

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

2018 Vendor Handbook



www.stjohnsfarmersmarket.org

Purpose of the Handbook

This handbook was created to help ensure smooth running of the St. John's Farmers' Market on a week to week basis. It is meant to help vendors at our market be aware of policies we have adopted which 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 St. John's Farmers' Market would not be the wonderful, vibrant community event that it has become and will continue to be.

Sincerely,

The SJFM Cooperative Board

Transitioning into the new St. John's Community Market (SJCM)

This edition of the handbook has, in many places, duplicate sections - with the SJFM transitioning into its new, permanent home in the St. John's Community Market (SJCM), our procedures will likewise be transitioning. This handbook reflects the current procedures drafted for the new facility, but Vendors should expect a significant update and expansion to these points once the Cooperative has begun operations there.

St. John's Farmers' Market Cooperative 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 cooperatively 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;
- to 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 2018 SJFM Season is divided into 2 parts

At the Lions Chalet

While at the Chalet, the SJFM will operate from 9 AM to 2 PM every Saturday beginning June 2nd. The hours of operation of the Market are strictly from 9 AM to 2 PM - unless special arrangements have deemed it necessary to change these times by the Market Manager.

At the SJCM

Once the move to the SJCM is complete, the Market will operate from 9 AM to 4 PM every Saturday and from 2 PM to 8 PM every Wednesday. These times are subject to change as we settle into operations in the new facility.

2. General Information

Set-up for Saturday markets starts at 6:30 AM and must be completed by 9:00 AM. Setup for Wednesday Markets is at any time between 9 AM and 2 PM. Vendors must be ready to sell by 9:00 AM 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 closing time and must be completed, garbage removed, and vendor spaces vacated within one hour. All Vendors are expected to assist with site cleanup. Outdoor Vendors will clean their table, take it down, fold it and bring it to the main entrance. Indoor Vendors must wipe down tables, fold them where possible, and bring them close to the assigned area. Any Vendors who are physically unable to assist with moving equipment are exempted from these requirements. All Vendors must remain on location until closing, unless they have sold out, at which point they will place a "sold out" sign on their table. Selling before opening or after closing is strictly prohibited.

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

Each indoor vendor is responsible for providing and removing any and all equipment and supplies (s)he brings to do business on the market site. Basic fixtures are provided by the SJFM Cooperative. Provided table size is 72 x 30 inches. Additional space around the table may be used at the discretion of the Market Manager.

Any vendor requiring the use of electricity through an outlet or through heating devices ie; stove, crock pot etc. will be charged a utility fee each week.

Each outdoor vendor is responsible for providing and removing any and all equipment and supplies (s)he requires to do business on the market site. This includes products, signs and equipment utilized for clean-up purposes.

There are a limited number of tables and chairs. For this reason, at the Lion's Club location each vendor will be provided one table and two chairs included in the table fee. Any additional tables required by the outdoor vendor will cost \$5/ table. Vendors are encouraged to bring their own. This also includes tents and/or canopies which will be provided - weather permitting.

Once the Market has transitioned into the new Community Market facility, there will be some storage space available for rent by vendors. Please contact the Market Manager for details.

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. Food vendors must display a valid food license for the St. John's Farmers' Market (a vendor's own premises licence is not sufficient).

