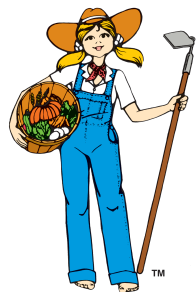




# FARMERS & MAKERS MARKETS

*Beltline and  
Sunalta*

## Vendor Handbook 2023



**Farmers'  
Market**

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## HOW TO USE THIS HANDBOOK

In order to best support smooth, successful, and enjoyable market days for vendors, and ensure the sustainability of the Farmers & Makers Markets as viable and desirable farmers markets, we have developed the following handbook as a resource for all our vendors, volunteers and team members.

All vendors are required to read and understand the information here, which includes information about our Farmers & Makers Markets, defines our operating guidelines and standards, and provides an introduction and links as a starting place for vendors to find regulatory and legislative requirements of selling the products they make, bake or grow at Farmers Markets. In many cases, our F&MM guidelines exceed that of our governing bodies, however, knowing and meeting all requirements remains the responsibility of individual vendors.

Please familiarise yourself and your staff with the information in this handbook, as it is the basis for decisions concerning your acceptance to and participation in our markets. All vendors are required to sign a contract with us agreeing to the policies herein, and to attend for their contracted schedule, before participating in our markets.

Your adherence is respectfully required and appreciated!

If you have any questions, please contact our Market Manager at [farmersmakersmarket@gmail.com](mailto:farmersmakersmarket@gmail.com).

*Market management and CEMS reserve the right to change or make exceptions to any guideline or policy in this handbook from time to time. In the case that change is implemented, vendors will be informed via email to their address on file.*

## Introduction to the Farmers & Makers Markets

Thank you for your interest in joining the Farmers & Makers Markets, now offering two vibrant farmers markets serving Calgary's inner-city: **The Farmers & Makers Market Beltline** located at Central Memorial Park, and The Farmers & Makers Market Sunalta, located on the grounds of Sunalta Community Association..

The Farmers & Makers Markets serve as low-barrier small business incubators and marketplaces for our vendor family, a diverse community of local farmers, growers, ranchers, bakers, brewers, specialty and home-based food producers, cottage artisans and more. More than 90% of our vendors make, bake or grow what they bring to the market, and each is carefully screened and scheduled to ensure a well-rounded and reliable marketplace with the highest quality goods available every market day, rain or shine. We maintain some of the highest standards among Alberta Approved Farmers Markets, for both our vendors and our organisation, and are some of the most successful farmers markets in our area.

The Farmers & Makers Markets are certified [Alberta Approved Farmers Markets](#) operated by the not-for-profit **Calgary Earth Market Society**, founded in 2018 by vendors and community supporters to operate Alberta Approved farmers markets in Calgary.

Every market day, we are “feeding communities and culture” through providing a marketplace for local commerce, and also through providing visitors an environment rich in atmosphere and cultural experiences that are accessible to all. Our markets are loved for their beautiful and historic park settings, which we bring to life through supporting live music on the Market Stage (and welcoming spots to enjoy it), as well as free, meaningful Artist-facilitated activities at our Kids Arts & Culture Program. We are proud to offer accessible, warm and welcoming spaces to all visitors, young and old, from near and far!

### Contact:

Web: farmersmakersmarket.ca  
Instagram: farmersmakersmarket  
Facebook: <https://www.facebook.com/farmersmakersmarket>

By email: Market Manager: Andrea Toth [farmersmakersmarket@gmail.com](mailto:farmersmakersmarket@gmail.com)  
Calgary Earth Market Society [earthmarketsociety@gmail.com](mailto:earthmarketsociety@gmail.com)

By mail: % 1740 31 Avenue SW, Calgary T2T 1S5

In person: At the market or by appointment (we do not keep an office space).

## Our Markets

### Farmers & Makers Market - Beltline



NEW for 2023! Opening this May, the Farmers & Makers Market Beltline will take place on the grounds of Central Memorial Park in Calgary's vibrant and highly populated urban Beltline. This is Calgary's oldest public park, and the market will take place among its beautiful gardens and water features, sharing the vast park space with the historic Memorial Park Library, Calgary's Cenotaph, and PARK by Sidewalk Citizen.

We will be bringing all our signature farmers market and festival atmosphere to our Beltline location, with the same live music and free childrens' Arts programming as at MArda Loop, plus plenty of room to grow from our planned 40-60 vendors in 2023, to as many as 100 in future years. There is also the possibility of an indoor winter season at this location, and we hope to hear soon.

We are working closely with key supporters at the City of Calgary, along with nearby Community Associations, Neighbourhood BIA's, and other supporters as we develop and launch this inaugural season at this newest location, and we are thrilled to be growing these meaningful connections and support. We hope to develop ways to give back to the surrounding communities in the future, collaborating with other local events and like-minded community-service organisations.

#### Details:

- Wednesdays, 3 - 7pm
- Outdoor Season May 24 - Oct 4, 2023 (20 markets)
- Indoor Season TBD, Special Events TBD
- Located at Central Memorial Park, 1221 2 St SW, Calgary
- Water and sink access confirmed - specifics TBD
- Washroom access inside Memorial Park Library
- Onsite parking limited to farm reefer trucks, vendors can participate in paid lot parking adjacent to and arranged by the Market at a reduced rate. On-street parking is limited and metered.
- Entire venue is wheelchair accessible, pet friendly, and non-smoking/vaping
- No open flame, tent stakes, or generators allowed onsite

## Farmers & Makers Market - Sunalta



We're so excited to bring our Saturday farmers market to the vibrant and diverse inner-city residential neighbourhood of Sunalta - located just west of downtown. The market takes place on the grounds of Sunalta Community Associations' 100 year-old hall, sharing the space with a community garden and large children's playground. Spend your Saturdays in Sunalta with a stop at one of the many gyms, grab a bevvie at one of the local brew-pubs, get your weekly shop done at the market and lunch at our food trucks - and don't forget to bring the kids for our Kids Arts program and a play at the playground!

