

St. John's Farmers' Market Co-operative Ltd.

2011 Vendor Handbook



www.stjohnsfarmersmarket.org

Purpose of the Handbook

This handbook was created to help ensure the smooth running of the St. John's Farmers' Market (SJFM) on a weekly basis. It is meant to help vendors at our market be aware of policies we have adopted as the Policy Committee of the Board of Directors of the Co-operative. It may affect how vendors operate at the market. This includes interacting with both customers and other vendors as well as policies meant to keep health and safety as a main priority of our market. We have included policies to address issues which have been raised frequently over the last few years.

This document will continue to be a work in progress and we invite your input on what we have put together. Without our vendors, the SJFM would not be the wonderful, vibrant community event that it has become and will continue to be.

Sincerely,

Interim Board of the SJFM Co-op

St. John's Farmers' Market Co-operative Mission Statement

The mission of the SJFM Co-operative is to promote and create local food systems and build community through the operation of a co-operatively owned farmers' market.

The objectives of the SJFM co-operative are to:

- promote locally grown, fresh, high quality produce and goods;
- provide an economic outlet for local farmers, producers and artisans;
- create an alternative marketing opportunity that allows farmers, artisans and consumers to interact directly with each other, rather than through a third party;
- strengthen the connection between farmer and consumer;
- educate consumers about the benefits of supporting local agriculture and using locally produced foods and products;
- build a healthy community by creating a social opportunity to gather and interact;
- celebrate the City's history, uniqueness, cultural diversity, charm and potential;
- on behalf of its members, take membership in industry organizations or associations where appropriate and valuable to the membership;
- seek financial assistance to undertake these objectives and to negotiate contracts and other arrangements with government agencies and departments on behalf of its members in pursuit of these objectives;
- ensure, through a continuing education program amongst its members, a thorough understanding of co-operative principles and practices as well as a general understanding of the operations and policies of the co-operative itself, and;
- promote the co-operative movement, by the membership and otherwise, in other co-operative societies to the benefit of all its members.

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1. Market Calendar

The 2011 SJFM season operates every Saturday from June 4th until December 17th. The hours of operation of the Market are strictly from 9 AM to 2 PM - unless the Market Manager must change this for special arrangements.

2. General Information

Set-up starts at 8:00am and must be completed by 9:00am. Vendors must be ready to sell by 9:00am or their table may be reassigned to another Vendor. Vendor spaces are to be left in the same condition at the end of the Market as they were at the start.

Breakdown starts at 2:00pm and must be completed, garbage removed, and vendor spaces vacated by 3:00pm. All Vendors must remain on site until closing, unless they have sold out, at which point they will place a "sold out" sign on their table. Selling before 9:00am or after 2:00pm is strictly prohibited.

Once your table is booked and confirmed by the Market Manager, you are responsible for payment of that table at the corresponding market. You are not allowed to transfer or trade your table to another prospective Vendor, without prior permission from the Market Manager. If you are unable to attend for personal reasons, you must notify the Market Manager by 1:00pm the Friday prior to market day, otherwise you will be charged for the table. If you do not show up for a second market in the same season without notifying the Market Manager you will be responsible for payment and will be removed from the Vendor list for the remainder of the season. Your acceptance at the following year's market will be reviewed.

In the event of high winds or storm weather conditions on Market Day, upon request the Market Manager may grant withdrawals without penalty to registered outdoor vendors.

Vendors are encouraged to do everything they can to reduce waste. All products must be sold, displayed and stored above the ground by at least six inches. All Vendors must utilize tables, shelves, cases or other structures for these purposes.

The SJFM will provide tables and chairs for indoor vendors. Each indoor vendor is responsible for providing and removing any and all equipment and supplies she/he brings to do business on Market day. Provided table size is 72 x 30 inches. Additional space around the table may be used at the discretion of the Market Manager.

Each outdoor vendor is responsible for providing and removing any and all equipment and supplies (s)he requires to do business on Market day. This includes products, signs and equipment utilized for clean-up purposes. There are a limited number of tables and chairs for outdoor use, but Vendors are encouraged to bring their own. A limited number of tents and/or canopies may also be provided - weather permitting.