B. Product Display

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

C. Public Safety

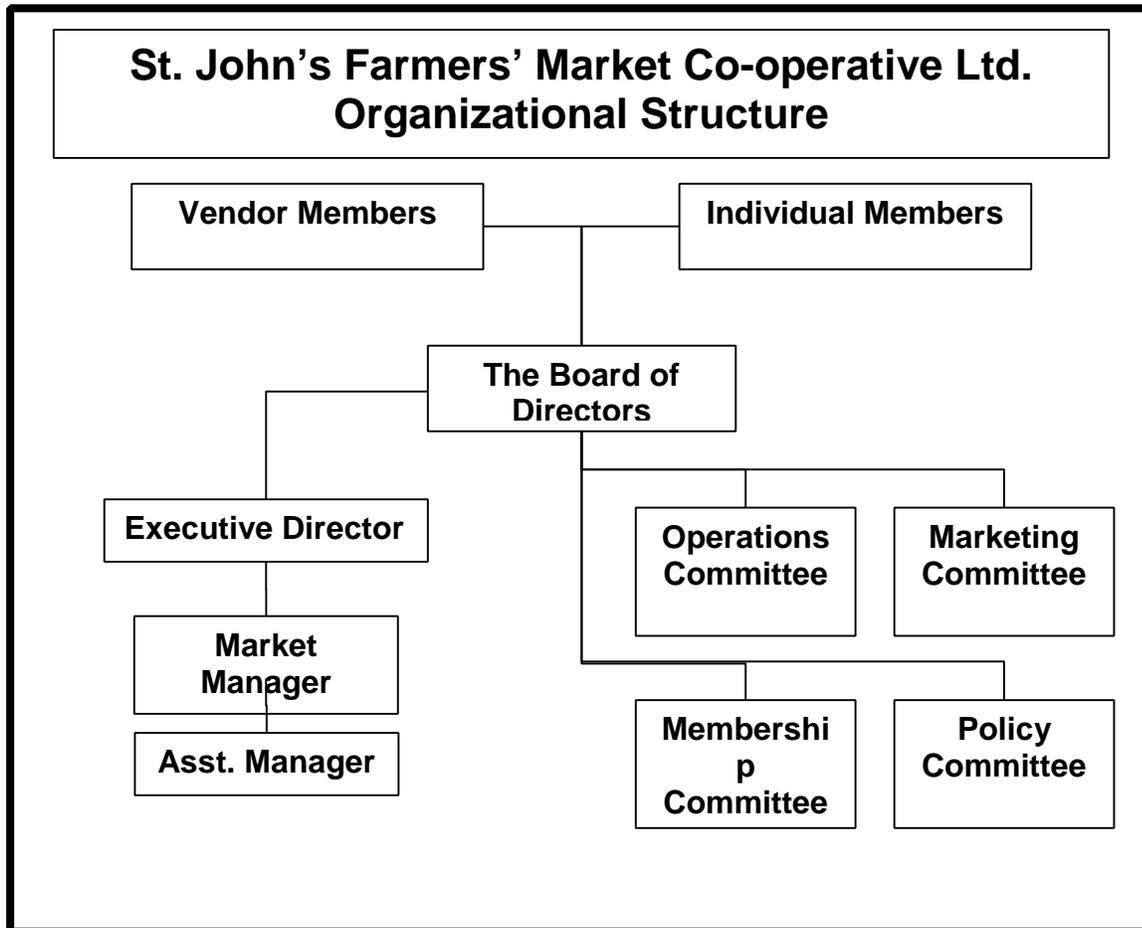
There will be no flexibility or exceptions with respect to Vendors blocking or partially blocking fire exits and public washroom facilities with their table or display. All walkways must be clear of cords, boxes and any other items which may be considered a hazard to the general public. The flow of traffic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

D. Guidelines for Personal Behaviour

No soliciting, advertising or political or religious activities shall be permitted in 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

Organizational Chart

The following chart demonstrates how the co-operative is organized, both in terms of its governance and its management. 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 St. John's Farmers Market is owned and operated as a registered co-operative. Members of the co-operative fall into two categories: "Vendors" and "Consumers". These are defined as follows:

1. **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;

2. **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 Market Date, 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 high quality and handmade, produced or grown in the Province of Newfoundland and Labrador. 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 is based on (in no particular order):

- **Agricultural Product Vendors:** As a Farmers' Market, it is critical to maintain as many farm vendors as possible. Agricultural products shall always take precedence over crafts and prepared foods in table allocation
- **Uniqueness of the product:** The Manager shall endeavour to maximize the variety of products available at the market and may allocate space to vendors in order to do so
- **Commitment to Season:** the Market Manager may give priority to vendors who have made a full-season attendance commitment
- **Cooperative membership:** Vendor members of the cooperative shall take precedence over non-members in table assignment
- **Seniority at Market:** the Market Manager may also give some priority to vendors who have been consistent participants at the Market for more than 3 years
- **Alternate Sales Outlets:** Preference shall be given to vendors whose primary point of sale is the Farmers' Market. Any application from a business that has an existing storefront outside the Market must be presented to the Board of Directors for consideration
- **Opportunities for new vendors:** The Manager may choose to allocate tables in such a way as to provide space for new vendors to develop a customer base
- **Values:** vendors whose values are judged to be in keeping with the mission of the Cooperative (as laid out in its Bylaws) shall have preference in table allocation

Vendors who are refused a table may request a written justification from the Market Manager. If they are unsatisfied with the justification, they may make a written request to the Board for reconsideration of the decision. This discussion will take place at the next scheduled meeting

7. Vendors

A. Primary Producers - Agriculture / Farmers

All vendors of primary agricultural products must declare that all their products are grown on their farm and are therefore produced within the province of Newfoundland and Labrador. Limited amounts of resale are permitted. Farm vendors may use up to 25% of their table frontage to resell products grown by other farms in Newfoundland and Labrador. All such products must be clearly labelled. No agriculture products from out-of-province is permitted. Vendors of secondary processed 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.

Labeling 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.

All farmers must provide the Market Manager with the necessary information to complete their "Farmer Profile" on the SJFM website. This information must be provided no later than 1 month before the market begins.

B. Food Vendors

The St. John's Farmers' Market 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.

