

Strathmore Farmers' Market Guidelines

1. **Guidelines set out by Alberta Food and Rural Development** stress that at least 80% of the Market must fall within the mandate of hand made/home produced. The exceptions are made for BC fruit and a small number of Vendors who we consider to have semi-commercial products that draw customers into our Marketplace. Other than for fruit, we do not accept out of province Vendors.
2. **Approval of vendorship is probationary and dependent on a variety of factors such as:**
 - a. availability of space in the Market Place
 - b. quality and uniqueness product
 - c. product mix
 - d. where the Vendor resides
 - e. the conduct of the Vendor and presentation of product in the Market Place
 - f. adequate representation of a specific product***The Board of the Market does not guarantee that all Vendors will be accepted or approved.**
3. **Preference for Vendorship will be given to:**
 - a. Vendors whose products are homemade, home baked, or homegrown
 - b. Vendors whose conduct, presentation and display and color and allure to the Market
4. **All products to be offered for sale must be listed on the application form and are subject to approval.** Vendors may be limited to selling only certain products. New products to be introduced during the season must be pre-approved.
5. **The sale of food products is strictly controlled by the local Health Authority** and all products marketed at the Strathmore Farmers Market must comply with the specified standards of that authority. Food products are subject to random testing by Health Officials through out the season. Information on health regulations and guidelines is available from the Strathmore & District Health Services Authority at 934-4310.
6. **Lists of ingredients** must be available upon request by the Market Manager or by the customers. We encourage labeling of all food products. Previously frozen products must be labeled with the original date of freezing.
7. **No raw milk products** may be sold.
8. **The sale of meat products is strictly controlled.**
9. **Products that are sold by weight must be weighed on a scale** that has been inspected and approved by federal authorities and the scale must be labeled "legal for trade".
10. **No vendors shall sell food products that run in direct competition with the existing concessions.** All baked goods are to be sold wrapped or packaged and are not intended to be consumed during the Market. Concession services are the responsibility of and under the control of the STRATHMORE FARMERS MARKET.
11. **Full product guarantees should be offered by Vendors** and we encourage Vendors to label their products for identification by customers. Vendors name should be displayed on the table. We recommend the use of business cards. It is not necessary nor recommended that Vendors display their home address.
12. **Resale of products is not allowed.** It is unacceptable to purchase products from other sources and sell them unaltered in the Market place. The Market Board has the right to revoke this condition should a local Vendor request to supply a product that is not presently in the Market at the time of application and should it be deemed by the Board that this particular product will draw customers into the Market place (i.e. BC Fruit or Taber Corn).
13. **Not For Profit organizations** from Strathmore and surrounding area may be granted space in the Market, free of charge, throughout the season. Non-for-Profit organizations may apply for a maximum of 2 free weeks per market season. Products sold by these groups or organizations are subject to approval by the market manager. Such groups must make application and are subject to approval, availability of space and the rules of the Market place. Food products sold by these groups must be in accordance with the guidelines set by the Strathmore & District Health Services Authority. (See Section 5 for more information.)
14. **New applications and payment must be received by 4:00 P.M. Wednesday** to be considered for space that week.
15. **No Pets Allowed.**
16. **No Smoking in the Buildings.**

Procedures

1. **All Vendors are expected to arrive before 2:30 pm** on Market days and must have their products unloaded and their vehicle out of the Marketplace by 3:00 pm. Displays are stalls must be open to customers by Market opening at 3:30 pm.
2. **No Vendors shall pack up their products and displays before 7:30 pm** and no vehicles will be allowed into the Marketplace before 7:45 pm. Vendors are expected to be patient and cooperative with regard to loading and unloading of the Marketplace. Violators may be refused to attend any further markets.
3. **Stalls no occupied by Market Opening (3:30 pm) may be reassigned** to other pre-approved Vendors. Repeated late arrival is unacceptable and will not be tolerated. **Refunds of fees are not given for cancellation of pre-booked dates.**
4. **Table displays and signs are subject to approval by the Manager.** Stall spaces are **approximately 10' wide and 10' deep**, depending on location of the space. Placement in the Marketplace is at the discretion of the Manager. Vendors must supply table, table covering, and skirting. We encourage Vendors to create an appealing display that is in keeping with the spirit of the Market.
5. **Customer and Vendor safety in the Marketplace is imperative.** Displays should be planned with safety in mind. Vendors are responsible for the stability of display elements. No candles, incense or open flames of any type are permitted in the Market. All vendors are encouraged to carry person liability insurance with respect to their products and displays at the Strathmore Farmers' Market.
6. **Disputes among vendors** will not be tolerated in the Marketplace. The Market Manager and the Board Members in attendance at the Market will resolve the dispute with final authority. Incident report forms may be filed with the Market Manager or with a Vendor Liaison Representative for any serious action in the Marketplace. These reports will be reviewed at a later date by the Market Committee and dealt with at their discretion.
7. **Vendors' children** in the Marketplace must be closely supervised. It is unacceptable for them to bother other Vendors while they are conducting business. Children should be schooled in the manners and accepted practices of Vendorship and encouraged not to take advantage of samples or handle other Vendors' products.
8. **Vendors must be conscious of personal hygiene** in the Marketplace. A neat, tidy appearance, clean clothes, hair, etc. are imperative. Vendors must wash their hands frequently during the Market and ensure their breath is fresh. The appearance and friendliness of each individual is a reflection on the entire Marketplace.
9. **Plagiarism is not acceptable.** Vendors may not copy or reproduce the designs or products of other Vendors in our Marketplace. Vendor ethics are extremely important at Strathmore Farmers' Market. **It is not acceptable to enter another Vendor's space unless invited to do so.**
10. **Price fixing in the Marketplace is against the law.** Sharp pricing and product dumping practices are not allowed. Changing prices during Market is not encouraged.
11. **The facility is under the control of the Market Manager.** The facility is to be left in "as found condition or better" at the end of each Market. Vendors are responsible for picking up all trash in front, under, and around their table/space, including cigarette butts. All display materials, boxes, personal garbage, etc. must be taken home with the Vendor. Failure to leave the facility clean may result in the Vendor permit being revoked.
12. **The Market Manager is the Vendors' advocate** in the Marketplace. Vendors are encouraged to bring concerns and problems directly to the manager. The Manager has full control of operations and conduct in the Marketplace and has the right to expel any person for just cause. If an individual(s) is requested to leave the Marketplace but refuses the local police authority will be contacted to remove the said individual(s). Significant incidents will be recorded in writing and all parties involved are required to sign the statement. These statements will be available to the Market Committee for review.
13. **The Market Committee**, consisting of members of the Board, Vendors' Representatives and members of the community, is in place to offer direction to the Manager and Vendors. Vendors are encouraged to seek out the Vendor Representatives for information and advice.
14. **The right to appeal management decisions** is available to all Vendors. Appeals or complaints must be received in writing by the Market Committee within fourteen (14) days of the decision or incident and will be considered or addressed.
15. **The Market Policy** is the complete set of rules and guidelines governing the Strathmore Farmers' Market and it is available to any individual upon request.
16. **All correspondence** for the Strathmore Farmers' Market or the Market Committee should be addressed to c/o Strathmore Farmers' Market, Box 2457, Strathmore, AB, T1P 1K3. Phone: (403) 901-0477.