

Cochrane Farmers' Market

Cochrane, Alberta



2020 VENDOR RULES AND CONDITIONS

Cochrane Farmers' Market - Overview

The Cochrane Farmers' Market is sponsored by the Cochrane Environmental Action Committee (CEAC). CEAC is a not-for-profit organization formed in 1989 with a mission to make Cochrane and area a more environmentally aware and active community. CEAC started the Cochrane Farmers' Market in 1998 and 2020 marks its 22nd year of operation. The market is operated entirely by CEAC volunteers and all proceeds from the market go back to the community through various CEAC initiatives.

The Historic Cochrane Ranche Site has been the market's home for all of its history. Starting as a small cluster of vendors that occupied a corner of the parking lot, the market has grown significantly in the past decade; vendors now line both sides of the Stockmen's Trail through the park. The move into the park in 2014 accommodated both the growth of the market as well as well as freeing up the parking lot for customer parking. The Saturday market runs each Saturday morning 9:30am – 1:30pm, rain or shine, from the beginning of June until the end of September.

In 2011 the Cochrane Farmers' Market hosted its first Christmas Market, the "Last Minute Christmas Market" in partnership with the Spray Lake Sawmills Family Sports Centre (SLSFSC). In 2017, the event was re-branded as the "Cochrane Christmas Farmers' Market" when it expanded to a two-day market. In 2015 the Cochrane Street Markets were launched as a collaborative effort with the Historic Downtown Cochrane merchants. A series of four monthly events, these 5-9pm evening markets take place on the streets of Historic Downtown Cochrane. For the 2020 Season a series of three indoor Spring Markets are scheduled at Spray Lake Sawmills Family Sports Centre (SLSFSC). These Saturday morning markets allow vendors to connect with their customers in the winter/spring months before the start of the outdoor markets.

PART A - Criteria for Vendor Selection

1 General Acceptance

- .1 The Cochrane Farmers' Market is proud to be an Alberta Approved Farmers' Market. To maintain this designation the market must adhere to guidelines established by Alberta Agriculture and Forestry. Alberta Approved Markets must maintain an annual average vendor split of 80/20 where 80% 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. The remaining 20% of the vendors can be made up of out-of-province vendors, resellers or vendors selling commercial products.
- .2 Vendor acceptance at the Cochrane Farmers' Market is dependent on several factors:
 - .1 Availability of space in the market and market's desire to provide a balanced product mix.
 - .2 The type of product being offered, product quality, uniqueness, as well as its point of origin (also applies to raw ingredients in value-added products).
 - .3 Length of participation in the Cochrane Farmers' Market may be a consideration, however; returning vendors are not guaranteed a stall in subsequent years.
 - .4 The product's ability to fit with the market's intent to provide a diverse product mix.
 - .5 Vendor conduct, attendance record, product presentation and customer service.
- .3 Not all applicants are granted space in the Cochrane Farmers' Market and it is the right of the Cochrane Farmers' Market and CEAC, as the market sponsor, to set policy and decide who will be accepted as a vendor and additionally to determine allocation of stalls.

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2 Priority for Vendor Selection – Product Category

- .1 Priority will be given to vendors in the following order:
 - .1 Vendors of agricultural products where they are the grower/producer.
Top priority is given to local/regional farmers and producers who bring product that is 100% grown and harvested on farmland in Alberta that they own and/or operate. Farmers who use environmentally responsible and sustainable growing, breeding, raising, and harvesting methods may also have priority.
 - .2 Vendors that make, bake or grow the product(s) they are selling.
Priority may be given to local/regional vendors (based on proximity to Cochrane).
 - .3 Vendors that sell value added products that they make by their own hand.
Priority will be given to value-added products that source ingredients or components locally (Alberta) and directly from producers.
 - .4 Vendors of out-of-province agricultural products.
Priority is given to vendors that are the grower/producer and where similar products are not available locally.
 - .5 Vendors of out-of-province artisan or “fair trade” items.
Priority given to vendors that make the products or can demonstrate their personal involvement in the production of the products offered for sale. Items imported strictly for resale without having a verifiable connection to the person(s) making the product will not be considered under this category.
 - .6 Vendors selling commercial, franchise or “resale” items.
Lowest priority is given to vendors that do not grow, raise, process, gather or make the product themselves. This type of vendor is only admitted to sell on occasion or under special circumstances as determined by the market manager. Products must meet strict criteria and be determined to enhance the overall market mix. All products are strictly at Market Management’s discretion.
- .2 All vendor applications will be reviewed by the Market Manager and/or the Market Committee to ensure that the product meets Alberta Approved eligibility criteria and the priorities established by the Cochrane Farmers’ Market.

3 Exclusivity

- .1 The Cochrane Farmers’ Market does not offer exclusive rights to any one vendor to sell any specific product type. Markets generally benefit by offering their customers a choice, however; the Cochrane Farmers’ Market also makes every effort to prevent an oversaturation of vendors in any product category. Vendors applying for popular product categories may be denied entry despite their product meeting market criteria.