**EACH WEEK AT THE MARKET:** 50+ local farms and producers, food trucks, live music and our free, drop-in Kids Arts & Culture Program

### Details:

- Saturdays, 10am - 2pm
- Outdoor Season June 3 - Oct 7, 2023, closed August 19 (18 markets)
- Special Events TBD
- Located at Sunalta Community Association, 1627 10 Avenue SW
- Water, sink and bathroom access inside
- Onsite parking is limited to farm reefer trucks paying to park, vendors are required to park at least 2 full blocks from the market after unloading, using free on street parking
- Entire venue is wheelchair accessible, pet friendly, and non-smoking/vaping
- No open flame, tent stakes, or generators allowed onsite

## The Calgary Earth Market Society

Our markets are overseen and operated by the **Calgary Earth Market Society (CEMS)**, a registered not-for-profit society founded in 2018 by a group of local farmers, food artisan vendors and local food enthusiasts for the sole purpose of operating Alberta Approved Farmers Markets in Calgary; Through these markets, supporting small local makers, bakers and growers, facilitating lasting and impactful connections between them and local consumers, and providing the places where people come together to participate in, grow and celebrate more sustainable, healthful, vibrant and connected communities together. We refer to this vision as “feeding communities and culture”.

### ***Our Vision: Feeding Communities and Culture***

*We believe that local food growing and small-farms, multi-cultural foodways and traditions, along with Artisan craft and handiwork, are foundational, tangible elements of our collective culture, and that communities connect and grow through gathering together to support, learn and celebrate these together. We establish and operate farmers markets as places everyone can connect, inspire (and be inspired), and be part of growing more vibrant, connected, and sustainable communities together.*

CEMS is a volunteer-run organisation, and is the only operator of farmers markets in Calgary that is both not-for-profit and not operationally and financially part of a Community Association. This independence means that operating fantastic farmers markets is our first and only concern! We rely on vendor rent, grants, and a limited number of exhibitor’s fees to support our operating and programming expenses. We employ a Market Manager to manage our market operations, a very limited number of occasional but essential set-up crew members, along with wonderful volunteer supporters who help at our Market Welcome Tents, and also support special initiatives and events.

All successful Vendor applicants become members of the Calgary Earth Market Society. Whether participating by providing excellent customer service and product at the market, providing feedback that informs and improves policy, participating in Market programming, special projects and events, or joining our Board of Directors, vendor and community Society Members are important contributors to the success and vibrancy of the market now and into the future.

If you are interested in joining our Board, or have a special skill, expertise or connections to share, our Board looks forward to hearing from you!

Visit us at <https://www.farmersmakersmarket.ca/calgaryearthmarketsociety>.



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## MARKET GOVERNANCE

The Farmers & Makers Markets are certified Alberta Approved Farmers Markets. The CEMS Board of Directors develops market policies in addition to the legislated requirements of the **Alberta Approved Farmers Market program, Alberta Health Services, and the Government of Canada**. Our markets take place in Calgary, and are additionally bound to City of Calgary by-laws.

It is the vendors responsibility to know and meet all applicable requirements and legislation regarding their products. It is the Market Manager's responsibility to have a general understanding of the legislation, to request proof of compliance whenever necessary and **to refuse vendors the right to sell their products if they do not comply with legislation**. Failure to comply with the regulations could result in loss of the farmers' market permit (ie:closure of the market) and/or fines.

### Alberta Approved Farmers' Market Program & Requirements

The Government of Alberta's Ministry of Agriculture and Forestry (AF) introduced the [Alberta Approved Farmers' Market Program](#) in 1973 to support the development of, and provide operating frameworks for farmers' markets in the province. There are now over 140 Approved Markets in the province, and 12 in Calgary and area; Thousands of Alberta makers, bakers and growers participate annually, generating (and keeping) almost 9 million dollars each year in the local economy.

The Program ensures minimum standards are followed by those markets choosing to be a part of the Program, including adhering to the the "80/20 rule": whereby a minimum 80% of all products available at the market are Alberta made, baked or grown by the market vendor themselves, ensuring that markets support local producers, local food systems, and local small business start ups. (The F&MM strives for 90/10).



**Farmers'  
Market**

**Please click on this link to review their Tip Sheet on how to be a farmers market vendor here [Information Sheet: How to be a Farmers' Market Vendor](#)**

### Alberta Health Services Requirements

Alberta Health Services has developed requirements for both Approved Farmers Markets, and their food vendors including what types of items can be sold, where food

products can be prepared, how food products are transported, sampled, stored, displayed, labelled and sold at farmers markets.

This publication outlines Alberta Health Services requirements for farmers markets and vendors selling food products: [Information for Farmer's Market Managers and Stallholders](#)

All food vendors at our markets are required to be certified in the safe handling of food. Successful completion of the free online course “**Alberta Food Safety Basics for Farmers' Markets**” in the following link is accepted as a minimum for vendors selling food at Approved Farmers Markets: [Take a Course | Alberta Health Services](#)

We require all food vendors of everything other than whole produce and foods that never leave a sealed, unopened package at market to have a temporary handwash station at their stall. This document explains criteria for their set-up: [Temporary Handwashing Stations | Alberta Health Services](#)

Helpful market start-up and weekly Food Safety checklists for vendors are linked here:

[Market Startup - Food Safety Checklist for Vendors](#)

[Weekly Food Safety Checklist for Vendors](#)

## Government of Canada Regulations

Almost all products at the market are subject to labelling and advertising requirements, to ensure the awareness and safety of consumers. Vendors are required to know and meet labelling requirements, and to ensure their products are correctly labelled prior to the market.

The federal government has prepared Product Labelling Guides for

Foods: [Food labelling for industry - Canadian Food Inspection Agency](#)

Textiles: [Guide to the Textile Labelling and Advertising Regulations](#)

Cosmetics: [Labelling of Cosmetics – Consumer product safety - Canada.ca](#)

Please also note that **no false, unverifiable claims regarding any product vended at the market, whether in print or in verbal communications at the market, are not allowed. (ie: no-spray, herbicide or pesticide free, or uncertified health benefits, etc).** Any products claiming any health or medicinal benefits are additionally subject to testing and federal product registration.

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## FARMERS & MAKERS MARKETS CRITERIA

Are you an Albertan offering products you have made, baked or grown for shoppers to take home market day? Are your products, wares, and customer service the highest quality? Are you keen to be part of the amazing team of vendors who make our markets some of the most successful in our area? If so, you've come to the right place!

