

COVENT GARDEN MARKET

VENDORS' HANDBOOK OUTDOOR FARMERS' MARKET

COVENT GARDEN MARKET CORPORATION
2020 MARKET SEASON

REVISED VERSION: DECEMBER 2016



OUTDOOR FARMERS MARKET

VENDOR HANDBOOK

RULES AND REGULATIONS - 2020

1. Location

The Covent Garden Outdoor Farmers' Market is located at 130 King Street, London, Ontario, on the public square at the corner of King and Talbot Streets.

2. Hours

In the year 2020 the Market will be open from 8:00 AM to 1:00 PM each Saturday (April 11th to December 19th) and Thursday 4:00pm-7:00pm (May 7th to October 29th). Vendors must arrive in time to ensure that their stall is open for business promptly at 8:00 AM, and must **remain open until 1:00 PM** Saturdays and 4:00pm-7:00pm on Thursdays. Weather permitting.

Weather:

It is at the discretion of the farmers' market manager to close the market early, cancel the market, take down canopies or not set them up at all due to severe weather, including but not limited to high winds, driving rain, extreme amounts of snow.

3. Application and Selection Process

- The Market is producer-based; therefore, only applicants offering goods for sale **which they have produced themselves** will be considered. Absolutely no resellers or peddlers will be allowed in the Market. However, a producer that has been a vendor here since before 2012 may sell additional produce grown by a relative, a neighbour farmer, and/or a member of an approved association (such as the London Area Organic Farmers' Association,) as long as it is within a 100 mile radius of The Covent Garden Market. The additional produce will be **limited to 25% and maximum four different items** of the vendor's product line- in quantity, please see attached list. **This additional produce must be labeled with signs that state who and where the product is from.**
- Absolutely no terminal purchases will be allowed, including the Elmira Produce Auction. The market management will visit farms and businesses of vendors when required.
- Signs that claim an unregulated method of production are **not allowed**, this includes; spray-free, pesticide-free, herbicide-free, chemical-free. Regulated terms include; Biodynamic, Certified Naturally Grown, Certified Organic, Local Food Plus and MyPick.
- All vendors that sell a prepared food (baking, preserves, etc.) must provide a current Safe Food Handler Certificate to have their application considered.
- If there is a violation of these rules the vendor that is in violation may be required to leave the market and may not be permitted to return.

All vendors must have an application form on file with the Farmers' Market Manager to be considered for space rental. Seasonal and other long-term vendors should have their **applications and fees (cheques) at the Covent Garden Market office before March 31st, 2019** (see Fee Schedule below).

A limited number of Market tables, benches, canopies are available for seasonal stall rentals.

All products being sold in the Market must comply with applicable Provincial and Federal regulations regarding labeling, measures, safety, etc. Compliance with these regulations is the responsibility of the individual vendor.

Producers shall sell at the Market only high-quality, wholesome products.

Live animals cannot be sold at the market.

Poultry may not be sold at market, unless part of the artisanal chicken program.

Eggs may only be sold at market if they are graded and kept in a cooler.

*Foraged wild mushrooms are allowed at this time, with producer adhering to attached guidelines.

This may change by the time the market opens in May 2019.

In the year 2019, the Farmers' Market Manager or his/her designate shall allocate vendor spaces that include an appropriate product mix, and will be at the discretion of the Farmers' Market Manager.

Farmers' Market Management reserves the right to reassign stall locations based on the expected increase in vendors in the year 2019 season, to achieve the most appropriate vendor mix and vendor locations.

We strive to be a local market. We are 100% producer based and all of your product must be produced by the applicant. As a local market we do not accept vendors further than 250km away. We believe this encompasses important regions of Ontario and allows us to have a variety of fruits, vegetables and artisanal product.

4. Fee Schedule

Any fees collected by the Market are for the purpose of promoting and operating the Farmers' Market.

All cheques are to be made payable to Covent Garden Market Corporation. N.S.F. cheques will be charged an administration fee of **\$50.00**.

Parking for Farmers' Market vendors will be included in the stall rental fee and is available below the public square. For vehicles exceeding 7 ft. in height, an alternative parking arrangement will be made.

The following fees apply to a 10ft x 10ft stall space: 1 Canopy, 1-2 tables and 1-2 benches. **If you need additional tables the fee is \$5.00 per table upon request, only if they are available**

- **Saturday only \$30/day + HST (3.90) = \$33.90 payment due** 1 week before start of vending.
- **Thursday only \$15/day + HST (1.95) = \$16.95 payment due** 1 week before start of vending.
- **Thursday & Saturday \$30/for both + HST (3.90) = \$33.90 (pay only for Saturday), payment due** in advance to setup

- **Seasonal (26 Saturdays, May to end of October) \$520.00 + HST (67.60) = 587.60.** Full-season members may make their payment in 3 postdated cheques (May 1st, July 1st, September 1st) **to be enclosed at the time of application. Payable in 3 installments \$195.86 each cheque.** This is a discounted rate, so there is no further reduction to stall fees that will be considered.
- **Thursday only vendors** that are committing from May 9 to October 31:
 - Regular rate is \$15.00 + HST per Thursday, May to October= \$390 +HST.
 - May to October rate is \$270 + HST. SAVE \$120 + HST = \$305.10.
 - Method of payment:
 - 1 cheque for \$305.10
 - 3 cheques dated May 1st , July 1st, September 1st for \$101.70 each (that is \$90 + \$11.70 HST).
 - If you choose to pay by the week, the seasonal rate does not apply.