4 Reselling / Franchise

- .1 Buying products from another farmer, producer, wholesaler, store or other operation and then selling those products is not permitted at the market unless those products are specifically identified on the application form and approved by the Market Manager – prior to bringing them to the market.

5 Liability Insurance

- .1 Vendors are encouraged to carry liability insurance for their own protection. Attach proof of liability insurance to your application and have the Cochrane Farmers’ Market added as an additional insured. The Alberta Farmers’ Market Association has a vendor group policy in place for its members. For membership information contact AFMA at: info@albertamarkets.com or visit www.albertamarkets.com

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6 Prohibited Products

- .1 Under Alberta Agriculture and Forestry guidelines the following prohibited vendor products are not allowed at any time:
 - .1 Used, antique or flea market items
 - .2 Live animals, whether for sale or customer interaction. Hatching eggs.
 - .3 Uninspected meat or meat products for human and/or animal consumption
 - .4 Raw milk or raw milk products for human and/or animal consumption with the exception of cheese made from unpasteurized milk that meets federal standards

PART B - Market Rules

1 General Vendor Rules

- .1 Vendors and their employees are responsible for informing themselves about and complying with federal, provincial and local health regulations and licensing requirements governing the production, display, distribution, sampling and sale of their products.

2 Specific Rules for Food Product Vendors

- .1 The sale of food products is controlled by Alberta Health Services (AHS). Food vendors are responsible to contact the designated Public Health Inspector prior to coming to the market to ensure compliance with AHS standards, applicable regulations and safe food practices. The Market Manager will provide contact information upon request.
- .2 The Public Health Inspector will make visits to the market throughout the season, food products and vendor stalls will be subject to inspection and testing. The Market Manager will also be conducting random inspections and will report unsatisfactory findings to AHS.
- .3 Cochrane Farmers' Market does not refund vendor fees if the Public Health Inspector does not allow you to sell a product.
- .4 In accordance with AHS regulations food products must be labelled with the list of ingredients, clearly identifying common food allergens, and vendor contact information. Previously frozen products must be labelled with the original date of freezing.
- .5 Permits and Licenses: Vendors shall provide copies of any permits and licenses applicable to the sale of their products.
- .6 Food safety is of the highest priority. All vendors / individuals selling or handling food are required to have food safety certification. The Alberta Agriculture home study course is available for vendors selling at Alberta Approved Farmers' Market.
- .7 The Cochrane Farmers' Market site does not have access to potable water; therefore hand wash stations are required for all stalls sampling food products unless otherwise approved by the Public Health Inspector.

3 Market Stalls

- .1 Vendors are responsible for providing all of their own display materials (chair, tables, table covering, awning, etc.). Safety is a priority - booth set-up, including signs, must not be a hazard to the public or other vendors. At every market, regardless of the weather, all canopies and other booth covers must have sufficient weight on all legs to keep the canopy in place during windy conditions. Forty (40) pounds per leg is recommended.
- .2 Cochrane Farmers' Market cannot supply potable water or electrical hook-ups.
- .3 Electrical Equipment and locations must be approved by market manager. This includes outdoor extension cords and generators.
- .4 Vendors are responsible for keeping their space clean and attractive during market hours and must clean up their space after market closing. Vendors WILL NOT use the public garbage receptacles at the Cochrane Ranche to dispose of their waste.

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- .5 Vendors may not sublet their stall space to others.
- .6 Prepaid fees are not transferable to other market dates unless pre-approved by the Market Manager.

4 Market Stall Assignment & Expectations

- .1 Full-Time Vendors are assigned stalls for the duration of the season. Part-Time vendors are assigned stalls as they arrive at the market. The CFM reserves the right to re-assign and relocate stalls if it is determined to be in the best interest of the market.
- .2 Weather conditions may limit the number of stalls available (Refer to Part D – Market Site), Vendors will be notified by the Cochrane Farmers' Market when they are not able to provide a stall for days previously booked and confirmed.
- .3 Vendors may not share stall spaces with other Vendors/entities except under circumstances approved by the Market Manager prior to the date scheduled.
- .4 All vendors are expected to arrive before 9:00 am on market days and have their stalls open to customers by market opening at 9:30 am.
- .5 Vendors not in their stall 30 minutes prior to opening may have their space reassigned to another vendor for that market. Repeated late arrival may be cause for dismissal from the market without a refund.
- .6 Vendors will not dismantle or vacate their space until market closing time of 1:30 pm. Doing so may be cause for dismissal from the market without a refund.

5 Vehicle Use

- .1 Vehicle use in the market is strictly limited based on availability and for those products that cannot be easily unloaded. Size and weight of vehicle will be a restrictive factor in the park. Vehicle use is at the discretion of the Market Manager.
- .2 Vendor's vehicles allowed in the park may NOT be moved during the operation of the market, vehicles must remain parked until market is closed.
- .3 Designated vendor parking will be provided in the main parking lot which will leave the best parking for customers. Vendors must park all vehicles in this area of the parking lot.

6 Vendor and Product Identification

- .1 Each stall must prominently display a sign clearly identifying the vendor by name and indicate the location of the farm or business.
- .2 Food and/or agricultural vendors MUST prominently display their Food Safe and/or Farmers' Market Home Study certificates during the market.
- .3 All descriptions of products must be accurate and truthful. All out-of-province fruits and vegetables must be identified with their place of origin.