At the Farmers & Makers Markets we are committed to creating a diverse marketplace with the highest quality, locally-produced products available. We will not be bound to apply a particular set of selection criteria in every instance and reserve unconditional discretion to accept or refuse any individual or business as a vendor.

### Who Can Sell at Our Markets

The **Alberta Approved Farmers Market Program** states: *"Markets must maintain a minimum annual average vendor ratio of 80/20 where 80 percent of the vendors are Albertans selling Alberta products, which they, an immediate family member, staff member or member of a producer-owned cooperative or their staff knowledgeable of the production process have made, baked or grown".*

*"A maximum of 20 per cent of the vendors may be resellers of Alberta products, sell products from out-of-province or sell commercially available products that supplement the market mix with those products not available in Alberta."*

At the Farmers & Makers Market, we strive to maintain a rich and well-rounded marketplace, and are proud to prioritise local vendors and products, and be a small business incubator for local food and craft start-ups! **We have a market vendor ratio policy of 90/10**, with at least 90% locally made, baked and grown by our vendors right here in Alberta, and most of this originating within 150km of the market! Out of province products considered essential or beneficial to the market mix will be considered, and must be clearly labelled with the place of origin.

### **PLEASE NOTE: The F&MM is unable to accept as vendors or products**

- **franchises or distributorships**
- **concession foods other than Food Trucks** (to be revisited Spring 2023)
- **used or flea items, unless upcycled into new items**
- **any items containing cannabis, CBD or THC in any form**
- **uninspected meats or raw milk and raw milk products**
- **Any products not approved in advance by the Market Manager**
- **nationally/internationally marketed items\***

*(\*Exceptions may be made for vendors considered essential to the F&MM by Management.)*

## Products Accepted at Our Markets

Locally made, baked and grown goods of the highest quality are our priority! Products that can be legally sold at an Alberta Approved Farmers' Market include:

- Fresh produce, flowers & plants from rural/urban farms, home gardens, greenhouses & commercial growers
- Raw meat or poultry (inspected and processed at a licensed abattoir), and associated products
- Pasteurised milk and dairy products, cheese made from unpasteurized milk
- Uninspected eggs from the vendor's own farm only
- Baking from an uninspected home or inspected kitchen
- Preserves, low and high risk-foods prepared foods and pantry items, beverages prepared in an uninspected home or inspected kitchen
- Alcoholic beverages made & bottled in an AGLC licensed facility
- Artisan/Craft and bath/bodycare items
- Food Trucks (at our Marda Loop location)

High-risk or hot, ready to eat foods from a vendor stall are legally allowed at Approved Farmers Markets, HOWEVER, site constraints **do not** allow this at our Sunalta location, and we are currently exploring this option for our Beltline market - stay tuned!

**NEW:** All food vendors now fall under a single food handling permit held by the Farmers Market, and will be required to provide the Market Manager with a written step-by-step outline of their safe food handling practises, from preparation, packaging and storage, transport, at-market storage and handling, along with sampling set-up and procedures.

Food vendors are subject to inspection by the Market Manager and AHS Inspectors, and violations can result in products being disqualified from sale, fines, and potential loss of the Farmers Market Permit resulting in the closure of the market.

## Application Process

Applications are accepted on an on-going basis throughout our market seasons, however, target intake months are February/March for summer and June/July for winter. Please note because of the number of applications we receive during target months, only vendors under consideration will be contacted.

All prospective and returning vendors must complete a vendor application and **submit the application fee to be considered**. Steps to apply, required inclusions and our online application on our website.

- Successful vendors will be notified of their status as soon as possible, and no later than 2 weeks after the closing date. Please note that due to the very high number of applications we receive, only successful applicants will be contacted.
- Successful applicants will be required to complete a vendor contract and meet payment terms upon acceptance, and meet insurance requirements at least 5 business days prior to their first market.

## Vendor Selection Criteria

Vendor selection and product approval at the Farmers & Makers Markets is dependent on a number of factors. To maintain our designation as an Alberta Approved Farmers Market, and meet our own additional standards, we exceed the guidelines established by Alberta Agriculture maintaining an annual average vendor split of 90/10 where 90% of the vendors are Albertans selling Alberta products which they, an immediate family member, a staff member, or a member of a producer-owned cooperative or their staff have made, baked or grown, for vendors to take home market day.

We operate food primary farmers markets, and strive for a reliable and complete product mix of approximately 20-25% fresh farm products (including produce, flowers, herbs and plants), < 5% meats, eggs and dairy, 15-20% breads, baking and sweets, 10-15% preserves, condiments and pantry items, 15-20% prepared foods either fresh or frozen, 5% bath and body, 5% beverages both alcoholic and non, and around 10% Craft/Artisan made goods.

Further general considerations include:

- Type, quality, variety and origin of product being offered and the likelihood it will complement our market mix
- The availability of space at the market for a particular product
- Vendor history with our market, if any, including compliance, attendance, customer service, attitude and behaviour, bring a team player, and sometimes the length of time being a vendor with us

Priority for vendor selection, in order:

- Vendors of agricultural products where they are the grower/producer.  
Top priority is given to local farmers and producers who bring product that is 100% grown or raised within 300 km of the market  
Local farmers who use low-environment impact growing, raising, and harvesting methods, and those with organic certification.
- Vendors who make, bake, or grow the product(s) they are selling.
- Vendors selling value added or Craft/Artisan products that they make by their own hand.  
Vendors who source ingredients or components locally (Alberta) and directly from producers.
- Vendors of out-of-province agricultural products

- Vendors who do not have an existing storefront or retail agreements that require regular wholesale sales are prioritised before those that do.
- Vendors of out-of-province food or Artisan items are only considered if their products are considered essential to the market mix.
  - Priority given to vendors that make the products or can demonstrate their personal involvement in the production of the products offered for sale.
- Vendors of primarily or only “resale” items are generally NOT approved and may only be approved for attendance under special circumstances as determined by the market manager.

