



“food you love, growers you know”

ABERFOYLE FARMERS' MARKET
2015 MARKET HANDBOOK

January 28, 2015

Vision

A friendly farmer first, producer focused market

Mission

Provide direct access to Ontario food growers and producers
Support community organizations
Showcase local artisans
Enhance the local economy

Values

Co-operation * Quality * Collaboration

Table of Contents

1.0 PURPOSE.....	1
2.0 ORGANIZATION.....	1
3.0 GOVERNANCE.....	1
4.0 MANAGEMENT.....	1
5.0 LOCATION.....	1
6.0 SEASON.....	1
7.0 ELIGIBLE PRODUCTS.....	2
8.0 PRODUCT CATEGORIES.....	2
9.0 VENDORS.....	2
10.0 STALLS.....	3
11.0 FEES	3
12.0 VENDOR APPLICATION AND SELECTION PROCESS.....	3
13.0 VENDOR RESPONSIBILITIES.....	4
14.0 MARKET MANAGER RESPONSIBILITIES	7
15.0 CAMPAIGNING & SOLICITING	8
16.0 PRIVACY.....	8
Appendix “A” Stalls and Fees.....	9
Appendix “B” Vendor Application.....	10

1.0 PURPOSE

- 1.1. The purpose of the Aberfoyle Farmers' Market is to provide a friendly and stable environment for the sale of Ontario grown, prepared, processed or produced products, by the people that made them.

2.0 ORGANIZATION

- 2.1. The Aberfoyle Farmers' Market is operated and maintained by the Aberfoyle Farmers' Market Association Inc.

3.0 GOVERNANCE

- 3.1. The Aberfoyle Farmers' Market Association is governed by a volunteer Board of Directors (the Board) that is elected by the members from the membership at their Annual General Meeting. The Board of Directors consists of a President, Treasurer, Secretary, and up to seven (7) Directors-at-Large.
- 3.2. The Board is supported by an Executive Director that attends board meetings in an advisory capacity.
- 3.3. Board meetings will be held regularly at a time and location determined by the Board and all board members are encouraged to attend.
- 3.4. The Board will hold a minimum of one meeting each year for all registered Product Vendors and Volunteers to provide feedback on issues related to the operation of the market.

4.0 MANAGEMENT

- 4.1. The Aberfoyle Farmers' Market is managed by the Market Manager.
- 4.2. The Market Manager is contracted by the Board.
- 4.3. The Market Manager is not a Board member but may attend board meetings to advise the board on issues relating to the promotion and operation of the market.

5.0 LOCATION

- 5.1. The Aberfoyle Farmers' Market is located in the covered outdoor portion of the Optimist Recreation Centre located at 23 Wellington Rd 46 S, Aberfoyle, Ontario.

6.0 SEASON

- 6.1. The Market is open from the first Saturday following Victoria Day in May to the last Saturday of October. Specific Market dates are listed in Appendix A .
- 6.2. The Market is open from 8:00 a.m. to 1:00 p.m. except Fall Fair Day (2nd Sat in Sept) the when the market will be open from 8:00 a.m. to 4:00 p.m.
- 6.3. The site will be open for set up by 6:30 am.
- 6.4. The market must vacate the venue by 1:50 pm on all regular market days.

7.0 ELIGIBLE PRODUCTS

- 7.1. The Aberfoyle Farmers' Market is open for the sale of approved locally grown, produced or processed products from approved growers, producers or processors whose name, address and signature appear on an approved vendor application.
- 7.2. All fresh and processed food products must be grown or produced in Ontario.
- 7.3. It is understood that not all ingredients in processed foods can be obtained from a known local source, but the main ingredients of processed goods should be grown or produced in Ontario, (i.e. strawberries in strawberry jam, blueberries in a blueberry pie, meat in a sausage)
- 7.4. Arts and Crafts Products must be hand-made by the vendor using his/her own skill, artistry and training. Locally sourced materials are preferred. (i.e. the wool of a sweater, the wood of carved decoy)

8.0 PRODUCT CATEGORIES

- 8.1. Eligible Products are divided into three (3) Product Categories;
 - Agricultural
 - Processed
 - Arts & Crafts
- 8.2. Agricultural Products are grown and/or produced by the applicant and include, but are not limited to: fruit, vegetables, fresh and dried herbs, plants, shrubs, trees, flowers, honey, maple syrup, meat, fish, eggs, fleece, wool, grains, etc.
- 8.3. Processed Products are produced by the applicant using local ingredients and include, but are not limited to: preserves, sauces, vinegar, soap, dried soup and other mixes, sausage, processed meat, meat pies, cheese, ice cream, baked products such as breads, rolls, buns, muffins, cookies, fruit pies, cakes, pastries,, etc.
- 8.4. Arts and Crafts Products are hand-made by the applicant using his/her own skill, artistry and training to produce a new, unique and original product. All craft vendors will be chosen by a jury.