Food vendors must apply for a valid food license through the provincial government before selling their product at the market.

All Food Vendors must be approved by the SJFM Food Product Jury before being allocated space at the Market. The Market Manager will work with potential vendors to arrange the jury process. Details regarding jury composition are in the SJFM Policy Manual.

In addition to this license, 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. Wherever 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 St. John's Farmers' Market 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. 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.

All vendors must follow the Public Market Guidelines in order to obtain their specific food license for this farmers market. Please read the full document at: [http://stjohnsfarmersmarket.org/wp-content/uploads/2012/04/Public Market-Guidelines 2012.pdf](http://stjohnsfarmersmarket.org/wp-content/uploads/2012/04/Public_Market-Guidelines_2012.pdf)

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 2018 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 four (4) jurors, three of them craft experts and the third a consumer board member.

All Artisan applicants will be contacted upon receipt of their online application via email. The Vendor will submit at least three pictures of their product and a completed "Artisan Jury Application" to the Market Manager. The jury results will be provided in person at the jury session, with confirmation by email. 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.

If a craft Vendor has been awarded Craft Council approval, they will normally be granted an exemption from the jury process, except in cases where the Board seeks to re-jury all vendors.

Guidelines for Artisan/Crafter applications:

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

8. Table Information

A. Weekly Table Fees - Lions Club Chalet Location (Early Summer)

Indoor table: \$40 / week Senior Rate (65 or over)\$35 / week
Outdoor table: \$35 / week Senior Rate (65 or over)\$30 / week
Additional Tables (Outdoors) \$5 each
Utility fee (i.e. electricity) \$8 / week (if vendor needs electricity)

Outdoor tables shall be rented at a 50% discount for all market days between Thanksgiving and the end of the market season to any vendor who has been on site for at least 50% of market days before Thanksgiving.

Prepayment: All vendors may pre-pay for the entire confirmed number of dates they have been offered by the Market Manager. Outdoor vendors who pre-pay shall receive a 10% discount on their total payment (including late-season discounts).

Cancellation: Vendors must provide at least 7 days notice of any cancellation to be eligible for a refund. Bookings cancelled without such notice must be paid for in full before the vendor is permitted to vend again.

Refunds: refunds shall be set at 90% of the booking cost to account for administration expenses. Cancellations coming later than 7 days in advance may be refunded at the Market Manager's discretion if the table is filled.

Farm Vendors may cancel up to twice per season without early notice at no penalty (full refund provided if paid in advance)

Non-profit: With manager approval, non- profit organizations may set up tables and their own tents outdoors at no charge. Only one non-profit table per week may be selling a product, and no draw or lottery tickets may be sold.

A table may be provided for the SJFM Co-op to promote the Cooperative, provide customer information, 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.

B. Weekly Table Fees - SJCM Location

At the new SJCM Location, fees will be charged on a per square foot basis to allow more layout flexibility indoors. Outdoors, fees are by table.

Vendor Type	Rate/day
Indoor Farmer	\$1.30/square foot
Indoor Craft or Prepared Food Vendor	\$1.66/square foot
Indor Deli Vendor	\$1.66/square foot
Indoor Hot Food Vendor	\$1.66/square foot
Indoor Regular Vendor in Utility Spaces (Weekly)	\$1.48/square foot
Outdoor Farm Vendor	\$35/table
Other Outdoor Vendor	\$35/table
Indoor Nonprofit Table	\$0.64//square foot
Outdoor nonprofit table	Free if supplied, \$15 for rented table

Check the SJFM Website for currently active discounts on table fees.

C. Other Fees -SJCM Location

Fee	Amount
Extra folding table	\$5/day
Utility Fee	\$10/Day
Storage Room Use	\$5/week for 2 square feet
Fixture Storage for casual vendors	\$5/week

D. 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 sent via email on 1-2 days in advance from the Market Manager to all the vendors booked. Also, the table layout is available at all entrances, the coffee shop and from the Market Manager when the doors are open for setup on Market day.

9. Complaints - Policies and Procedures

A. Complaints involving other vendors

The resolution procedure for complaints **involving other vendors** is as follows:

1. Vendors shall be encouraged to resolve conflicts amongst themselves first, in a spirit of collaboration.
2. If vendors cannot resolve the issue amongst themselves, the Market Manager and any board member who is on site at the market shall hear the complaint together and record it in an email to both the complainant and the subject of the complaint, as well as to the members of the board.
3. Should the issue continue, the Manager, one or both vendors may request a formal resolution process. This process has several steps:
 - A meeting between the complainant and both the Manager and Vice-Chair to outline the issue involved.
 - A meeting between the Market Manager, the Vice-Chair, and the subject of the complaint to outline the issue and clarify the details.
 - The Manager and Vice-Chair shall present the results of the meetings at the next meeting of the Board of Directors, who shall render a decision and communicate it in writing to all parties involved.