**IMPORTANT:** Vendor selection **also includes the vendor’s proposed market attendance**. In the case that two vendors of similar products apply and meet other criteria equally, acceptance will be based on proposed attendance, in order:

1. Vendors attending both Marda Loop and Beltline markets full-time, followed by bi-weekly, then 11-17 of summer markets.
2. Vendors attending one of our markets full-time, with priority given to full-time year-round for the Marda Loop market , followed by bi-weekly, then 11-17 of summer markets, or 16-27 of indoor markets at Marda Loop.
3. Vendors attending 4-8 markets are considered after all others

*PLEASE NOTE: The Farmers & Makers Markets will not grant exclusivity to any one vendor, but do limit the number of vendors in any one category to prevent over-saturation. Some product overlap is inevitable in ensuring the optimal overall and consistent product mix our markets require to best serve our shoppers.*

**We are proud to prioritise and incentivize full-time and bi-weekly vendors in order to ensure reliable and complete availability of Alberta’s best in locally made, baked and grown goods for our shoppers. Full-time attendance is proven to best support vendor success, building brand awareness and lasting relationships between vendors and shoppers, and to support sustainability of our markets in the communities we serve.**

# REQUIREMENTS FOR ACCEPTED VENDORS

## Eligibility to Vend

Successful applicants will receive an email of acceptance to the market, and must meet the following requirements to become a confirmed vendor, and be eligible to vend at our markets. Please note: These items are time sensitive.

### 1. Vendor Contract

Vendors must sign our vendor contract agreeing to all Market requirements and policies in this handbook, their approved product list, and approved schedule. Vendors have 1 week after receiving an email of acceptance to return their signed contract. After this time, if a vendor does not return their signed contract, acceptance is void and the vendor application will be removed from consideration.

### 2. Payment

Payment terms are described in the Vendor Fees section of this handbook. Vendors will be invoiced for stall fees at the same time as they receive a vendor contract.

Stall fees are due and must be paid concurrent with the vendor returning their signed contract. Alternatively, the “First Payment” of an agreed to payment plan must be made at this time. All outstanding fees for negotiated payment plans are due no later than one week before a market’s opening day.

Vendors who opted for electricity and/or parking (if available), will receive a second invoice for these items which will be due no later than one week before market opening day.

Vendor application, stall, electricity and parking fees are not refundable.

### 3. Provision of Documents and Insurance

All vendors must provide the F&MM with digital copies of all relevant licensing, certification, upon acceptance. Copies must be kept with the vendor at the market.

All vendors at the Farmers & Makers Markets are required to obtain Vendor Liability insurance with coverage of \$5 million dollars, and provide the F&MM a copy no later than 1 week before the vendor’s first market date. [Vendor contracts outline specific insurance requirements including the addition of the \*\*Calgary Earth Market Society\*\* AND ALSO the inclusion of the appropriate Market venue owner/operator, either or both of \*\*Sunalta Community Association\*\* \(for the Sunalta market\) or the \*\*City of Calgary\*\* \(for the Beltline market\) as additional](#)

[insured parties - named specifically as such on your certificate of insurance. A copy must be kept with the vendor at the market.](#)

Vendor Liability insurance is available through most insurers, with the majority of our vendors using The Cooperators, Western Standard Life, or Duuo

## Vendor Certifications and Permit Requirements

Vendors are responsible to know what certifications, permits, and insurance they require in order to vend. Copies must be provided to the F&MM in advance of the market season, and copies available at the vendor stall. The list below is not exhaustive, so please ensure you check with the Alberta Health Services, any certifying or licensing bodies you belong to, as well as with your insurance company.

**Food vendors** are required to provide:

- Food Safety and Sanitation Certification, or the Alberta Food Safety Basics For Farmers Markets
- Organic or Biodynamic Certification if claiming
- **Step-by-step food handling safety description (prepared foods only)**
- Vendor Liability insurance\*

**Alcohol vendors** are required to provide:

- AGLC Class D licence
- ProServe Certification for any at market staff
- Vendor Liability insurance\*

**All other vendors** are required to provide:

- Vendor Liability insurance\*

**Food Trucks** are required to provide:

- Current mobile food vending permit
- City of Calgary business licence

**Organic and other Certifications:** Vendors claiming organic or any other relevant certifications for their products must provide a copy of current validating certifications.

## Vendor Identification, Signage and Display Requirements

- Vendors are responsible to ensure their stall is appropriately and obviously signed, (legible from a distance of 20'), and is merchandised in a way that is attractive and appealing to shoppers.



- We discourage the use of pull-up banners as they pose a safety hazard and often block sightlines to vendor products and that of neighbouring vendors. If a vendor chooses to use a pull-up banner, it must be located along the back wall of your tent, and be securely attached to the tent frame, and weighted.
- The F&MM provides each vendor with a “Sunnygirl” Distance to the Market sign, unique to our market and proudly indicating how local our vendors are; showing how many km from the market their products are made, baked or grown. The signs attach to a front tent leg at eye level. Sunnygirl is the official logo of the Alberta Approved Farmers Market Program.
- Signs, displays and tents must be set up by the opening bell of the market day and remain set-up until the market closes.
- All items for sale must be appropriately labelled and clearly marked with the retail price. Prices may be posted on/at the product or posted as a list of prices on a large sign or board.
- All products from outside of Alberta must be clearly and obviously labelled with their province/place of origin.
- All descriptions of products must be accurate and truthful.



## Equipment and Supplies Requirements

**Vendors must provide everything they need to transport, display and vend their wares including CAN/ULC-109 fire rated tents, tent weights, tables, easily cleaned table coverings, signage, a handwash station if applicable, a payment system including cash, and all other supplies and equipment necessary to meet market requirements and their own needs.**

The exception is for Incubator Booth Vendors, for whom we supply a tent, table and tent weights.

\*The City of Calgary Fire Department performs routine inspections of our market, and requires us to ensure vendors meet the following requirements:

## Tents and Canopies

Fabric material of pop-up tents and canopies must meet the requirements of CAN/ULC s-109M one 25 lb weight securely affixed to the base of each tent leg. *We recommend doubling up to 50 lbs per leg.*

**We do not allow camping weight canopies to be used as market tents, and strongly recommend vendors choose a commercial grade market tent that can withstand repeated use and exposure to weather extremes over many seasons like this one: [Impact Canopy Sun Shade 10 ft. x 10 ft. Pop-up Canopy Kit | Costco](#)**

## Electrical Appliances

No “open flame” cooking/heating appliances are permitted on site. All electrical equipment and power cords must be CSA and market approved, and no generators are allowed - ALL vendors using electricity will be required to have a fire extinguisher at their tent.