9.0 VENDORS

- 9.1. Vendors must be residents of Ontario.
- 9.2. The Aberfoyle Farmers' Market provides for five (5) types of Vendors:
 1. Product Vendors such as farmers, growers, food processors, bakers or crafters. These vendors offer approved products for sale in the market and are encouraged to attend every week.
 2. Hospitality Vendors. These vendors are promoting a local attraction, restaurant or other food or tourism destinations and may sell samples of their food or tickets to events. They may attend several times during a season.
 3. Service Vendors: These vendors may promote their service business or provide a service to market visitors that is related to the production or preparation of food or the creation of Arts & Crafts.
 4. Non Profit Community Groups are provided a space each week at no cost, for fund-raising, promotional and educational purposes. This would include the sale of raffle or event tickets but not the sale of products. A group may attend more than once per season based on availability.

5. Musician Buskers. A space is provide free of charge each week for musicians. The musicians may accept free will donations or sell copies of their own music, or promote lesson programs or tickets to benefit performances. Buskers may attend multiple markets based on availability.

10.0 STALLS

- 10.1. Stall layout and location of electrical outlets, hand washing and utensil sinks are shown in Appendix A.
- 10.2. Stalls must be reserved at least one week in advance.
- 10.3. Access to an electrical outlet must be arranged at least one week in advance.
- 10.4. Vendors must supply their own tables, chairs and extension cords.
- 10.5. Vendors will have their location reserved until 30 minutes prior to opening on any market day.
- 10.6. A vendor may rent up to two (2) stalls.
- 10.7. Sharing. Vendors may not share stalls. Each vendor must rent their own stall.
- 10.8. Sub-letting. Vendors may not sell, sub-let or rent stall space to other vendors.

11.0 FEES

- 11.1. Applicable stall fees and registration fees are set annually by the Board and are shown in Appendix A.
- 11.2. Stall fees are based on vendor type, attendance and type of stall.
- 11.3. Fees are due as follows:
 - Full Time Vendor: A vendor that books and pays to attend for the entire season.
Registration Fee due with application
Stall fees are due May 1st and can be paid with three (3) cheques of equal amounts dated for May 1st, July 1st and September 1st
Vendors that pay in full with one payment prior to May 1st will receive a 5% discount
 - Part Time Vendors:
Registration Fee due with application
Stall Fees for all booked dates are due May 1st
Fees for dates added after May 1st are due at the time of the request.
- 11.4. Vendors may not set up until appropriate fees are paid.
- 11.5. A charge of \$45.00 will be levied for NSF cheques.
- 11.6. Refund Policy. Registration Fees are non-refundable. Stall fees may be refundable, for valid reasons, on approval of the Board of Directors. Refunds will be prorated according to the market days remaining. A \$25 administration fee is applicable.

12.0 VENDOR APPLICATION AND SELECTION PROCESS

- 12.1. All vendors must submit an application to the Aberfoyle Farmers' Market Association for approval for each Market season and for the appropriate product category or categories.
- 12.2. Applications will not be processed prior to receipt of applicable fees.