A. Signs

Vendors shall display a sign which should include: their Vendor Name and/or Farm Name and/or Corporate Name, location and contact information. All signs must remain within the allotted Vendor's exhibit space and must not block pedestrian traffic, or interfere with other Vendors' displays or views. Business cards displayed on the table satisfy this requirement.

B. Product Display

All displays should be neat and tasteful. We require that each vendor use a table cloth to protect tables and enhance presentation.

C. Public Safety

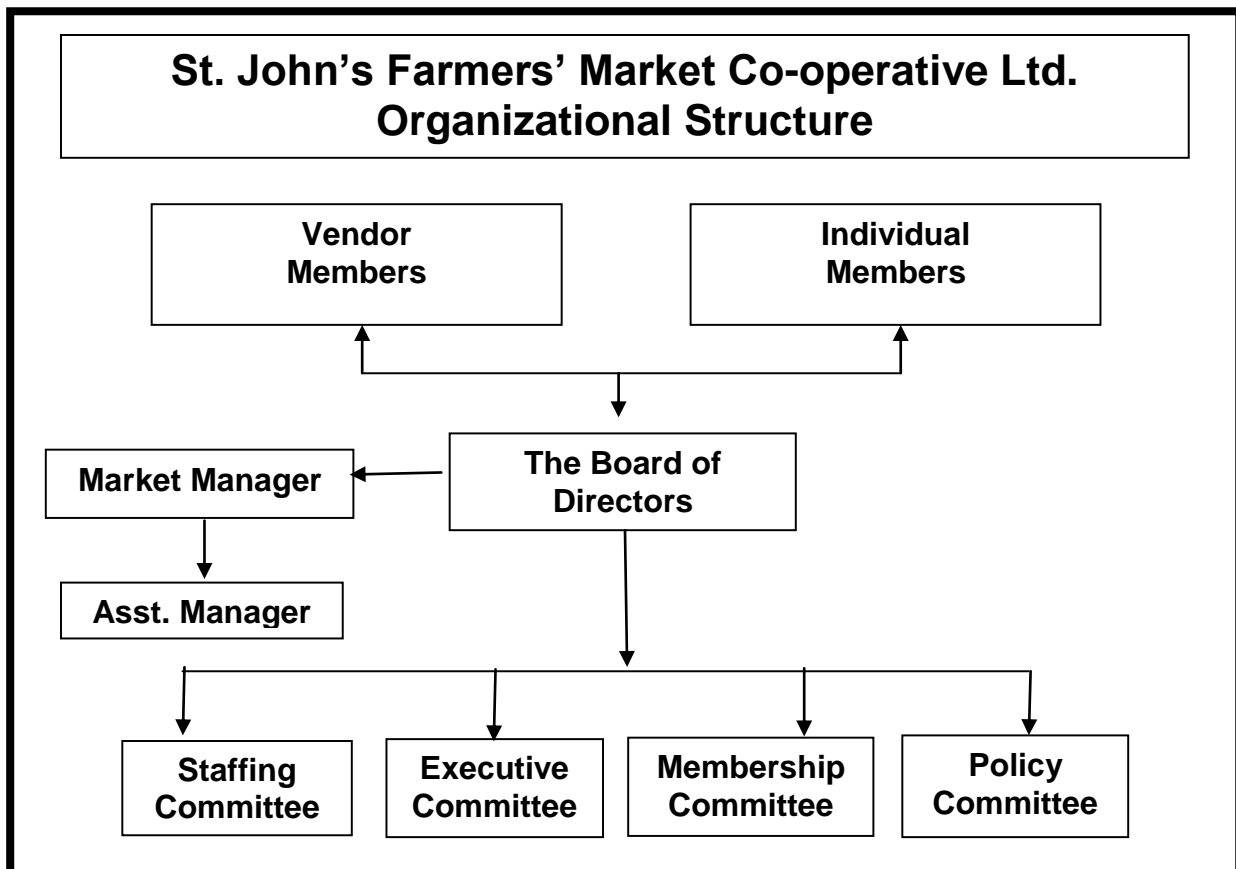
There will be no flexibility or exceptions with respect to Vendors blocking or partially blocking fire exits or public washroom facilities with their table or display. All walkways must be clear of cords, boxes and any other items which may be considered a hazard to the general public. The flow of traffic through the Market must be clearly visible and enforced by the Market Manager and/or her designate.