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## MARKET POLICIES FOR ALL VENDORS

In this section, you'll find policies specific to vending at the Farmers & Makers Market. Knowing and following these policies helps keep the F&MM a vibrant and viable community asset with the highest degree of integrity, contributes to successful market days for everyone, and ensures the market maintains its operating status - we appreciate your cooperation!

### Vendor Communication

Email is our primary method of communication with vendors. Please ensure you provide the Market Manager with current email addresses for both you and your staff.

It is critical that vendors read weekly email updates from the Market Manager in advance of market day, which relays important information about each week's market including the market map with weekly stall assignments, safety or other operational updates, communications from regulatory agencies for vendors, and information about upcoming at-market or non-market events and opportunities.

We do our best to reply to emails in a timely manner. Due to the volume of messages we receive during the market season, messages may be prioritised and responded to according to immediate impact on upcoming markets. In general, emails sent after 5pm, or on market days, or on Sunday or Monday will not be responded to until the following Tuesday. We thank you for your understanding, and will get back to you asap!

### Vendor Roster Publication & Promotion

The F&MM posts a vendor roster on our website, which includes information about

individual businesses including an image, a brief summary, and general attendance (weekly, biweekly, frequently, occasional).

Throughout the season, the F&MM actively promotes our markets and vendors, using our own materials, vendor provided content, and reposted content from vendor pages.

As soon as possible after acceptance, vendors are asked to provide a selection of representative jpeg or png images and a one or two sentence business summary for publication - we ask that you do not send zip files, and that you limit the number of images to no more than 6.

### **Advertising Requirements for our Vendors**

We expect our vendors to be active in advertising their business, and their participation in our markets, on their social media pages and websites.

The F&MM provides vendors with formatted images to use to help promote their presence at the market, and vendors are welcome to repost any posts made by the market in the course of their advertising.

Vendors are required to make at least one post on social media promoting the attendance at our market at least 2 days in advance of each scheduled market date.

### **Attendance, Away-Days and Cancellations**

An essential part of building a great market, loyal customer relationships and vendor success is consistency of vendor attendance. The F&MM considers the reliability of every vendor to be of utmost importance. Absentee vendors negatively impact other vendors, give shoppers a reason to shop elsewhere, and can result in suspension from the market.

The market offers full-time and bi-weekly vendors "away-days". Away-days are regularly scheduled and paid-for market days which vendors may book off in advance without penalty. We offer full-time vendors up to 2 "away-days", and bi-weekly vendors 1 "away-day" each outdoor season, and up to 3 "away-days" for full time, and 2 "away-days" for "bi-weekly vendors each indoor season.

- Vendors are expected to attend all scheduled market days, with the exception of pre-arranged "away-days". To schedule an unused "away-day" after the application period, please provide the Market Manager at least 14 days advance notice. Exceptions may be made on a case by case basis.
- Emergencies occasionally happen, causing a last-minute vendor absence. Vendors are asked to email the Market Manager in advance of Market opening if possible; or as soon as they are able.
- Vendors no-showing or cancelling a scheduled market to attend another market will be placed on immediate suspension, and may permanently lose vending privileges at our markets.
- There are no refunds. However, vendor cancellations of market dates due to health, business failure, or extraordinary circumstances may be taken into consideration.

## Additions to a Vendor's Market Season

As space allows, additional market dates or stalls may be granted to a vendor in good standing during the market season. Requests should be submitted in writing to F&MM for consideration. Additional market days will be invoiced and must be paid for in advance.

## Product Approvals and Additions

- **Vendors must obtain pre-approval of all products from the market manager.** Please email a pdf listing all products, with prices by volume/weight/piece. If products change seasonally, or remain essentially the same but flavours may change, please indicate this for simplicity of listing.
- **To add products to the original approved list,** please add new items to your original list, highlighting the new additions, and email the entire list as a replacement pdf. Requested product additions must be submitted a minimum of 10 days before the vendor wishes to sell the product(s) at market.

## Stall Location Assignments

Stall location assignments are determined by the Market Manager, and are determined based on the frequency of vendor attendance, vendor type site requirements, and ensure the best possible product mix in each area of our markets. We strive to keep full-time and bi-weekly vendors at the same location at each market, however **locations are not guaranteed**, and are subject to change each week depending upon the mix of vendors attending that particular day.

Vendors are required to check the Market Map emailed each week in advance of the market to view their stall assignment for the week. Vendors are expected to arrive onsite knowing their location, and at the appropriate load-in area for that location..

## Payment Methods to be Accepted by Vendors

- Vendors are required to accept cash, along with F&MM gift certificates should they be implemented for 2023 (TBD).
- We strongly recommend that vendors purchase and use a point of sale system allowing debit and credit purchases, as most shoppers conduct purchases this way.

## Limits on Market Participation

- **Approval of vendors and products** does not extend beyond the current market season.
- **Exclusivity of products** - We do not extend exclusive rights to any one vendor to sell any one product. However, if the F&MM believes the number of vendors offering similar products is excessive, duplicate products may be denied entry. Exceptions to product approval are made on a case by case basis and are time sensitive.
- **Selling of business or Transfer of booth space** - Vendors may not sublet or loan stall

space to others. If a vendor sells his or her business, stall space does not transfer to the new business owner. The new owner must submit an application for review and meet all other criteria for acceptance. The F&MM does not guarantee acceptance.

- **Loss of vendor privileges** - CEMS and the F&MM reserve the right to refuse vendor privileges to any vendor in the course of ensuring the safety, viability and legal operations of our markets. Vendor fees are non-refundable, and, additionally, we will not be held liable for any vendor losses under any circumstance.

### **Weather and Weather-Related Cancellations**

The market is an open-air event that runs “rain, shine or snow”, and vendors are expected to arrive prepared for all weather eventualities.

Our policy is to ONLY close markets due to atmospheric conditions if the Market Manager deems it to imminently become, or is evidently, unsafe for shoppers and vendors. Snow, brief periods of hail, high winds, or heavy rain will not result in market closure. However, should weather become extreme and/or unsafe during the market, we will always put safety first and announce a market closure.