- **Extended season** (November & December) Saturday only \$140.00 + HST (18.20) = \$158.20
- **2 stall spaces:** \$45.00 for Saturday + HST (\$5.85) = \$50.85/ no extra charge for Thursdays.
- **2 stall spaces Seasonal Rate:** \$870.00 + HST (113.10) = \$983.10 (this saves you \$300)
- **2 stall spaces extended season:** (November & December), Thursday & Saturday or Saturday only \$140.00 + HST (18.20) = \$158.20, Thursday only \$80 + HST (10.40) = \$90.40

These fees are for stall rentals during the 2019 Farmers' Market season, and there is to be no carry over to fees incurred for programs with the Covent Garden Market Corporation. All payments are non-refundable.

In order to secure space, long-term vendors should have their applications and fees (cheques) at the Covent Garden Market office **before March 31st, 2019.**

5. Vendor Requirements

- A vendor must be familiar with the Rules and Regulations of the Covent Garden Outdoor 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 must agree to bring an adequate supply of their primary product that will allow them to operate for the full duration of market.

- Vendors agree to make their stall and products as attractive and pleasing to the eye as they can.
- Vendors will adhere to the highest standards of quality, service and business.
- Vendor set up must be completed by 8am Saturdays and Thursdays. **No vehicles on the market square after 7:45 am.**
- Subletting of stalls is not permitted.
- Vendors shall honor all Covent Garden Outdoor Farmers' Market promotions, e.g. basket of the season, cooking demonstrations and sampling programs.
- 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. General garbage containers are for the use of customers only. **Please sweep your stand before leaving.**
- Smoking is not permitted in the building nor at any vendor's stall, or anywhere on the market square.
- 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.)
- Vendors are responsible to obtain all necessary licenses, permits, inspections and certificates for the sale of their product.
- Compliance with both Provincial and Federal Sales Tax Regulations is the responsibility of the individual vendor.
- Any producer being represented as organic must be "certified organic" or "in transition". The certification sign should be prominently displayed.
- Vendors may not distribute, display, or verbally present materials that are political, religious, and/or socially controversial in nature.
- **No dogs** (except service dogs) are allowed in the farmers' market area during farmers' market hours.
- Vendors must not make disparaging comments about the market to customers.
- Vendors must not be under the influence of drugs or alcohol .

6. **Cancellation Policy**

Farmers' market are a unique way of shopping for many people. It is a chance for customers to meet the producers behind the products and feel good about where their purchases are coming from. We strive to create an excellent customer experience so that we stand out against traditional grocery outlets.

Our market is only open 1-2 days 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.

If we receive a notice of cancellation less than 24 hours in advance more than 3 times a season, you will be removed from our regular weekly vendor list. Serious emergencies will be exempt from this policy.

Harvest Bucks

Our market accepts Harvest Bucks.

What are Harvest Bucks?

Harvest Bucks involves the distribution of vegetable and fruit vouchers redeemable at various London farmers' markets. Harvest Bucks vouchers are valued at \$2 each and expire at the end of each calendar year. Harvest Bucks are intended to be distributed as part of a community program that includes food and healthy eating.

The primary goals of the Harvest Bucks program are to:

- Increase access to and consumption of vegetables and fruit
- Increase the comprehensiveness of local community programming through reducing barriers to participants' vegetable and fruit access
- Increase awareness, knowledge and comfort/familiarity with local farmers' markets

Who can accept Harvest Bucks?

Harvest Bucks can only be applied to the sale of fresh fruits and vegetables, **therefore only a vendor that sells fresh fruit and/or vegetables is included in this program.**

How are Harvest Bucks redeemed?

All vendors that sell fresh fruit and vegetables are part of the program and must accept the Harvest Bucks. No change is given for the bucks, so if a customer spends \$5 on fruit and vegetables and gives you \$6 in Harvest Bucks, they do not get any cash change. Please encourage the customer to get the full value from the bucks. Give the redeemed Harvest Bucks to the market manager at the end of the market day, and the market manager will give you cash for the bucks.

This is an important program for our market.

Four years into the program, over \$50,000 of Harvest Bucks have been redeemed at our market – inside and out.

For more info: www.healthunit.com/harvest-bucks

These are the rules established for 2020. There may need to be modifications of these rules and regulations in the year 2020.

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

***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.

Moving forward:

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.

Covent Garden Market reserves the right to amend this policy at any time.