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:

1. 1st offense – verbal warning
2. 2nd offense – written warning

3. 3rd offense – expulsion from the market for that day
4. 4th offense – expulsion from the market for the remainder of the season

The market manager can override this process in the case of aggressive or extremely disruptive behaviour.

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.

Employees of Vendors: Any conflict involving an employee of a vendor will be considered to be a conflict involving the vendor

B. Against the Co-operative

Any conflict or complaint regarding the affairs of the Co-operative shall be provided in writing either delivered in hard copy to the Board of Directors or by whatever electronic form the Co-operative may provide through its website or otherwise. Complaints must be signed by the Complainant and be specific as to the particular issue involved. Any such complaint shall be addressed at the next meeting of the Board; complainants will be encouraged to attend this meeting and to bring an outside observer to the discussion.

10. Parking

The goal of the Market parking policy is to maximize space for paying customers and particularly for customers with mobility challenges.

SJCM Location

1. Load-in and load-out zones and other parking regulations will be communicated by the Market Manager and on the Market website once the Cooperative has taken occupancy of the new facility.

Lions Club Location

2. Parking for setup: Vendors may park at, or near, the main entrance between 6:30 and 8:45 to set up for market day.
3. Move to designated vendor parking: when setup is complete vendors must move their vehicle to the designated vendor parking area (currently the Health Plex parking lot across Bonaventure Avenue from the Market). Farm vendors who need to use their vehicles as part of their booths will be allowed to park near to the building/booths by a designated area.
4. Sales from vehicles: outdoor vendors who sell from their vehicles are exempt from this policy.

5. Takedown: Vendors may not bring their vehicles back to the customer parking area until after 2 PM unless approved by the Market Manager and must not move their vehicle until their stall is packed up and ready to be moved out.
6. Consequences: Vendors found in violation of these policies will be subject to the following consequences:
 - First violation: removal from the vendor list for one week
 - Second violation: removal from the vendor list for one week and a \$50 fine, payable to the Cooperative. Vendors will not be allowed to return until the fine is paid.
 - Third violation: removal from the vendor list for an additional two markets and a \$100 fine.
7. Vendors with disabilities: vendors with disabilities are exempted from the requirement to park in the vendor areas.

11. Buskers

Buskers are welcomed to apply for outdoor space at the market at no charge. Buskers must first be approved in advance by the SJFM Arts Jury (see policy manual for details on jury composition).

12. 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 A: Artisan Jury Application and Craft Standards Guide

The purpose of specific standards:

- To support the mandate of the market by prioritizing the local and the handmade
- To maintain quality of goods sold at the market
- To give the market manager and jurors clear criteria for accepting/rejecting applications
- To provide prospective vendors with expectations before they apply
- To expedite the jurying process (i.e., if an applicant's products do not clearly meet the criteria, the applicant can be sent a short request to review the criteria and reapply at a later date when they feel their products meet those criteria)

Broad Criteria

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

Specific Standards

- As a general principle, pre-manufactured components should not dominate the aesthetic of goods to be sold or the contribution of the craftsperson. Vendors are not permitted to re-sell goods.
- Goods must be of original or traditional design, and cannot violate copyright laws.
- "Fan art" is allowable if characters are depicted within the context of an original piece and as long as that piece does not use commercially-printed copyrighted materials and is not based on a commercially purchased pattern.
- Goods sold must be predominantly handmade from base materials (clay, paint, ink, wool, wood, paper), and not assembled from previously manufactured finished products or from a purchased kit.
- If an item is made from a mold, that mold must be made by the artisan. Commercially-manufactured reproductions of three-dimensional works are not permitted.
- Commercially-printed reproductions (of paintings, drawings, hand-pulled prints, or other forms of original two-dimensional work) are permitted but cannot make up more than 20% of goods for sale on a vendor's table. Commercially-printed reproductions that are signed and numbered as "art prints" are not permitted. All reproductions must be labelled as such (to distinguish, for example, handmade cards from ones that are mechanically printed).
- Archival-quality mechanically produced prints of original photographs are permitted, but these must be signed and dated by the photographer.
- Priority will be given to jewellers who themselves manufacture the primary elements of their work and who demonstrate originality in their designs. Jewellery that consists primarily of premade beads, pendants, and stones that are mounted or strung using premade chains, bezels and/or findings will be given lowest priority.
- Knitted goods made of natural fibres and exhibiting mastery of traditional techniques and/or originality in design will be considered over knitted goods using acrylic or other manufactured fibres. Knitted goods made from commercial patterns showing, for example, Disney or similar characters are not permitted, though original knitted goods that fall under the category of "fan art" are permitted (see above).