be assigned to another daily vendor if necessary. **No refunds will be granted on the occasion of vendor absence.**

- Punctuality: Late arrivals and early departures disrupt the Market, and can be bothersome to customers and other Vendors. Market set-up is scheduled between 7:30 and 8:30am each Market day. **Vendors must arrive at the Market by 8:30 am** on the day of the market, or risk forfeiting their booth (for that day only) to another vendor. Vendors must keep their booth/stall open for the entire market day, until 2pm, and not tear down before this time.
- Products: Vendors must bring enough products to last the entire day. Exceptions may be made for reasons of product supply beyond the control of the Vendor. Products may be delivered during market hours, and must be taken to the Vendor's booth from the parking area by hand or cart. All produce must be fresh and of acceptable quality. The MFM Manager will check each vendor on Market days to ensure that the produce available for sale agrees with the list of products included in the vendor's the application form. Contact the MFM Manager prior to Market day to modify your product list and submit products for jury if necessary. Vendors must remove all products at the close of the Market day.
- Displays: Vendors are responsible for providing all display materials (displays, tables, chairs, etc), and setting up and taking down any displays. The Market is not able to provide any materials. Booths should have an attractive and professional appearance, enhanced by good presentation and cleanliness. The Market Manager may ask that unsightly or unsafe materials be removed. All materials must be removed at the end of the Market day. The MFM accepts no responsibility for loss or damage to any property. Trailers will be allowed in booth/stall space if they are absolutely needed for the operation of the booth/stall, and they must be aesthetically pleasing. Motor vehicles may be parked within the limits of a 10x10' regular booth space. Booths must have a clear visibility above table displays in the first 5 feet of the booth.
- Canopies: The Main Farmers' Market will not provide canopies. Vendors wishing to have canopies should bring their own canopies, and these must be in good condition. Vendors must also bring weights necessary to anchor canopies.
- Parking: All Vendors should unload promptly. **Vehicle engines must not be left running during this time.** All Vendors should park non-essential vehicles in the designated Vendor parking lot, before 9am.
- Conducting Business: Vendors must remain in their own booth/stall when selling. Sales must be conducted in an orderly and business-like manner, and no shouting or other objectionable means of soliciting trade are permitted. Vendors are to conduct themselves in a professional and orderly manner at all times.

- Pricing: All items offered for sale must have prices prominently and clearly displayed. Volume buying sales incentives such as \$2 each or 3 for \$5 are permitted.
- Farm Products Grades and Sales Act: Produce should be sold by units of legal containers, such as a bushel, 4 litre basket, quart, etc. If the product is sold by weight, the scale must be government inspected, with a valid sticker displayed. All produce should be correctly labelled and priced.

SAFETY:

- Safety in the Market is of the utmost importance. Any potential safety issues must be brought to the attention of the MFM Manager immediately. Vendors who have any form of heating source and/or generator must have a certified fire extinguisher on hand at their booth/stall. Vendors are responsible for following all Federal, Provincial, and Municipal Health regulations and guidelines concerning food and safety.
- Vendors are responsible for providing weights to tie down their canopies. Strong winds can pick up a canopy tent, which is hazardous to customers and other vendors.

FOOD SAFETY:

- Every person handling food products must maintain a very high standard of personal hygiene and cleanliness. All Vendors and staff must practice the standards cited below to prevent the transfer of pathogens between Vendors/staff to food.
 - All foods for sale must be protected from contamination
 - Baking and processed foods must be pre-packaged at point of production, or contained in a display case to protect from airborne and human contamination.
 - All persons handling food must wear clean clothing, wash hands often, be free from infectious diseases, not smoke, and avoid touching nose, mouth, and hair.
 - All Vendors must wash hands thoroughly with warm water and soap after visiting the washrooms.
 - Containers and wrappings must be single-use only.
 - Do not allow any unauthorized persons access to where food is being prepared.
 - Racks, shelves, or tables must be provided for food display, and must be at least 6in. off the ground.
 - All canned products must be packaged in new jars and sealed with vacuum lids.
 - Personal effects should not be stored anywhere near food products.
 - Sampling and Condiments: prepare individual samples that cannot be handled by more than one person, provide toothpicks or small paper

containers, or pass out samples. For condiments that are being offered, provide tongs, forks, or spoons for each type of condiment being offered, no customer hands in the bowl. Clean up the serving area often, as well as any food scraps that fall on the ground.

REFUSE:

- Booths/stalls must be kept free from refuse during the Market day. At the end of the day small quantities of refuse can be placed in the bins provided, except for cardboard boxes which must be broken down and placed in recycling bins. Moderate and large amounts of refuse must be taken home with the vendor.

ALCOHOL:

- No alcoholic beverages are permitted on the market grounds.

PROPER DRESS:

- All vendors should wear proper attire, and be clean and presentable.

SMOKING:

- No smoking is allowed in or near any of the booths/stalls at the Market

LIVE ANIMALS:

- Pets and livestock are not permitted in or near the booths/stalls unless it is a guide dog. All pets and livestock must be on a leash

INSURANCE:

- MFM does carry basic Public Liability and Property Damage Insurance through Farmers' Market Ontario, but any additional insurance coverage is the responsibility of the individual Vendor. MFM bears no responsibility for any Vendor property at the Market.

MARKET MANAGER'S RESPONSIBILITIES:

- **Rules and Regulations:** The MFM Manager will supervise operation of the Market. S/he will be available to answer questions and provide support to vendors. The MFM Manager will also apply the rules and regulations of the Market detailed in the Vendors handbook, and report any violations to the MFM Board as necessary.
- **Space Allocation:** The MFM will assign booth/stall spaces once the applications have been submitted, but will take into consideration product compatibility of other Vendors.
- **Removal of Persons:** The MFM Manager and MFM Board have the authority, with cause, to request any Vendor or other persons to leave the Market operating area, and if necessary, to call the police for assistance.
- **Community Table:** A community table will be available for charity and non-profit organizations from the Old Ottawa East community and for organizations whose mandate is compatible with that of Sustainable Living Ottawa East. This space will be provided at no cost, and can be used for fund-raising, promotional and educational purposes. Interested parties must apply to the Market Manager at least 1 week in advance. The applicant must ensure that the booth is staffed at all times, and in the same condition as when received. The applicant must provide their table, chairs and display materials.
- **Problem Resolution:** Vendors are encouraged to approach the MFM Manager if they encounter a problem. Discussion of problems about the Market in front of customers is strongly discouraged.

VENDOR CONFLICT:

Step 1: The Vendors in question must make attempts to resolve the issue on their own. Success in this first step is strongly encouraged.

Step 2: If the Vendors cannot come to an agreement, they will submit a "Conflict report" to the Market Manager, detailing the situation.

Step 3: The Board will then consult as needed and come to a decision (this process may involve calling the parties together for a meeting)

APPENDIX

