

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

2023 Vendor Handbook



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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 Co-op Team

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 Market is open from 9 AM to 4 PM every Saturday year-round, with the exception of a one to two week break between Christmas and New Year. The Market also holds approximately 25 specialty markets per year on Sundays. Applications for these markets are separate from the main Saturday application and you will be notified when they are available for application.

2. General Information

All Vendors must complete a vendor orientation and all food vendors must have completed an approved food safety course before being approved for the market. The Market Manager will arrange a date for your orientation upon completion of a successful adjudication.

After approval, you will be provided information about creating your profile for the SJFM website.

At present sales of cannabis and cannabis related products are prohibited at the SJFM.

A. Market Times

Set-up for Saturday markets starts at 6:45 AM and must be completed by 8:45 AM. Vendors must be ready to sell by 8:45 AM. Vendor spaces are to be left in the same condition at the end of the Market as they were at the start.

Breakdown must not begin before 4pm and must be completed, garbage removed, and vendor spaces vacated within one hour.

All Vendors must remain on location until closing, unless they have sold out, at which point they will notify staff and place a "sold out" sign on their table. If a vendor needs to leave early they must receive permission from the Market Manager prior to market day. Selling before opening or after closing is strictly prohibited.

B. Vendor Supplies

Vendors are encouraged to do everything they can to reduce waste. The SJFM strictly prohibits the use of polystyrene/Styrofoam as well as plastic shopping bags and plastic straws. All vendors are encouraged to limit their use of single-use plastics wherever possible.

Each indoor vendor is responsible for providing and removing all equipment and supplies they bring to the market site. Vendors with a storage space contract must remove all equipment and supplies to the storage room.

Any vendor requiring the use of electricity must inform the Market Manager prior to Market day and will be charged a utility fee of \$10 per Market.

Each outdoor vendor is responsible for providing and removing all equipment and supplies they require to do business on the market site.

Each vendor will be provided one table and two chairs included in the table fee. Vendors may bring their own tables if they wish.

Storage space is available at a charge of \$3.75 per SQFT. Storage space is limited and there may be a waitlist. Contact the Market Manager for details.

C. 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).

D. Product Display

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

All food products must be sold, displayed and stored above the ground at least by six inches.

7x4 table spaces are unable to have free standing racks or shelving. All displays and products must be on the table. Vendor displays must not block the visibility of other vendors.

E. Accessibility

There will be no flexibility or exceptions with respect to Vendors blocking or partially blocking fire exits, fire extinguishers, accessible door openers or public washroom facilities with their table or display. Walkways must be kept clear at all times. The flow of traffic through the Market must be clearly visible and will be enforced by the Market Manager.

F. Guidelines for Personal Behaviour

No soliciting, advertising, political or religious activities shall be permitted at the Market (indoors or outdoors) without the express permission of the Executive Director. 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 a family-friendly event and language or behaviour that is inappropriate will not be tolerated.

G. Children of Vendors

Vendors are responsible for children in their care. Children being disruptive, causing property damage, or engaging in disrespectful behaviour will jeopardize the vendor's space at the market and can result in immediate removal from the premises if requested.

3. Co-op Membership

The St. John's Farmers Market is owned and operated as a non-profit 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 an 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.ca/>

Vendors are required to become members of our co-operative and help build its future. Membership application forms can be downloaded from the market website at: <http://stjohnsfarmersmarket.ca/membership/>

A share capital purchase of \$50 is a requirement of membership. This fee is refundable at any time if the vendor wishes to no longer sell at the market.

4. 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 or cancel vendor participation in the market on the grounds of selling inappropriate items.

5. Vendor Selection Criteria

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

Preference for Vendor space is based on a combination of the following criteria (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 Year:** the Market Manager may give priority to vendors who attend year-round.
- **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 may 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) may 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 Executive Director for reconsideration of the decision.

6. 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.

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 well as 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 from Service NL and complete an approved food safety course before selling their product at the market.

All Food Vendors must be inspected by an Environmental Health Officer from Service NL and be adjudicated by SJFM staff during their first market date. The Market Manager will work with potential vendors to arrange the inspection date.

In addition to this license, all food vendors must 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.

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.ca/become/>

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 must be adjudicated by SJFM staff before vendor application is approved. The adjudication process is an assessment of your product against a set of criteria for determining eligibility and fit to sell at the Market.

If your application is successful and you are deemed a good fit for the market, you will be invited to attend a market date for adjudication. The adjudication results will be provided in person at the adjudication 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.

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. 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 crafts person.
4. Vendors are not permitted to buy products from someone else and re-sell at the Market.

For a full list of criteria and standards please see Appendix A.

7. Bookings

A. Booking Requests

All requests for Market dates are submitted through our online booking system, the information for which will be provided after a successful adjudication.

B. Cancellations

Any cancellations must be communicated to the Market Manager at least 72 hours in advance of Market day to avoid a charge. Vendor cancellations 72-24 hours before Market day will be charged 50% of their table fee. Any cancellation within 24 hours of the Market date will be charged at their full table fee. Exceptions for extenuating circumstances are made at the discretion of the Market Manager and Executive Director.

C. Lateness

Vendors must be set-up and ready to vend by 8.45am. This is to avoid equipment and supplies being moved around the market floor after customers have arrived. Vendors who consistently arrive late or fail to be set-up in time will be dealt with on a case by case basis.

8. Table Information

All fees are subject to HST.