- We rely on Environment Canada weather radar as well as other weather predictors to make the best decision for the safety of vendors and shoppers.
- Weather cancellations will not result in refunds.
- Please review the Market Day Logistics section for steps to take in the event of a weather closure.

### **Production Site Visits**

All farms, home kitchens, and production facilities are subject to a visit by F&MM staff or CEMS Board Members to verify information and practices.

### **Parking for Vendors**

There is **no vendor parking available** on our market sites, other than for paid reefer truck parking for farmers.

- **Sunalta** vendors must park at least 1 full city block away from the market site, so that there is parking available for shoppers.
- **Beltline** vendors are eligible to prepaid lot parking adjacent to and arranged in advance through the market, or may find their own paid on-street or other parking.

### **Vendor Employment Practices**

Vendor sales staff may include family members or verifiable employees paid hourly, on commission, or by salary. Vendors are responsible to meet all employment legislation regarding employees, and to ensure that all persons working at their booths are familiar

with and adhere to all market rules, regulations, and guidelines.

### **Workplace Violence and Discrimination Prohibited**

The safety and wellbeing of market employees, customers, volunteers, vendors and visitors is of utmost importance. Discriminatory or threatening behaviour, both verbal and physical, online or in person, and acts of related violence at the F&MM markets will not be tolerated. Hate speech or symbols and acts of discrimination are considered to be threatening and violent.

Any person who engages in this behaviour shall be removed from the premises as quickly as safety permits and banned from the F&MM premises pending the outcome of an investigation. Subsequent to the investigation, CEMS will respond appropriately. This response may include, but is not limited to, termination of any business relationship without refund, and/or the pursuit of criminal prosecution of the person or persons involved.

If you experience workplace violence at the market, please communicate with the market manager as quickly as possible so the matter can be addressed.

### **Crisis Management and Other Emergencies**

- Immediately report all potential emergencies or safety threats to on-site market staff.
  - In the case of an obvious emergency, please call 911, then connect with market staff.
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## Vendor Fees and Payment Procedures

We are very happy to be able to incentivise fees for eligible vendors applying to attend BOTH Wednesday and Saturdays at our markets this season! If you apply and are accepted to BOTH venues for biweekly or greater attendance, we'll give you 10% off your stall fee total! These incentives result in LOWER fees than last year. We are also offering delayed payment of any electrical and parking fees for all to whom this applies.

### Fee Payments and Options

- Application Fees are to be paid via e-transfer to [farmersmakersmarket@gmail.com](mailto:farmersmakersmarket@gmail.com) at the time of application, and is required to have your application considered. Please include your name and business name with your e-transfer so we know for whom it applies.
- Invoices for Stall fees will be emailed to vendors at the time of acceptance, payment is due **upon receipt**. A second invoice for any applicable electricity and parking will be sent at a later date, and will be due no later than 7 days before market opening.
- Fees may be paid via e-transfer to [farmersmakersmarket@gmail.com](mailto:farmersmakersmarket@gmail.com).
- **Payment Option for Vendors Attending 15 or More Markets ONLY:** Vendors able to are asked to pay the entire stall fee invoice at the time of acceptance, however vendors starting in May with 15 or more market dates have the option to pay stall fees in 2 instalments: 60% of stall fees at the time of acceptance, and the remaining 40%, along with any electricity and parking fees 7 days before market opening day.
- **Payments are due as outlined above. Vendors will not be permitted to vend without having paid.** Any vendors not paid or not having made a payment arrangement within 7 days of being invoiced, or 7 days before their first scheduled market (whichever comes first) may have their acceptance revoked, and risk being placed on the waitlist.

**Please note:** Vendors are required to pay for all scheduled market days, whether they attend or not, including "Away-Days" as covered in the attendance section of this handbook. All application and other fees are non-refundable.

### Stall Fees 2023 (see chart below):

**The fees below apply for either ONE of our Marda Loop or Beltline markets. To calculate your vendor fees to participate in BOTH markets, double the amount indicated in the columns applicable to you, then add the totals and gst.**

Stall fees pay for standard 10' x 10' space only. Additional fees apply for electricity and parking, where available. GST is extra. Parking is limited to farm reefer trucks

<b>BELTLINE VENDOR FEES</b>	Stall fee for 10' x 10' space	Discounted stall fee for vendors confirmed at BOTH locations	Access to Electricity	Reefer parking onsite (farm only)	Offsite vendor parking, if desired
Full-Time 20 markets incl. 2 paid away days	\$50/day (\$1000/season)	\$45/day (\$900/season)	\$160/season	\$175/season	\$10/day
Bi-Weekly 10 alternating week markets, incl 1 paid away day	\$57.50/day (\$575/season)	\$51.75/day (\$517.50/season)	\$10/day (\$100/season)		\$10/day
Irregular 10-17 dates	\$60.00/day	\$54.00/day	\$15.00/day		\$10/day
Irregular 4-9 dates	\$100/day				\$10/day

<b>SUNALTA VENDOR FEES</b>	Stall fee for 10' x 10' space	Discounted stall fee for vendors confirmed at BOTH locations	Access to Electricity	Reefer parking onsite (farm only)	Street Parking only
Full-Time 18 markets incl. 2 paid away days	\$50/day (\$900/season)	\$45/day (\$810/season)	\$150/season	\$175/season	
Bi-Weekly 9 alternating week markets, incl 1 paid away day	\$57.50/day (\$517.50/season)	\$51.75/day (\$465.75/season)	\$10/day (\$90/season)		
Irregular 10-17 dates	\$60.00/day	\$54.00/day	\$15.00/day		
Irregular 4-9 dates	\$75.00/day				
Food Truck - Sunalta only	\$50/day				

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## Market Day Logistics for Vendors

Market days are a bustling hive of activity! Our beautiful market sites have unique requirements, some practical and others contractual with the venues, in addition to all the typical considerations for successful and safe market days. To ensure the best possible experience for everyone, and to minimise unexpected issues and potential hazards, the F&MM requires all market vendors and their staff to know and follow these logistical guidelines.

### Point of Contact

Your point of contact every market is the Market Manager or their Designate - usually the Assistant Manager,, who is on the market grounds from 2 hours before opening until



at least 1 hour after market closing. Please direct all questions, issues, or emergencies to them.