D. Guidelines for Personal Behaviour

No soliciting or advertising of political or religious activities shall be permitted at the Market (indoors or outdoors) without the express permission of the SJFM board. The SJFM shall be maintained as a non-smoking public event and the consumption of alcoholic beverages at the market is prohibited. The Market is promoted as a 'family-friendly' event and language or behaviour that is inappropriate will not be tolerated.

3. Organizational Chart

The following chart demonstrates how the co-operative is organized, both in terms of its governance and its management. The day-to-day operations are the responsibility of the Market Manager, who is responsible to the Board of Directors. The Directors are elected equally from and by the two Membership Groups - the Vendor Group and the Consumer Group. Only members of the co-operative can be elected to the Board of Directors.



4. Co-op Membership

The SJFM is owned and operated as a registered co-operative. Members of the co-operative fall into two categories: “Vendors” and “Consumers”. These are defined thus:

The Vendor Group: Individuals, corporate bodies and incorporated co-operatives which are or wish to become regular vendors at the St. John’s Farmers’ Market, who support the goals and objectives of the co-operative and abide by the various policies and practices as determined from time to time by the co-operative;

The Consumer Group: Individuals who have a personal and particular interest in furthering the goals and objectives of the co-operative and contributing to its success.

Information about the co-operative, including its history and By-Laws can be found on the market website at: <http://stjohnsfarmersmarket.org/about-us/documents/>

Vendors are encouraged to become members of our co-operative, be owners and help build its future. Membership application forms can be downloaded from the market website at: <http://stjohnsfarmersmarket.org/about-us/co-op-membership>

A share capital purchase of \$50 is a requirement of membership. While membership in the co-operative does not guarantee a space on any given Saturday, it will be taken into consideration in the weekly selection process.

5. Make it ♦ Bake it ♦ Grow it

This is the basic tenet behind participation in our market. In order to be considered as a potential vendor, you must make it, bake it, or grow it to sell it.

All products available for sale at the SJFM shall be of the highest quality and be handmade, produced or grown in the province of Newfoundland and Labrador where possible. Vendors with products produced locally will be given preference. Non-local Vendor participation will be reviewed on a case-by-case basis by the Market Manager under the guidance of the Board.

Live animals cannot be sold at the Market. The SJFM reserves the right to refuse vendor participation in the market on the grounds of selling inappropriate items.

6. Vendor Selection Criteria

The Market Manager will ultimately make the final decision with respect to table allocation and Vendor selection. This will be accomplished by taking into account a number of factors, including a suitable mix of vendor types each week. The Market does pride itself on being a reasonable, fair venue for Vendors and their products.

Preference for Vendor space will be given to:

- farmers and agricultural producers on a priority basis;
- Vendors who raise their own products, as well as make, design or process their products;
- items which might be unique, or that will bring added interest to enhance the Market's attractiveness;
- previous Vendors may be given additional consideration;
- membership in the co-op may be given additional preference.

7. Vendors

A. Primary Producers - Farmers

All vendors of primary agricultural products declare that all their products are grown on their farm and are therefore produced within the province of Newfoundland and Labrador. Vendors of secondary agricultural products must declare that such products are made primarily from crops produced either on their farm, or from a farming operation within the province of Newfoundland and Labrador. As an incentive to increase the presence of local produce at the Market, the fee for the first table at the SJFM will be waived for new farmers.

Labelling must adhere to provincial standards.

All agricultural vendors shall declare that they operate their farms according to generally accepted best farm practices regarding, use of pesticides and on-farm food safety practices.

B. Food Vendors

The SJFM Co-operative is committed to ensuring that only high quality, safe food is sold by its vendors. This applies to fruit and vegetable producers as much as it does to our many baked and prepared food vendors. We expect all food vendors to adhere fully to all food safety and quality guidelines and legislation in this province. Labelling must adhere to provincial standards.

We will ask all food vendors to provide a full description of their products, including their ingredients, as well as how and where it is produced. Where ever a licensed facility is required, we will ask for proof that these facilities are being used appropriately. The consequences of any lapse in food safety standards could be considerable and affect all vendors - and perhaps even the future of the Market itself. Therefore, we hope all

vendors will appreciate this important subject and work with us as we institute responsible policies.

