

Caledon

Farmers' Market

VENDOR HANDBOOK 2010 SEASON



Note: "Market Manager" refers to either Sandra Dolson or her designate, Market Coordinator Jennifer Clark

MARKET DATES, TIMES & LOCATION

Opening Day: June 17, 2010

Last Day of the Market: October 7, 2010

Time of Market: Thursdays – 3:00pm to 7:00pm – rain or shine

Market Location: 150 Queen Street South, Bolton (in the parking lot of the Albion Bolton Agricultural Society & Albion-Bolton Community Centre)

FEES

All prices include insurance and GST

| | |
|---|--|
| Seasonal Cost (Producer) | \$325.00 /season/space (maximum of 2 spaces) |
| Early Bird Registration | \$275.00 /season/space (on or before March 19, 2010) |
| Seasonal Cost (Artisan/Craftsperson) | \$175.00 season/space (maximum of 1 space) |
| Daily rate | \$26.02 |
| Community Group | No Charge |
| Musician | No Charge |

July 1, 2010 Onward

All prices include insurance and HST

| | |
|---|--|
| Seasonal Cost (Producer) | \$349.76 /season/space (maximum of 2 spaces) |
| Seasonal Cost (Artisan/Craftsperson) | \$188.34 season/space (maximum of 1 space) |
| Daily rate | \$28.00 |

ELIGIBILITY

The following people or businesses are eligible to participate in the Market:

- a) **Qualified Primary Producers** – Producers who will, in their season, sell products, which they have produced. Outside of the “home grown/made” products, these producers may, if they receive approval from the Market Manager, sell other fresh produce and products. This also includes those vendors selling processed foods such as baked goods, jams, cured meats. At a minimum, 70% of all produce/product sold is to be grown/made by the vendor and 100% is to be grown in Ontario. Absolutely no resellers or peddlers.
- b) **Qualified Artisan/Craftsperson** – Either artists or persons who make crafts and who will sell products that are self produced and can easily be identified as handicrafts.
- c) **Qualified Community Groups** – Only non-profit groups fundraising for their own organization. No sales, except for fundraising.
- d) **Qualified Musicians** – Only musicians who perform the music themselves (eg. No solely CD, or solely pre-recorded performances).

- e) **Other** – Other situations, not conforming to the above criteria, for which people have received individual consideration and approval by the Market Manager.

RESELLING

No resellers or peddlers will be allowed in the Market. If a vendor receives permission from the Market Manager, the vendor may sell additional produce/product, preferably grown or made by a relative, and/or a neighbor farmer. The additional produce/product will be limited to 30% of the vendor's product line. The intent of this exception is to increase the diversity of fresh produce & local product offered to customers.

At a minimum, therefore, 70% of all produce/product sold is to be grown/made by the vendor and 100% is to be grown in Ontario. The Market Manager reserves the right to disallow the inclusion of a product in a vendor's product line if the Manager deems that it undermines the authentic social and cultural experience of the market.

MARKET SPACE & BOOTH

- A vendor will be allocated a space, and the location and size of the space and the final stall allocation will be based on appropriate product mix, and shall be at the discretion of the Market Manager.
- When a vendor has purchased a "season pass", generally the vendor will be allocated the same space for the entire season. However, the Market Manager reserves the right to move a vendor during the market season, if necessary.
- The vendor should make every reasonable attempt to make his/her stall, canopy and products as aesthetically pleasing as possible. The Town has control over the appearance of a vendor's space and the booth.
- The Town is in no way responsible for providing any items or equipment in connection with the Market.
- A vendor shall contain him/herself, his/her produce displays and solicitation within his/her allocated space.
- The vendor must display their farm/business location prominently at their booth and any information, registration number as required.
- A vendor needs to maintain his/her allocated space in a clean, orderly and safe fashion, and keep it free of garbage and debris, during the operating hours of the market and before leaving at the close of the Market. 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 the customers only.
- The vendor is to erect and maintain his/her stall and space in a safe and secure manner. The safety of the vendor's space and stall is the responsibility of the vendor. ***Please note that as a security measure all canopies must be secured with weights at all times.***

GROSS SALES REPORTING

The vendor shall provide the Market Manager or Market Staff with approximate sales figures for each market day. The Caledon Farmers' Market recognizes the sensitivity around gross sales reporting by vendors, but believes the compiling market sales statistics is essential to the success of the market and reporting back to council. In order to maintain the highest confidentiality the Caledon Farmers' Market staff follows these procedures:

- Vendors are requested to submit their gross sales as accurately as possible
- Vendors are asked to submit their estimated sales each week to the Market Coordinator
- Only the Market Manager/Market Coordinator is privy to the original form
- Raw data is put into a spreadsheet
- Forms are destroyed after they are compiled into a spreadsheet

MARKET ATTENDANCE & TIMING

- The vendor will make every effort to come out to the market every week in order to provide consistency for the customers attending the market.
- No vendor is to leave the market prior to 7:00pm, unless an agreement is made with the Market Manager. Only under extenuating circumstances will this be allowed. This is a safety issue and is required to be followed to reduce any risk of injury to person attending the market.
- The Vendor agrees to keep his/her stall open for the entire time between the hours of 3:00pm and 7:00pm, unless otherwise requested by the Market Manager.
- If the Vendor is unable to attend a market day, as planned, the Vendor must notify the Market Manager by 4:30 pm of the previous day. Market Manager Sandra Dolson can be reached in her office at 905-584-2272 ext. 4152. In the event of emergency (i.e. Truck breaking down, etc.), please contact the Market Coordinator on site as soon as you are able to do so safely. Market Coordinator Jennifer Clark can be reached on her cell phone at 647-500-6117 on the day of the market.

VENDOR ROSTER PUBLICATION

The Caledon Farmers' Market supports an open policy in regards to publishing the vendor roster (with pre-approval by the vendor). The roster is posted on the Town of Caledon and Farmers' Markets Ontario website with business names, contact information and product listings.

PHOTOGRAPHY AND VIDEO

The Town reserves the right to photograph, or have photographed, or video or have videoed any items or space or booth or person in connection with the Market, and to use any such photographs or video for Town related purposes in the future.

SIGNAGE

Ontario's fruit, vegetable, honey and maple syrup industries have a reputation for producing safe, high quality food for the consumers. Providing accurate information to buyers as required by law is an important part of upholding the reputation. Requirements are outlined in the Farm Products Grades and Sales Act, Regulation 378, which is administered by the Ontario Ministry of Agriculture, Food and Rural Affairs.

Price cards must be displayed for all products and must include price of the product and whatever is applicable for the products (variety, product name, etc) and such sign shall be clearly visible to the buyers. Price cards will be distributed to the Vendors by the Market staff, for their use.

Markings on the retail display signs should be:

- Easy to read
- Of a permanent nature
- Of a size reasonable in proportion to the retail display signs
- At least one-quarter inch (1/4") in height

The sign must have the following information:

1. Origin Requirement

For Canadian Grown Produce: Either "Product of Canada" or "Product of (province)"

2. Grade Requirement

For the applicable produce indicate the grade of the produce immediately above, below or beside the origin in the same size lettering.

3. Weight Requirement

The price per unit weight, if sold by weight, must be stated.

4. Variety name Requirements

Variety name of apples and pears must be included.

5. Peppers, Sweet or Hot Requirement

For peppers the word "Sweet" or "Hot" must be specified.

The vendor must display their farm/business location prominently at their booth and any information, registration number as required.

For additional information about signage requirements, please contact:

Food Inspection Branch
Ministry of Agriculture, Food and Rural Affairs
1 Stone Road West, 5th Floor
Guelph, Ontario N1G 4Y2
Telephone (519) 826-4180
fpo@omafra.gov.on.ca
www.omafra.gov.on.ca

INSURANCE

The vendor acknowledges and agrees that the Town of Caledon will not be responsible for any injury incurred by a person or persons, vehicle, equipment or otherwise on the site of the Market.