### **Prepare in Advance**

We recommend that vendors prepare and use a checklist including all the things they need to bring to market for market day.

Pack your vehicle (the night before if possible) in reverse order, ensuring the things you'll need to unload first are last to go in

Plan to bring your own dolly to help unload and move your equipment and product to your stall location as quickly and easily as possible

### **Arrivals, Load-in, and Load-out**

- The market sites open 2 hours before the opening bell for load in and set-up. Due to potential safety hazards with the public, vendors arriving **within 30 minutes of the opening bell will not be allowed to set up**, and will be considered to have cancelled.
- Vendors are asked to arrive and unload their vehicles from designated drop-off and go locations on the market site. Please ensure you check your email the day before the market for that week's Market Map to confirm your stall location and corresponding drop-off location.
- Unload and move all equipment to your drop-off zone or directly to your stall space, whichever is closer.
- Please immediately remove your vehicles from the site **before** returning to set up your tent and stall so that the next vendors have access to load-in.
- Vendors must complete set-up by 10 minutes before opening, and keep their stall up and attended until the closing bell.
- Only vendor-to-vendor sales may take place in the 10-15 minutes after closing time.
- Tear down begins **after** the closing bell. Please pack up your stall completely at your stall location to save time in loading out.
- Vehicles can return to the site 10 min. after closing, but no earlier, and must load as rapidly as possible so the next vendor can have access and do the same.
- Our goal is to have vendors load up and out within 10-15 minutes for most vendors.
- All vendors must clear the site as quickly as possible, and no later than 2 hours after close.

### **Stall Spaces and Equipment**

- Outdoor stall spaces are 10' x 10'. All equipment and wares must be kept within the stall footprint, unless by previous arrangement with the Market Manager.
- Vendor rents pay for space only. Vendors are required to provide their own tents, lightweight camping-style canopies are NOT permitted, tent weights, tables, temporary handwash stations, and everything else they need to set up and vend at the market, AND to ensure it meets all regulatory safety requirements.
- Vendors are responsible for ensuring that booth set-up, equipment, back-stock, and

all products are kept tidy and do not pose safety hazards to anyone on premises.

### **During the Market**

- Vendors must keep their stall and surrounding area clean, tidy, and appealing in appearance. Vendor signage and all other materials and equipment must be contained within their 10x10 footprint, unless arranged with the market manager in advance.
- Vendors must not leave stalls unattended. Your stall neighbour, the Market Manager, or a market volunteer can step in to assist for brief periods.
- Stalls must remain completely set up and attended until the end of the market, even if you sell out.
- Before leaving the Market, vendors must ensure that all litter, debris, recyclables and greywater/ice are removed from their stall space and surrounds, and taken with them offsite for disposal..
- **NO SMOKING OR VAPING is permitted on the Market grounds**

### **Electricity & Generators**

- Vendors needing electricity must indicate this at the time of application.
- The number and type of electrical appliances must be pre-approved by the F&MM
- Vendors are required to pay a fee for access to an outlet, and will need to provide their own extension cords and cord covers/mats to prevent tripping hazards.
- Vendors are not permitted to use electric heaters at the market, but are permitted to use small propane heaters with enclosed flame (on the condition that the vendor has a Fire-Rated tent)
- The use of generators is **not permitted**

### **Open Flame**

- No open flame is permitted on the market grounds. Any reheating of food samples must be done with an approved electrical appliance, and vendors using electrical must keep a fire extinguisher in their stall.

### **Water and Waste**

- Water for handwashing stations is available at our market venues
- All water, greywater and ice must be taken off site by the vendor for disposal.
- Vendors are required to take ALL recyclables and garbage offsite for disposal at the end of the day.

### **Pets at the Market**

- Both of our market venues are pet-friendly attractions. Pets must be leashed..

- Vendors are not allowed to bring pets to the Market, nor to allow pets into food preparation/food storage areas.

## **Washrooms and Other Site Amenities**

### **F&MM Sunalta**

- There are public washrooms inside the Sunalta Community Association, please see the Welcome Booth attendant for the code
- The market site is wheelchair accessible
- There are no ATMs onsite

### **F&MM Beltline**

- There are public washrooms inside Memorial Park Library onsite
- The market site and library are wheelchair accessible
- The park is also home to the restaurant PARK, and is surrounded by many shops, restaurants, and businesses nearby.
- There are no ATMs onsite

## **Weather and Weather Related Closures**

Outdoor season vendors are expected to be prepared for and vend during heat, cold, wet, wind, snow, hail and (usually) wildfire season. However, should weather become unsafe during the market (torrential rain, damaging high winds, or lightning), we will always put safety first and announce a market closure. All closures, whether in advance or for all or part of a market day will be determined by the Market Manager and announced to vendors.

In the event of an unplanned Emergency closure during a market day, should the conditions be unsafe to tear down, we recommend the following steps - if you feel safe to do so:

1. Cover your wares, remove walls from your tent, and lower your tent as much as possible while still in place and weighted (to keep it from catching the wind)
2. Take your cash box and squares/terminals and get to **shelter inside**
3. AFTER the danger has passed, return to your stall to tear down/pack up.
4. *Your things are replaceable, but you are not - please put your safety first*

Otherwise, take your cash box and **immediately shelter inside the foyer of the nearest building.**

## **Crisis Management and Other Emergencies**

- Please immediately report all potential emergencies or safety threats to on-site market staff.
- In the case of an obvious emergency, please call 911, then connect with market staff.

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## Compliance and Enforcement

F&MM and CEMS have established vendor and operating guidelines and standards, and have outlined regulatory requirements of legislating bodies in this handbook to ensure that the market remains a viable community asset and meets the objectives of all stakeholders: consumers, vendors, and the Society.

CEMS, as the governing body of F&MM, its management and its designated agents will implement and enforce all guidelines, standards and regulations pertaining to the operation of Farmers Markets under its control in a fair and equitable manner.

CEMS and the MarketManager reserve the right to determine and enforce remedial action(s) and impacts. A vendor may be removed or suspended from the Market or have selling privileges in a Market conditioned, modified, limited or revoked by the Market Manager and/or Board of Directors. Suspension is seen as a last resort.