- 12.3. The purpose of the vendor application procedure is:
 - to maintain a high quality food producer-based (min. 80%) market
 - provide a wide variety of products for the community
 - ensure fairness to all vendors
 - ensure vendors abide by the rules of the market.
 - recognize the authority of the board to manage and direct the market through the Market Manager
 - identify all the products approved by the Board for sale at the market.
- 12.4. The Board may appoint members to visit a farm, workshop, kitchen etc. to verify compliance with the requirements of this handbook.
- 12.5. Samples may be required from returning food vendors with new products and new vendors before market day
- 12.6. All Arts and Crafts products to be offered for sale must be juried by the Board to ensure they are indeed produced as indicated on the application, are of high quality and are compatible with the other products sold at the market. No jurying will take place during the market day. The following factors will be closely assessed:
 - Craftsmanship and quality
 - Creativity and originality of concept
 - Value added to original or natural materials used in the finished product
- 12.7. The market manager may approve a returning vendor application if the vendor type, product category and product list are unchanged from the previous year or where the additions or changes to the product list are consistent with the requirements of this handbook.
- 12.8. Applications for new vendors or vendors changing vendor type or product category will be reviewed by the market manager and at least one member of the board assigned as a reviewer for the applicable product category. Applications that comply with the requirements of this handbook may be approved by the manager. This approval will be reviewed by the board for confirmation of approval.
- 12.9. Applications that do not comply with the requirements or objectives of this handbook will be reviewed by the Board as soon as possible.
- 12.10. The Aberfoyle Farmers' Market Association reserves the right to refuse or accept an applicant or product that is not in keeping with the rules, regulations or standards of the Aberfoyle Farmers' Market Association.
- 12.11. Applicants may ask the Board to reconsider decisions made on their admission or products.
- 12.12. The payment of stall fees serves as a contract with the Aberfoyle Farmers' Market Association accepting the terms and conditions detailed in this handbook and /or the online application.
- 12.13. If, after approval of original product lists, vendors wish to sell items which fall into a different product category, an application for that category must be submitted and approved before they can be offered for sale.

13.0 VENDOR RESPONSIBILITIES

- 13.1. Applicable Rules and Regulations. Vendors must comply with the Aberfoyle Farmers' Market Rules as outlined herein as well as applicable Municipal, Provincial and Federal Regulations regarding labelling, measures, health and safety, etc. for all

- products offered for sale at the Market. Compliance with these and any other applicable regulations is the responsibility of the individual vendor and not the Aberfoyle Farmers' Market Association.
- 13.2. Failure to comply with point 13.1 above may be grounds for removal of the Vendor.
 - 13.3. Payment of Fees. All applicable fees must be paid one week prior to a vendor setting up.
 - 13.4. Non Vendor produced items. The sale of items grown or produced by anyone other than the vendor is reserved primarily for items otherwise not available from other vendors at the market and is only permitted by special provision. Such items must be approved by the Board and listed on the vendors' approved Vendor Application in advance of selling at the market. These items will be labelled at the point of sale as to their originating producer.
 - 13.5. Attendance. Full time vendors are expected to attend the market full time. Those who are absent 4 or more times will lose their Full Time Vendor status and will be considered as Part Time Vendors for the balance of the season.
 - 13.6. Stall Sitters. Vendors and / or their family and / or their qualified and knowledgeable staff are expected to attend the market in person to sell their own products. Occasional use of booth sitters is permitted and vendors are encouraged to arrange a sitter rather than not opening the stall for the day.
 - 13.7. Reporting of sales. To aid with our marketing program, each vendor will provide gross sales figures after each market day. No vendor names will be attached to the information.
 - 13.8. Arrival and Departure. Late arrivals and early departures disrupt the market and can be a safety issue. Vendors are encouraged to notify the Market Manager if they will be late or absent in order to preserve their location. Vendors who arrive late or leave early risk losing their stall allocation to other vendors. The reallocation of stall locations to address vendors that frequently arrive late or leave early will be at the sole discretion of the Market Manager. Vendors must arrive at the market no less than 30 minutes prior to market start time. If a Vendor has not arrived at their assigned stall with their products and tables etc, at least 30 minutes before opening time, the Market Manager has the option to allow the stall to be used by another Vendor for that day
 - 13.9. Keep stalls open. Vendors must keep their stalls open for the entire market day and not begin to tear down before the designated closing time. All vendors must leave the market no later than 1 hour after the market closes.
 - 13.10. Sufficient Product. Vendors are expected to bring enough product to last the entire day. Exceptions may be made for reasons of product supply beyond control of the vendor, i.e. produce in season.
 - 13.11. Displays. Vendors are responsible for providing all display materials (displays, tables, chairs, etc.) and setting up and tearing down any displays. The market is not able to provide any materials. Stalls should have an attractive and professional appearance, enhanced by good presentation and cleanliness. Vendors are encouraged to seek the advice and assistance of the Board or Market Manager. The Market Manager may ask that unsightly or unsafe materials be removed.
 - 13.12. Conducting business. Vendors must remain in their own stalls when selling. Sales must be conducted in an orderly and business-like way and no shouting or other objectionable means of soliciting trade are permitted.
 - 13.13. Pricing. All items offered for sale must have prices prominently and clearly displayed. Vendors must not practice distress pricing by undercutting other vendors or dumping

products at bargain or sale prices. To avoid a flea market image Vendors should avoid giving offers such as, "Year-end Sale," "Buy two get one free" or "Discount."