CONTACTS FOR FURTHER INFORMATION

Market Manager

Sandra.dolson@caledon.ca ; 905-584-2272 ext. 4152 or 416-461-4177

Market Coordinator

Jennifer@eatlocalcaledon.org ; 647-500-6117

Caledon Farmers' Market

www.caledon.ca/farmersmarket

Farmers' Markets Ontario

www.farmersmarketontario.com

T 1.800.387.3276

Ontario Ministry of Agriculture and Food

www.omafra.gov.on.ca/english/index

Food land Ontario

www.foodland.gov.on.ca

Region of Peel Health

www.region.peel.on.ca/health/environ.htmfiles/events-intro

Region of Peel Health Inspector

Peter.Randall@peelregion.ca, Peter Randall, 905-791-7800 extension 2811

Region of Peel – Grown in Peel

www.peelregion.ca/planning/gip

Ministry of Agriculture and Food – Retail Display

www.omafra.gov.on.ca/english/food/inspection/retail_display_sign_req.htm

Marketing & Merchandising Tips

WHAT TO EXPECT AS A VENDOR AT A FARMERS' MARKET

1. To grow your market by cultivating a loyal clientele
2. To get top prices when you have top quality product
3. To achieve success by delivering excellent customer service
 - If you are not a people person send another family member or hire a well trained employee
4. To encounter friendly, appreciative customers
 - Customers shop at farmers' markets because they want to meet the people who grow their food and they want fresh, high quality products
5. To invest your time
 - Preparation, travel, time at market
 - Be ready to sell at the start of the market
6. To bring everything you need
 - See sample checklist on the next page.

WHAT TO BRING

Here is a sample checklist:

- Canopy and weights
- Stall structure: tables, table coverings, racks and shelves
- Display containers for your product
- Plastic or paper bags
- Cash box
- Miscellaneous Display Items: sign making materials, including chalk, paper, cardboard, markers, scissors, tape pens, bags, price tags, pocket knife, duct tape
- Check Out items: pencils, pens, calculator, bags, boxes/flats, notepad
- Garbage can, broom
- Signs: the more personal the better. Use pictures!
- Large sign or banner hung at eye level with your farm/business name and location
- Individual product names and prices alongside items – highlight different varieties, heirlooms, product qualities, storage tips, etc.
- Signage extras: recipes, how to's, seasonality information, new item, product information
- Information about your farm/business, promotional materials, business cards
- Personal comfort items: weather gear, gloves, hats, rainwear, and drinking water
- Your customer service personality – a big smile is your best asset!

PRODUCT DISPLAY AND BOOTH DESIGN

Quality – presentation – personality

- **Make every inch count and maximize your space**
People are attracted to abundance. It's difficult to sell those last couple baskets of fruit, people wonder what's wrong with them. Full displays encourage people to come and buy.
- **Make it Easy to Buy**
Step outside your booth space and pretend you are a customer: are comfortable looking, packing and buying the products? Create a space where customers can see, select, and purchase your products. Keep your display at an arm's reach in depth, and between knee and waist level and eye level in height. Leave a place at the edge of the table where customers can set their parcels down, get out their money or bag their produce. Place farm information and flyers near the check out.
- **Containers**
Baskets, crates, bushels, decorative boxes...again, a variety of shapes, sizes, textures, or the 'clean-line' look of uniformity. A variety of sizes will help you 'shrink' your display as you sell product... transfer smaller quantities into smaller containers. Bring extras for fluffing up: burlap, broken up boxes, newsprint.
- **Eye Catchers**
Do customers waiting to pay block your eye-catching displays from customers passing by? Use tiers of display levels – put the most eye-catching items at eye level. Multi level displays create abundance and helps keep different products organized. Hang products, such as garlic braids or herbs, using S-hooks.
- **Signage**
At the very minimum, label products with their names, price and how sold (by the weight, piece, quantity). Highlight differences in varieties. Make sure your sign with your farm/business name and location is easy to read and visible.
- **Cleanliness and Neatness**
Is very important! Customers are very attentive to food safety – anything involving the food they eat needs to project cleanliness. This includes you and your staff! Keep your extra product, empty boxes organized and out of the way: stack and nest empties. Carelessly thrown boxes create a safety hazard.

MERCHANDISING 101
Sell smart and increase profits

- **Build farm loyalty**
Create an identity for yourself. Make your farm name and location clear to customers. Provide a description of your farm including location, acres, history, crops, growing methods, etc. Try displaying this information on a poster and include pictures of your farm. Or have a flyer to distribute to customers. Take advantage of the opportunity to educate shopper about how things are grown.
- **Train employees!**
Make sure they are knowledgeable about your product and your farm. Continuity of salespeople builds relationships with repeat customers.
- **Provide samples**
Let your customers taste the difference! Sampling can increase sales up to 30%. Ask customers: “have you ever tried the ____ variety?” Make sure you follow the minimum guidelines for food safety. Keep a separate box with your sampling tools; i.e. toothpicks, serving platters, napkins.
- **Supply recipes and information**
Find recipes that are simple and contain a few ingredients that can be found at your stand or other parts of the farmers’ market.
- **Start an email list**
Let your loyal customers sign up for a mailing list so you can inform them about special opportunities, other markets and locations where they can find you or your product.
- **Use your personality**
Use your personality and expertise as a merchandising tool to build and strengthen your customer base.