The provincial and federal governments, through their respective legislation, require high standards in the production and preparation of food. Currently in this province, practical guidelines to these regulations are being created specifically for use at public markets, such as ours.

The SJFM is working in partnership with the Food Security Network to help insure that these guidelines are implemented in a way that is practical and effective, from the perspective of our Vendors, and farmers' markets in general. Over the course of the 2011 market season, we will be gradually implementing these policies and, where needed, exploring ways of helping Vendors adapt their practices in order to comply.

While these provincial guidelines are being created and adapted, general food safety legislation is still in force and required of all those who sell food. If you wish to find more information regarding how to ensure your food meets these standards, please visit the Dept. of Health and Community Services, food safety web pages at: <http://www.health.gov.nl.ca/health/publichealth/envhealth/foodsafetyinfo.html> and review the guidelines applicable to your products.

In the meantime, should you have any questions or concerns regarding our food safety policies, please contact the Market Manager.

C. Artisans/Crafters

Artisan/Craft Vendors include producers of arts and craft products which are handmade and original. For our purposes, all non-food Vendors will fall under this category. These may include, but not be exclusive to: knit goods, local art, photography, jewellery, crafts from various mediums, body care products and candles.

All Craft Vendors hoping to sell at our market for the 2011 season must be judged by the SJFM Craft Jury before vendor application is approved. The jury process is a set of criteria for determining eligibility to sell at the Market. The SJFM Craft Jury will be comprised of a minimum of three (3) jurors chosen from the community. Jurors or their families may not be Vendors. The jury members will be chosen by the Board. The crafter may or may not be present during the jury process, at his/her discretion.

All Artisan applicants will be contacted upon receipt of their online application. The Vendor will submit between one and three samples of their product and a completed "Artisan Jury Application" (see Appendix I) to the Market Manager. The samples will be returned to the Vendor. If the Crafter is not present, the jury results will be relayed via the Market Manager. If a prospective Vendor is not accepted through this process, feedback will be provided and they may reapply at a later session. It is our intent to help Artisans/Crafters make the best possible products, and to ensure that all work sold at the Market is of the highest quality.

For subsequent seasons, returning craft Vendors do not need to reapply to the jury unless they have a new product or item. If a craft Vendor has been awarded Craft Council approval, they will be granted an exemption from the jury process.

Guidelines for Artisan/Crafter applications:

- Items which are not acceptable include crafts made from kits and items that are mass produced, used or commercially manufactured.
- Jury acceptance will be based on the variety of goods, originality of design, quality of workmanship and artist involvement.
- Work should show imagination, skill and individuality of the craftsperson.
- Vendors are not permitted to buy products from someone else and re-sell at the Market.

8. Table Information

A. Weekly Table Fees

Indoor table:	\$25 / week	Student & Senior Rate \$20 / week
Outdoor table:	\$20 / week	Student & Senior Rate \$15 / week

Non-profit: One free indoor table will be made available to a non-profit organization each week. Should this table be allocated, another table space may be made available outdoors for the discounted rate of \$15. Non-profit organizations who bring their own table may be able to set up at no charge, at the discretion of the Market Manager.

A table will be provided for the SJFM Co-op to promote the Cooperative and build membership on a weekly basis.

The Market Manager will be responsible for collecting the weekly table fees and providing a receipt to the Vendors.

The fees noted above are applicable to the 2011 SJFM season and are subject to review. Any changes must be presented to the co-operative first, then voted on and passed by the Members before they can be implemented.

B. Table Placement

The Market Manager has the responsibility to assign table space. Requests for particular sites will be given consideration but management reserves the right to assign and locate all vendors. Vendors are not permitted to change their assigned tables without the permission of management.

The table layout is available at all entrances, the coffee shop and from the Market Manager at 8:00 AM when the doors are open on Market day.

9. Complaints - Policies and Procedures

A. Disputes between Vendors or between the Market Manager and a Vendor

- If the dispute is between two Vendors, the Vendor complainant will attempt to resolve the complaint directly with the other Vendor.
- If a resolution cannot be reached, or where a complaint is held directly with the Market Manager, the issue is to be brought to the attention of the Market Manager.
- If the matter cannot be resolved with the Manager, the concern is to be brought to the Board of Directors in writing. It will be discussed at the next Board of Directors meeting and a written response will be sent to the complainant.