In general, minor issues that are immediately correctable will be brought to the attention of the vendor for correction at that time. Minor issues that are not immediately correctable will be discussed and are expected to be remedied at the next opportunity by the vendor. Repeated occurrences of the same issue, or multiple occurrences of different issues, become more serious issues and may result in loss of selling privileges, or vendor suspension from the market.

Major issues such as violation of regulatory requirements and legislation, and any other actions, behaviours or occurrences that threaten the health and safety of anyone at the market, are illegal, or negatively impact viability of the F&MM and/or CEMS, will be handled immediately, and be remedied as appropriate to the situation. Remedies may result in immediate loss of selling privileges, immediate and/or permanent suspension from the market, and/or legal action if deemed necessary.

**Vendors who receive a suspension will not receive a refund of fees, and neither the F&MM or CEMS will be held liable for any loss of vendor revenue.**

## Protocols for Vendor Grievances

CEMS and the F&MM have an open door policy, and are fully invested in ensuring the best possible market experience for all vendors and visitors. We ask that all concerns and grievances are brought to our attention at the earliest opportunity for resolution, and that they not be aired publicly as doing so can cause unforeseen and permanent damages.

Please contact the Market Manager in person or via email at [farmersmakersmarket@gmail.com](mailto:farmersmakersmarket@gmail.com) as a first step.

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## Market Programming, Special Events and Community Services

Programs and special events contribute to the vibrancy of our market, and are important vehicles for engaging the community. Funding for these activities is raised through sponsors, Society Memberships, and in-kind donations of time, materials and talent. In addition, we rely on market volunteers who are essential in orchestrating the success of these events and programs.

The schedule of events will be published on our social media and website as they are confirmed. Please see <https://www.farmersmakersmarket.ca/events-calendar>

### Weekly Programming

**Kids Arts & Culture Area: (TBD for 2023, based on Sponsorship)** Each week visitors will find meaningful, hands-on activities in our Kids Arts & Culture area. These events are free to attend, and are presented by local arts & culture organisations and our vendors.

**Market Stage:** the F&MM is proud to host great live musicians and musical acts on the Market Stage every Saturday. Our performers receive an honorarium for their participation, sponsored by a market partner, and are highly encouraged to put out the proverbial hat.

### Summer Special Events

**Alberta Local Food Week:** the province of Alberta officially celebrates Local Food Week in August each year. This is the F&MM's premier free public event, and focuses entirely on the local bounty found at the market, and our market vendors.

**Alberta Culture Days:** The last weekend in September, the market and cSPACE become a food, art and culture smashup as we celebrate with a wide variety of demos, entertainment, programming and activities across the cSPACE site.

### Market Volunteers

Volunteers are very special folks—we love them and we TRULY couldn't operate the market without them. Along with our year-round Board Members, we are proud to work with volunteers young and old who are keen to support the market.

Volunteers donate their personal time to support our vendors and help the market by staffing the information booth, setting up and tearing down each day, assisting in kid's activities, and organising and assisting with special events. Volunteers also make up our very active Board of Directors, who keep both the Society and Market operating successfully. More info available on our website!

### Community Booths

The Farmers & Makers Market proudly offers booth space for community groups to engage with our shoppers and provide information on the work they are doing to improve our community. We prioritise: non-profit or community-serving groups, groups

who have a major focus on a topic related to local food and/or farms, groups who focus on other aspects of our mission, vision, and values. Tabling and participation is limited to F&MM's discretion. No direct sales are permitted from community booths. Advance scheduling and pre-approval from Market Management is required.

### **Sponsors and Partnerships**

Vendor fees at the F&MM cover the basic cost of operating the Market, including site rent, permits, insurance, equipment, and some staffing. In order to keep vendor fees low, CEMS solicits sponsors to support advertising, special events, and market programming, such as the Market Stage, Kids Arts & Culture Programming, and more.

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**The Calgary Earth Market Society and F&MM reserve the right to modify, alter, add, or delete items in this handbook as required by legislation or as decided by the Board of Directors.**

## QUICK LIST OF MARKET DAY GUIDELINES

It is the responsibility of every vendor to know and comply with all market rules in the 2023 F&MM Vendor Handbook, along with all laws, regulations and rules that apply to their products. **In, the following quick-list should be read and understood by all vendors, staff and volunteers attending the F&MM markets.**

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- 1. Read the weekly vendor email and check the market map included prior to market day.**
2. If you must cancel, please do so with as much notice as possible.
3. All food products must be made, transported, stored and served according to safe food handling practices. Temporary handwash stations required if serving foods packaged or sampled at market.
4. Ensure that products are labelled correctly and pricing is displayed in a clear and obvious way.
5. Sell only products that have been approved by F&MM and are of a quality that contributes to the positive reputation of both your business and that of the Market.
6. Vendors must supply their own tent, tent weights and table(s), etc. Tents must be sturdy enough to resist wind and weather, be certified CAN/ULC s-109M "Standard for Flame Tests of flame resistant fabrics and Films", and have at least one 25 lb tent weight securely attached to the base of each tent leg - no tent stakes are permitted.
7. Arrive at least 45 minutes and no more than 2 hours prior to market opening. Vendors arriving within 30 minutes of market opening will not be permitted to vend.
8. Observe the unload-and-go courtesy: unload from your designated area and directly to your stall space. Remove your vehicle promptly, THEN return to set up your stall to set up so the next vendor can do the same.
9. Display your business name and location prominently on a sign that can be read from at least 20 feet away. Keep at stall copies of all certifications, permits, etc.
10. Be set up and prepared to sell 10 minutes before opening time. No sales are allowed prior to the opening bell.
11. Keep your stall fully set-up and attended until closing, even if you sell out.
12. Vendors are not permitted to smoke/vape on the market grounds.
13. Finalise public sales activities by 5 minutes after the closing bell.
14. Pack up BEFORE moving vehicles back to the market. Vehicles are allowed back onsite at 10 minutes past closing.
15. Ensure your stall area is clean and free from any debris. Take all waste, wastewater, ice, garbage and recyclables off-site for disposal - there is no onsite disposal permitted.
16. Be clear of the market site no later than 2 hours after closing.
17. Submit any concerns to the Market Manager rather than airing them publicly.