- 13.14. Open Flame Burners: Vendors that use open flame table top burners or heaters must have a working 5lb ABC rated fire extinguisher with them in the stall.
- 13.15. BBQ: Vendors that use a BBQ must keep the BBQ on a non flammable surface a minimum of 5' from the hockey boards and must have a 5lb ABC fire extinguisher in their stall.
- 13.16. Protection of floor. Vendors using cooking oil or preparing oily or greasy products will protect the floor from spills and splatter of oil and grease.
- 13.17. Farm Products Grades and Sales Act. Produce should be sold by units or legal containers such as bushel, 4-litre baskets, quart, etc. If your product is sold by weight, the scale has to be government inspected with a valid sticker displayed. All produce should be correctly labelled and priced.
- 13.18. Food Safety. Every person handling food products must maintain a very high standard of personal hygiene and cleanliness. All vendors and staff must apply minimum guidelines to prevent the transfer of pathogens between vendors/staff and therefore to foods. Where there is a discrepancy between the guidelines below and the applicable laws and regulations set out by municipal, provincial and federal government authorities the government regulations will prevail. It is the responsibility of Vendors and persons under their employ to understand and apply applicable government regulations:
 - All foods offered 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 disease and avoid touching nose, mouth, hair and skin.
 - All vendors MUST wash hands thoroughly with warm water and soap after visiting the washroom.
 - Containers and wrappers 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 all food must be at least 15 cm (6 in) off the ground/floor.
 - 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.
 - Do not allow customers to get hands anywhere near samples to be eaten by other customers;
 - Prepare individual samples that cannot be handled by more than one person;
 - Provide toothpicks or small paper containers or pass out each sample;
 - Provides tongs, forks or spoons for each type of condiment being offered;
 - No customer's hands in the bowl.
 - Clean up the serving area often, being especially careful to pick up food

scraps that fall onto the ground or floor.

- Watch children very closely.

- 13.19. Garbage. Vendors are responsible for their own garbage. Stalls will be kept free from garbage during the market day and vendors will remove their garbage from the site at the end of the day. This includes all packaging and any produce or food waste. The Association reserves the right to bill a vendor for any clean up costs that may arise.
- 13.20. In-booth storage. Storage containers and equipment shall be confined to one's stall space and kept in an orderly manner.
- 13.21. Parking. Vendors are required to park in the designated areas after unloading their products.
- 13.22. Smoking. No smoking is permitted on the market site.
- 13.23. Live animals. Live animals may not be sold at the market. Pets are not permitted in the market under any circumstances, service dogs excepted.
- 13.24. Insurance. While the Aberfoyle Farmers' Market Association does carry basic Public Liability and Property Damage Insurance, any additional insurance coverage is the responsibility of the individual vendor. The Aberfoyle Farmers' Market Association bears no responsibility for any vendor property at the market.

14.0 MARKET MANAGER RESPONSIBILITIES

- 14.1. Rules and regulations. The Market Manager supervises the day-to-day operation of the market. He/she will apply the rules and regulations of the market in accordance with applicable Municipal By-Laws and report any violations to the Board of Directors as necessary.
- 14.2. Non Compliance. The Market Manager may ask the Board of Directors to suspend a vendor for one or more days for serious violation of the rules.
- 14.3. Setting Up. The Market Manager will direct the set up of the market each market day and ensure it is ready to open at 8am.
- 14.4. Vacating. The Market Manager will ensure that the facility is vacated and free of debris by 1:50pm.
- 14.5. Fees. The Market Manager shall collect fees when they are due and deliver them to the Treasurer to deposit promptly.
- 14.6. Coupons. The Market Manager will redeem or collect and issue receipts for any market issued coupons from the vendors on a weekly basis. These coupons will be submitted to the Treasurer with an expense form.
- 14.7. Expense Forms and Time Sheets. The market manager will submit expense forms and times sheets to the Treasurer on a monthly basis.
- 14.8. Stall Allocation. The Market Manager shall assign stall space taking into consideration:
 - Stall configuration requested on application
 - Vendor attendance record including late arrivals and early departures.
 - Stall availability.
 - Product category and its compatibility with products of nearby vendors.
 - Special requirements (equipment, access to sinks, access to electricity)
- 14.9. Removal of persons. The Market Manager has 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.
- 14.10. Complaints: A formal complaint should first be submitted in writing to the Board of

Directors with a request to address the issue. Verbal complaints to the Market Manager must be recorded, signed and dated by both complainant and the Market Manager for submission to the Board. The board may request additional information from complainants (i.e. in a pricing issue – Ontario average prices, etc.) All complaints will be dealt with by a minimum of 2 Board Members accompanied by the Market Manager when appropriate.