If the Market Manager determines that a Vendor is failing to adhere to the policies of the Farmers' Market at the site of the market the following will take place:

- 1st offence – verbal warning
- 2nd offence – written warning
- 3rd offence – expulsion from the Market for that day
- 4th offence – expulsion from the Market for the remainder of the season

Appeals may be made to the Chair of the Board of Directors in writing clearly describing the situation causing the expulsion. The Chair will acknowledge receipt of the appeal and recommend within 14 days a course of action for dealing with it.

B. Against the Co-operative

The public should be encouraged to bring their concerns first informally to the Market Manager to seek resolution, and only make formal complaint should the issue remain unresolved.

The co-operative shall receive formal complaints from the public, in writing either delivered in hard copy to the Secretary or by whatever electronic form the co-operative may from time to time provide through its website or otherwise.

Complaints must be signed by the Complainant and be specific as to the particular issue involved.

Such complaints shall be immediately communicated to the Market Manager who will make the initial efforts to resolve the issues involved.

10. Guidelines for Volunteers

The Board and Vendors of the SJFM recognize that the Market absolutely could not go on without the immense support we receive from volunteers.

Aside from helping on the various committees of the Cooperative, volunteer helpers are needed from 8:00am - 3:00pm on Market day. If you do not want to help the whole time, you can choose the 8:00-11:30am or 11:30-3:00pm shift, or as directed by the Market Manager.

All volunteers assisting at the Market are asked to read and respect the following four points, as well as to sign a volunteer consent form before beginning volunteer duties (see Appendix II).

1) Public and personal safety is of the utmost importance. In this vein, all volunteers will be responsible to:

- keep hands clean and sanitary while serving customers
- follow any other practices deemed necessary by the Market Manager for hygienic purposes
- wear comfy clothes and good shoes

2) The job of a Market volunteer is to assist the Market Manager. Duties might include:

- help to set up and take down tables, tents, signs, etc.
- staff the information table
- staff the coffee shop
- help direct cars in the parking lot
- keep café and eating areas clean
- help keep the Market clean and free of excess litter
- answer questions (or refer them to someone else!)
- assist Vendors or buskers

3) Please DO NOT:

- handle money
- offer opinions on specific vendors (i.e., play favourites)
- watch others' kids or property

4) If you see any problems, inform the Market Manager at once.

11. Parking

Vendors may park at, or near, the main entrance between 8:00 - 9:00 for unloading of Market items only. When complete they must move their vehicle to the Remax Centre parking lot, or as directed by the Market Manager. Prime parking spaces should be left for the customers. Exception to this policy may be given to primary producers who sell from their vehicles. At the end of the Market day, do not park at the entrance until your items are all packed up and ready to go. There is no parking at the entrance earlier than 2:00pm unless approved by the Market Manager. A volunteer will be assigned to enforce this policy.

12. Buskers

Buskers are welcome to apply for outdoor space at the market at no charge. Designation of the space and availability is at the discretion of the Market Manager.

13. Insurance

Vendors are strongly recommended to carry sufficient liability insurance. Vendors are responsible for contacting an Insurance Agent to determine what level of coverage is appropriate for them.

Appendix I - ARTISAN JURY APPLICATION

Date: _____, 20____

Name of Artisan: _____

Name of Business (where applicable): _____

Category:

Jewellery

Art - painted

Photography

Knitted Goods

Skin/Body Care

Clothing

Pottery

Soaps

Glass

Cards/Paper

Wooden Items

Candles

Other: _____

Description of Product(s):

What materials do you use? _____

What is unique about your product?

Are you Craft Council approved?

Yes

No

How many items are you submitting?

One

Two

Three

Thank you!

Appendix II – Volunteer Consent Form

I recognize that I am as important a part of this Market as the staff, the Board or vending members, and will perform my chosen tasks knowing they are valuable and instrumental to the success of the St. John's Farmers' Market. I will do my best to be clear about my needs and desires for an enjoyable and useful experience. I will abide by the volunteer guidelines as determined by the Board of the Cooperative. I agree that I am serving as a volunteer at my own risk and will hold the St. John's Farmers' Market Cooperative harmless from any injury I may sustain in my volunteer duties.

Signed

Date