

COVENT GARDEN MARKET

VENDORS' HANDBOOK OUTDOOR FARMERS' MARKET

COVENT GARDEN MARKET CORPORATION
2012 MARKET SEASON

REVISED VERSION: NOVEMBER 2011



Full of Food - Full of Life!

OUTDOOR FARMERS MARKET

VENDOR HANDBOOK

RULES AND REGULATIONS - 2012

1. Location

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

2. Hours

In the year 2012 the Market will be open from 8:00 AM to 1:00 PM each Saturday (May 5th to Oct 27th) and Thursday 8:00 AM – 2:00 PM (May 12th to Oct. 27th). Vendors must arrive in time to ensure that their stall is open for business promptly at 8:00 AM, and must remain open until 1:00 PM unless "Sold Out" on Saturdays and 8:00 AM-2:00 PM on Thursdays. Extended Season runs Thursday Nov 1 – Saturday December 22 . Weather permitting.

Weather:

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

3. Application and Selection Process

The Market is producer-based; therefore, only applicants offering goods for sale **which they have produced themselves** will be considered. Absolutely no resellers or peddlers will be allowed in the Market. **However, a producer may sell additional produce grown by a relative, a neighbour farmer, and/or a member of an approved association (such as the London Area Organic Farmers' Association, as long as it is within a 100 mile radius of The Covent Garden Market. The additional produce will be limited to 25% and maximum four different items of the vendor's product line- in quantity, please see attached list. The intent of this exception is to increase the diversity of fresh produce offered to customers. This additional produce must be labeled with signs that state who and where the product is from.** Absolutely no terminal purchases will be allowed, including the Elmira Produce Auction. The market management will visit farms and businesses of vendors when required. If there is a violation of these rules the vendor that is in violation may be required to leave the market and may not be permitted to return.

Starting in 2012 any new vendors must sell 100% their own product, no re-selling allowed at all.

All vendors that sell a prepared food (baking, preserves, etc.) must provide a current Safe Food Handler Certificate to have their application considered.

All vendors must have an application form on file with the Farmers' Market Manager to be considered for space rental. Seasonal and other long-term vendors should have their **applications and fees (cheques) at the Covent Garden Market office before April 1st, 2012** (see Fee Schedule below).

A limited number of Market tables, benches, canopies and umbrellas are available for seasonal stall rentals, if applications are received by April 1st. Preference will be given to current long-term vendors.

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

Producers shall sell at the Market only high-quality, wholesome products. Live animals cannot be sold at the market.

In the year 2011, the Farmers' Market Manager or his/her designate shall allocate vendor spaces as follows:

- Renewing seasonal vendors have first choice of the stall they would prefer.
- New seasonal vendors have second choice of remaining stalls if 100% of their product is from their own farm.
- The Farmers' Market Manager will assign daily vendors on a first-come-first-served basis.

The final stall allocation will include an appropriate product mix, and will be at the discretion of the Farmers' Market Manager.

4. Fee Schedule

Any fees collected by the Market are for the purpose of promoting and operating the Farmers' Market. All cheques are to be made payable to Covent Garden Market Corporation. N.S.F. cheques will be charged an administration fee of \$25.00.

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

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

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

Seasonal (26 Saturdays) \$520.00 + HST (67.60) = 587.60 = \$20.00/day. Full-season members may make their payment in 3 postdated cheques (May 1st, July 1st, September 1st) **to be enclosed at the time of application.**

Payable in 3 installments \$195.86 each cheque

- **Extended season, Thursday & Saturday or Saturday only \$140.00 + HST (18.20) = \$158.20,**
Thursday only \$80 + HST (10.40) = \$90.40

These fees are for stall rentals during the 2012 Farmers' Market season, and there is to be no carry over to fees incurred for programs with the Covent Garden Market Corporation. All payments are non-refundable.

In order to secure space, long-term vendors should have their applications and fees (cheques) at the Covent Garden Market office **before April 1st, 2012.**

5. Vendor Requirements

- A vendor must be familiar with the Rules and Regulations of the Covent Garden Outdoor Farmers' Market and must comply fully with them.
- Vendors will post their names, farm location, and products prominently in their stall. Vendors are encouraged to personalize their stalls with stories and pictures, and to share their farming background with customers.
- Vendors must agree to bring an adequate supply of their primary product.
- Vendors agree to make their stall and products as attractive and pleasing to the eye as they can.
- Vendors will adhere to the highest standards of quality, service and business.
- Vendor set up must be completed by 8am Saturdays and Thursdays. **No vehicles on the market square after 8am.**
- Subletting of stalls is not permitted.
- Vendors shall honor all Covent Garden Outdoor Farmers' Market promotions, e.g. basket of the season, cooking demonstrations and sampling programs.
- Vendors agree not to practice distress pricing.
- Vendors shall maintain their stalls in a neat, clean and orderly fashion. Vendors must keep their own refuse in a suitable container at their stall and remove the refuse when they leave. General garbage containers are for the use of customers only.
- Smoking is not permitted in the building nor at any vendor's stall.
- All vendors must comply with the requirements set by Canadian Food Inspection Agency and local Health Units (labeling produce by type, quantity and price, cooling, sanitation, etc.)
- Vendors are responsible to obtain all necessary licenses, permits, inspections and certificates for the sale of their product.
- Compliance with both Provincial and Federal Sales Tax Regulations is the responsibility of the individual vendor.
- Any producer being represented as organic must be "certified organic" or "in transition". The certification sign should be prominently displayed.
- Vendors may not distribute, display, or verbally present materials that are political, religious, and/or socially controversial in nature.

These are the rules established for 2012. There may need to be modifications of these rules and regulations in the year 2012. Farmers' Market Management reserves the right to reassign stall locations based on the expected increase in vendors in the year 2012 season, to achieve the most appropriate vendor mix and vendor locations.

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