- 14.11. Negotiation: Inform the individual(s) involved of the complaint and the behaviour causing concern. This may be simply a conversation between the Directors designated by the Board and the individual(s) causing concern once the complaint has been submitted in writing, or it may require a formal meeting with all parties involved, depending on the nature of the complaint. Allow the individual(s) to explain or elaborate on their perspective. Determine a timeline for correction of the behaviour or withdrawal of the complaint by the party involved. Guidelines and specific directions will be documented with copies issued to all parties involved in the resolution, including the Board of Directors, and where deemed necessary, to the General Membership. The Market Board retains the right as outlined in the rules and regulations to ask anyone to leave the market site, at anytime, depending on the seriousness of the behaviour causing concern, i.e. where such behaviour may be detrimental to the safety of visitors attending the market.
- 14.12. Final Authority: In the event that the complaint is not withdrawn and/or the behaviour is not corrected to the satisfaction of the party issuing the complaint, then the Board of Directors will make a decision based on their judgement of what will be best for continued operation of the Aberfoyle Farmers' Market. The Board of Directors has the right to revoke the application of the individual(s) causing concern and exclude the individual(s) from attendance at the Aberfoyle Farmer' Market for the remainder of the season.

15.0 CAMPAIGNING & SOLICITING

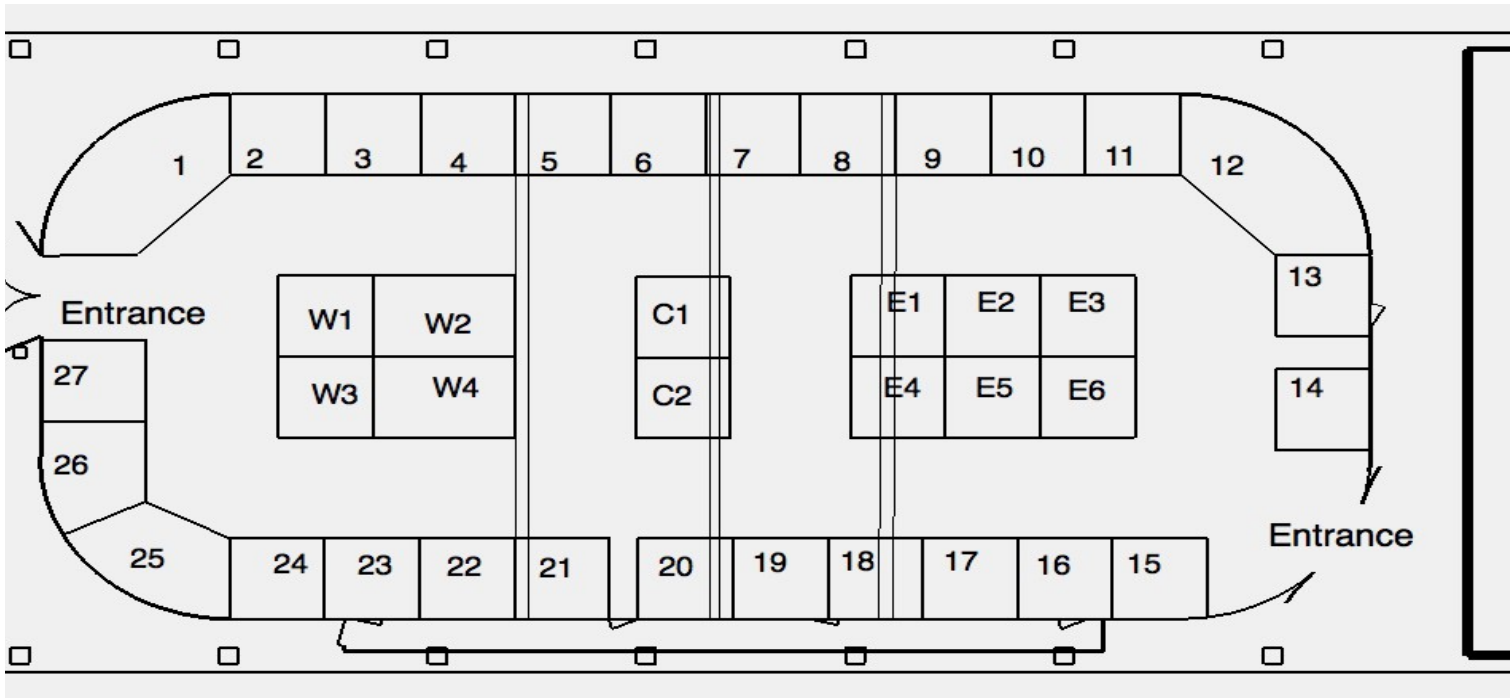
- 15.1. The market is a gathering place open to the public and supports all visitors engaging in conversations that are of mutual interest. .
- 15.2. Notwithstanding 15.1, while attending the market the staff and members of the market board will refrain from directly promoting or opposing the candidacy of any person Running for public office.
- 15.3. The display or distribution of materials that is not related to the activities of an approved vendor and their approved activities or information and marketing materials provided by the market is not permitted. This includes but is not limited to election campaign materials, lobbying materials, petitions, surveys, polls and any related Signs, posters, flyers etc.

