

Lakefield Farmers'



MARKET

Lakefield Farmers' Market

*Vendors' Handbook of
Rules and Regulations*

Welcome to the Lakefield Farmers' Market!

Planning for this market began in the spring of 2009, spearheaded by two residents of Smith-Ennismore-Lakefield, Susan Chan and Judith Hyland.

Their vision was to create a vehicle for bringing together local food producers and consumers in a friendly, community-building atmosphere.

They recognize the growing awareness that globalization, urbanization and other factors have slowly eroded the local infrastructures that our parents and grandparents took for granted. It has become difficult for the average consumer to buy their food locally or to even know where their food comes from and how it is grown.

As climate change and other environmental issues become more prominent in our collective consciousness, it is not surprising that we are looking more closely at our ability, as a community, to feed ourselves.

For these reasons there has been a renaissance of local Farmers' Markets in recent years. We want to help revive some of the lost infrastructure that brings food producers and consumers together in a mutually beneficial way.

To that end, this market is primarily for local growers who sell the products they themselves grow. To add variety, a portion of craft and food court vendors will be allowed, with priority given to those who source their materials or ingredients locally.

This handbook spells out the guidelines under which the market will operate. Any issue not covered here will be dealt with by the Steering Committee.

Thank you for being part of this exciting local initiative. May you have a season of plenty!

Judy Hyland and Susan Chan
Co-founders, Lakefield Farmers' Market

TABLE OF CONTENTS

1. ORGANIZATION

- Governance
- Management

2. MARKET LOCATION & SEASON

- Location
- Season

3. MEMBERSHIP

- Eligibility
- Vendor Status
- Product Categories

4. Pricing

- Membership Fees
- Space Fees

5. MARKET DAY

- Space Allocation
- Signs
- Displays
- Advertising and Promotion
- Market Manager
- Sales Information
- Arrival Time
- Problem Resolution

Organization

Governance:

The Lakefield Farmers' Market initially took form under the leadership of an ad hoc Steering Committee comprised of Sherry Boyce-Found (Kawartha Lakes Chamber of Commerce, Eastern Region), Susan Chan (acting Secretary/Treasurer), Suzanne Evans (potential craft vendor), Judith Hyland (acting Chair), Anita Locke (SEL councillor, Lakefield Ward), Jessy Ludwig, Mary Smith (Deputy Reeve, SEL council) and Jeannette Thompson (Economic Development Officer, SEL).

The current market is governed by a management team consisting of elected vendor members and members from the community at large. Supportive ties to the local merchant community and the Township are being maintained by liaisons to the Chamber of Commerce and Municipal Economic Development Office.

Management:

On-site, the Lakefield Farmers' Market is managed by a Market Manager, contracted by the Management Team for the season. The market manager is not a vendor and reports directly to the Management Team.

Market Location & Season

Location:

The Market is located in the large parking lot behind the Smith-Lakefield Community Centre (the arena) and beside Isabel Morris Park in the Village of Lakefield, Ontario.

Season:

The Market season consists of between 20 and 22 market days depending on the year. Beginning in mid-May and extending into October, the Market runs every Thursday, from 9:00am – 2:00pm.

Membership

The Lakefield Farmers' Market is a producers-only market, whether agricultural vendors, bakers/prepared food vendors, or craft vendors. **Resellers are not eligible for membership in the Lakefield Farmers' Market.** All products offered for sale must be grown or produced by the vendor applicant. The vendor is defined as the applicant or the applicant's spouse, sibling, child, parent or partner, who assists substantially in the cultivation of the crops, or in the production of the agricultural, value-added or craft products. The sale of items grown or produced by anyone other than the vendor, as defined above, shall not be permitted. Vendors must reside within a 100 km radius of Lakefield. Exceptions to these eligibility criteria may only be made at the discretion of the Management Team on a case by case basis.

Vendor Type:

There are three types of vendors at the Lakefield Farmers' Market:

Full Season Vendors: attend the Market on a full-time basis from May to October

- In exchange for their full season commitment to the market, Full Season Vendors receive a discounted weekly stall rate

Pro-Rata Vendors: attend the Market for at least 8 consecutive weeks through the season

- In exchange for their 8 week commitment to the market, Pro-Rata Vendors receive a discounted weekly stall rate

Daily Vendors: attend the Market on a day-by-day basis, scheduled at least one week in advance.

Product Categories:

Agricultural

- Including, but not limited to:
 - Fruit and vegetables, plants, shrubs, trees, flowers, sprouts, honey, maple syrup, preserves, sauces, vinegar, meat, fish, poultry and eggs, soap, dried soup and other mixes, soils, manure, firewood, fleece, wool, fence posts, animal feed, grains, livestock.

Baking

- Including, but is not limited to:
 - Bread, rolls, buns, muffins, cookies, fruit pies, cakes, pastries, meat pies.

Prepared Food

- Including, but not limited to:
 - Homemade, ready-to-eat items, or items for consumption at the Market.
 - Prepared food vendors are required to use some local agricultural ingredients. Those whose applications show the use of high quantities of local ingredients will be given preference by the Management Team.