A. Table Fees

Vendor Type	Rate/day
Indoor Farm Vendor	\$1.30/square foot
Other Indoor Vendor	\$1.55/square foot
Outdoor Farm Vendor	\$35.00/table
Other Outdoor Vendor	\$50.00/table

B. Other Fees

Fee	Amount
Electrical Utility Fee	\$10.00/Day
Storage Room Use	\$3.75/square foot

C. 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 Market Map is sent via email on the Wednesday before Market day from the Market Manager to all the booked vendors.

D. Egress

Vendors are responsible for maintaining their own access in their assigned space.

E. Display Racks and Oversized Equipment

Vendors wishing to use clothing racks or other oversized pieces of equipment must use a booth space against one of the outer walls on the market floor. For further clarification contact the Market Manager.

9. Kitchen

For information regarding the expectations and policies on use of the SJFM kitchen please refer to the SJFM Kitchen Manual.

10. Complaints - Policies and Procedures

Disagreements and conflicts between vendors or vendors and staff, while rare, can occur. Should you wish to register a complaint this is the procedure to follow.

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 shall hear the complaint and record it in an email to both the complainant and the subject of the complaint, as well as to the Executive Director.
3. Should the issue continue, the Market Manager, one or both vendors may request a formal resolution process. This process has several steps:
 - A meeting between the complainant and both the Market Manager and Executive Director.
 - A meeting between the Market Manager, the Executive Director, and the subject of the complaint to outline the issue and clarify the details.

- The Executive Director shall present the results of this process 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 or Executive Director determines that a vendor is failing to adhere to the policies of the Farmers' Market the following will take place:

1. 1st offense – verbal warning with email follow up
2. 2nd offense – formal written warning
3. 3rd offense – expulsion from the market for the next requested date
4. 4th offense – expulsion from the market for no less than three months

The Market Manager or Executive Director 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.

B. Complaints Involving Employees or Children of Vendors:

Any conflict involving an employee or child of a vendor will be considered to be a conflict involving the vendor

C. Complaints Against the Co-operative or Employees of the Co-operative

Any conflict or complaint regarding the affairs of the Co-operative or its employees shall be provided in writing to either the Executive Director or the Chair of the Board of Directors. Complaints must be signed by the Complainant and be specific as to the issue involved. Any such complaint shall be addressed at the next meeting of the Board.

11. Responsibilities of Vendors

As a vendor, there are responsibilities you must uphold in order to keep the market operating smoothly and to help create a vibrant atmosphere for all.

Responsibilities of vendors:

1. After unloading, vendors **must** move their vehicle to the CRA parking lot to ensure there is adequate parking for customers. The only exceptions to this would be for vendors who sell from their vehicles in the outside spaces, and for anyone using of the accessible parking spaces.
2. Vendors **must** be fully set up and ready to vend by 8:45. Vendors showing up late disrupts the market and creates congestion both outside while offloading, and inside while trying to set up with customers around.
3. Vendors **must** pay their vendor fees for the day by end of market at 4pm. Invoices will be sent digitally on the Wednesday prior to market and may be paid online by credit card, or during the market by credit card or debit.
4. Vendors **must not** begin breaking down before 4pm. If you have sold out completely, please let the Market Manager know and they will advise you what to do.
5. Vendors **must not** pull their vehicles into the pedestrian-only area, or move the barricades before 4pm. This is a safety issue, and we cannot risk the well-being of pedestrians.
6. Vendors **must** leave their space the way they found it. Please clean up your area and place any garbage in the garbage bins. If there is debris on the floor from your table, please request a broom from one of the staff so that you can clean up.

Failure to Uphold these Responsibilities

If vendors fail to uphold these responsibilities, the following will take place:

1. 1st offense – verbal warning with email follow up
2. 2nd offense – written warning
3. 3rd offense – expulsion from the market for the next requested date
4. 4th offense – expulsion from the market for three months

In extenuating circumstances, exceptions may be given at the discretion of the Market Manager or Executive Director.

Warnings/expulsions will remain on file for one calendar year. After a fourth offence, subsequent violations within that year will result in a further three-month booking ban.

12. Parking

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

1. **Parking for setup:** Vendors may park at, or near, the main entrance between 6:45am and 8:45am to set up for market day.

2. **Move to designated vendor parking:** when setup is complete vendors must move their vehicle to the designated vendor parking area (CRA parking lot off Empire Avenue). Farm vendors who need to use their vehicles as part of their booths will be allowed to park near to the building/booths in a designated area.
3. **Sales from vehicles:** outdoor vendors who sell from their vehicles are exempt from this policy.
4. **Takedown:** Vendors may not bring their vehicles back to the customer parking area until after 4 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.
5. **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 two weeks
 - Third violation: removal from the vendor list for no less than three months
6. **Vendors with disabilities:** vendors with an Accessible Parking Permit are exempted from the requirement to park in the vendor areas.

13. 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 staff.

14. Insurance

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

The SJFM carries no liability for any Vendor equipment or losses from the market floor or storage room.



St. John's Farmers' Market Artisan Standards

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 a clear criteria for accepting/rejecting applications
- To provide prospective vendors with expectations of Market participation

Artisan Standards:

1. Items which are not acceptable include crafts made from kits and items that are mass produced, used or commercially manufactured.
2. Acceptance is based on 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.
5. As a general principal, 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.
6. Goods must be of original or traditional design, and cannot violate copyright laws.
7. "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.

8. 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.
9. 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.
10. 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).
11. Archival-quality mechanically produced prints of original photographs are permitted, but these must be signed and dated by the photographer.
12. 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.
13. 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).
14. Bath and body products must comply with Health Canada Standards and specifications.