16.0 PRIVACY

- 16.1. The Federal Personal Information Protection and Electronic Documents Act (PIPEDA) came into effect January 1st, 2001. As a result, the Aberfoyle Farmers' Market Association (AFMA) is subject to stringent guidelines regarding the collection, storage and disclosure of private and personal information collected on your application form. AFMA is in compliance with the Federal privacy act (PIPEDA).

Appendix "A" Stalls and Fees

Layout of Stalls and Building



2015 Hours of Operation: 8am to 1pm
 2015 Market Days (23 Days)
 May 23, 30
 June 6, 13, 20, 27
 July 4, 11, 18, 25
 August 1, 8, 15, 22, 29
 September 5, 12*, 19, 26
 October 3, 10, 17, 24
 * Fall Fair Day: Market Open 8am to 4pm.

Product Vendors Annual Registration Fee:
 \$33.00 / season + HST = \$37.29

Payable to: Aberfoyle Farmers' Market Association

Mail to: Aberfoyle Farmers' Market
 c/o Greg Stevenson
 1550 Gore Road - RR2
 Puslinch, ON N0B 2J0

Stall Sizes & Rates

Size	\$ / Wk	Stall #
10' x 10'	\$23+ HST	2 to 11, 13 to 27, W1, W3, C1, C2, E1 to E6
14' x 10'	\$29 + HST	1, 12
15' x 10'	\$33 + HST	W2, W4

Full Time Vendors will receive a 5% discount on stall fees if payment is made in full before May 1st.

Access to Electricity: \$2 / wk

Fees For Hospitality & Service Booth

\$33.00 a week plus HST = \$37.29

Appendix "B" Vendor Application

Appendix "B" – Vendor Application

Business Name:

Contact:

Phone:

Address:

Postal Code:

Email:

Website:

Vendor Type: Product Vendor
 Service Vendor
 Volunteer
 Community Group
 Busker

Farmer: Yes No

Other Markets:

Other Info: My Pick Verified
 Certified Organic
 Health Unit Inspected

Attending: Full Time Part Time

Stall Configuration:
 1- 10'x10' 1- 14'x10' 1- 15'x10'
 2- 10'x10' 1- 14'x10' & 1-10'x10' 2- 15'x10'

Electricity: Yes No

Dates:

Product List / Service / Type of Music:

I/We have read and agree to abide by the Aberfoyle Farmers' Market Rules outlined in the Aberfoyle Farmers' Market Vendors Handbook as amended. I/ We authorize my / our name(s) to be printed on the AFMA vendor list and on the AFMA website. I/We also authorize the AFMA to use any images of me/us pursuing our Aberfoyle Farmers' Market activities in any pamphlets or web-site promotional material.

SIGNATURE _____ Date: _____

Please submit this form with a cheque for \$37.29 to: Aberfoyle Farmers' Market Association
c/o Greg Stevenson
1550 Gore Road – RR2
Puslinch, ON
N0B 2J0

General Inquiries:
Email: manager@afma.ca
Phone: 905.659.3878