Artisanal

- Including, but not limited to:
Hand-made items by the Vendor using his or her own skill, artistry, and training to produce a new, unique and original product.
Due to limited space and to allow the maximum number of craftspeople to participate in the Market, artisanal vendors may not be eligible for full season membership.

Pricing:

Membership Fees

The annual, non-refundable membership fee is \$25.00. This fee must be paid by all Full Season and Pro-Rata vendors, and entitles them to vote in the Annual General Meeting (AGM) on items concerning market operations. **Fees can now be paid by e-transfer to accounts@lakefieldfarmersmarket.ca**

Administrative Fees

Daily vendors must pay a one-time, non-refundable administrative fee of \$10, but are not entitled to a vote at the AGM. If daily vendors are sharing a stall, each must pay an individual membership fee. The fees will be used to pay for administrative/advertising/personnel costs of the Market.

Stall Fees

- Full Season: \$240.00. At least 50% of stall fees are due upon acceptance into the Market. The remainder are due upon the first market day of the season. Full season stall fees are non-refundable.
- Pro-Rata Season: Based on number of weeks in attendance (minimum of 8 weeks) at rate of 65% of daily fee (\$16.00). Any daily fees may not be rolled into the pro-rated fee. At least 50% of pro-rata fees are payable upon acceptance into the Market. The remainder are due on the vendor's first scheduled market day of the season. Pro-rata stall fees are non-refundable.
- Daily: \$33.00/week, due upon arrival each Market day. Daily stall fees are non-refundable.

Market Day

Space Allocation:

The Market Manager will be responsible for assigning stall spaces. The Market is an outdoor seasonal market located in or adjacent to Isabel Morris Park.

- Fees are per single space of approximately 10' X 20' (i.e. one parking space). Vendors may have more than one space, if required and available, paying full fees for each space.
- Seasonal spaces will be assigned by the Market Manager at the beginning of the season, taking into account the arrangement of vendor types and the market's opportunity for effective, abundant and colourful display.
- While it is important that vendors remain in the same location from week to week, some adjustments to site layout might be done from day to day based on vendor absenteeism.
- Daily vendors will be allotted a space on Market day.
- Returning seasonal vendors have the right of first refusal on their previous year's location.
- Two vendors may share a space, provided that they are seasonal vendors, they hold individual memberships, and the products of both must be on display at all times.
- Vendors may not sell, sub-let, or rent Market space to other Vendors.

Signs:

Each Vendor must display a sign in their space indicating their name and address. All agricultural vendors must obtain [MyPick® verification](#) and display this verification clearly at their stalls. All items offered for sale must have prices clearly displayed.

Displays:

Vendors will supply all materials required for their display, including canopy, tables, chairs, and garbage can, all of which must be removed at the end of market day. **All vendor canopies must be tethered at all times during Market hours.** Failure to do so may result in removal from the Market. Vendor displays should be attractive and clean at all times. Provided space is available, vendors may be permitted to store some items in the market shed (subject to approval by the Market Manager). It is the responsibility of vendors to leave their allotted spaces as they found them at the beginning of Market day.

Advertising and Promotion:

The Lakefield Farmers' Market Management Team will provide visible advertising signage for the Market on every Market day, will promote the market before and during the season, and will work with the vendors to make the Market attractive to shoppers, build bridges with local merchants, organizations, charities, and will work to raise awareness about the food locally available. As members of Farmers' Markets Ontario and the Kawartha Chamber of Commerce, we will take advantage of the promotional opportunities those memberships offer.

Market Manager:

The Market Manager supervises the on-site operations of the Market. They will apply the rules and regulations of the Market as detailed in the Handbook and report violations to the Management Team.

The duties of the Market Manager include:

- Collection of daily vendor fees when due followed by prompt deposit of those fees to the bank.
- Allocation of space to vendors based on the guidelines in the Handbook
- Collection of data for management, planning and promotional purposes
- Receiving and processing vendor applications, and applications from community groups for use of the Market's community tables
- Ensuring that the Market is a pleasant, clean, welcoming place for all vendors and shoppers
- Removal of persons should circumstances warrant it by requesting the persons to leave or if necessary by calling the police for assistance

Sales Information:

Vendors will be expected to provide the Market Manager with approximate sales figures for each market day at the start of each subsequent market day. This information is **absolutely** anonymous and will be used for market statistical purposes only. We cannot overstate the importance of this collective information as we negotiate with funders and corporate sponsors in the future. Everyone will benefit!

Arrival Time:

Vendors will be set up and ready to sell not less than **15 minutes prior to market starting**, or you risk forfeiting your space to a daily vendor.

Absenteeism:

Vendors shall provide the Market Manager with at least 7 days' notice in the event of an expected absence from Market. If a vendor has not provided prior notice and is not set up to sell by **15 minutes prior to the start of Market**, they risk losing their stall to a daily vendor. If a habit is made of missing Market on a regular and unannounced basis, the Vendor risks losing their stall altogether for the duration of the season.

Problem Resolution:

Vendors are encouraged to approach the Market Manager if they encounter a problem. Any issue that requires further attention can be brought to a Management Team meeting. Any discussion of the problems of the Market in front of customers is strongly discouraged.