7 Cancellations

- .1 Vendors wishing to cancel a scheduled market date are responsible to notify the Market Manager via email or phone as far in advance as possible providing the reason for cancellation. Cancellations made later than 48 hours in advance of a market may forfeit the opportunity to transfer to another date or receive a refund.
- .2 "No Shows" are not tolerated. Vendors that do not show up for their scheduled market days without appropriate notice may be dismissed from the market without a refund.
- .3 A Vendor's record of attendance is an important component of vendor review; records with multiple late cancellations or "no shows" will influence approval for subsequent markets.

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8 Market Set-up / Weather

- .1 The Cochrane Farmers' Market is open rain or shine, however; the Cochrane Farmers' Market reserves the right to close the market (with or without prior notice) if it is determined that severe weather conditions could compromise the safety of vendors and shoppers.
- .2 The primary location for the market is on the grassed area of the Cochrane Ranche Historic Site along the Stockmens' and North Trail, however; in wet weather conditions the market will be setup in the parking lot (Refer to Part D – Market Site).

9 Vendor Conduct

- .1 Vendors are the face of the market; strong customer service and product knowledge is an essential component of the farmers' market experience.
- .2 Smoking at your stall is not acceptable at any time. Smoking is only allowed away from customers, other vendors and the main market areas or in your vehicle. Should there be any complaints from adjacent vendors or customers the vendor must relocate away from the area of conflict – no exceptions.
- .3 Provide close supervision of children accompanying you to the market, ensuring they are always under adult supervision. Children must not disrupt or cause interference with other vendors or customers conducting business.
- .4 Vendors are discouraged from changing product prices during the market. While it may be desirable on occasion to offer reduced pricing to encourage the sale of perishable products at the end of the market it is recommended that vendors have an understanding of the quantities of products they can reasonably sell on a given market day at posted prices. Take responsibility for determining prices for your own products and do not influence other vendors.
- .5 Vendors are strongly discouraged from bringing pets to the market. Dogs are NOT Allowed at the market; pets must be kept away from the market areas or secured in your vehicle. Pets must be kept on a leash in all areas of the park.

10 The Role of the Market Manager

- .1 Market operations and conduct in the marketplace is under the complete control of the Market Manager, or their designate, at all times during market hours.
- .2 Disputes among Vendors or between customers and Vendors must be brought to the attention of the Market Manager. Rude or inappropriate behavior is not tolerated under any circumstance. Significant incidents may require follow-up statements by the parties involved so that appropriate measures can be undertaken to prevent future incidents.
- .3 Vendors consistently displaying rude, confrontational, disruptive or inappropriate behavior will be dismissed from the market.
- .4 The Market Manager has, above all else, the best interests of the market and the vendors in mind when making decisions. Vendors are strongly encouraged to bring their concerns directly to the Manager so that decisions can be made in a collaborative manner with the best interest of all parties being considered.

11 Volunteers

- .1 The Cochrane Farmers' Market is run and operated by volunteers from the Cochrane Environmental Action Committee. Vendors are asked to please consider this when working with the market team. In order to ensure the on-going success of our market we need to work in a courteous, respectful and cooperative manner.

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PART C - Advertising, Promotion and Social Media

1 Consent

- .1 In order to comply with the Personal Information Protection Act, by signing the vendor application Vendors give consent to the Cochrane Farmers' Market to disclose the Vendor's Name, Company Name and/or telephone number to those persons inquiring about their product(s).

2 Website

- .1 All vendors will be listed on the CEAC website which promotes the Cochrane Farmers' Market. Unless otherwise requested, name, company name, brief description of products, telephone number, email address, and link to a website will be included.
<http://www.cochranefarmersmarket.ca>

3 Social Media

- .1 The Cochrane Farmers' Market shares information about the market with Facebook (Cochrane Farmers Market), Twitter and Instagram (@cochranefarmers).
- .2 Vendors are encouraged to share posts and tweet about the Cochrane Farmers' Market. Hashtags: #CochraneFarmers #CochraneAB #shoplocal #food #ABFarmersmarkets
- .3 Pictures of the market will be shared on social media during the course of the season. Product photographs will be randomly selected for use on social media.

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PART D - Market Site (Historic Cochrane Ranche Site)

(The following are guidelines for the Market site setup. The Cochrane Farmers' Market works in collaboration with the Town of Cochrane to ensure safe and respectful use of the Ranche site.)

1 Primary Location – Dry Day Setup / Secondary Location – Wet Day Setup

- .1 The market will be located in the park west of the parking lot. Vendors will be positioned on both sides of the trail.
- .2 This location will be used on dry days only – if the grassed area is too wet, vendors will be given notification to setup in the parking lot for the day.
- .3 Full-Time Vendors will have stalls assigned in both locations. Part-Time Vendors will be given stall locations when they arrive for the market.

2 Notification

- .1 Vendors will be notified by email if the market will be located in the Secondary location due to wet conditions. Every effort will be made to post the decision by noon on Friday.

3 Park Protection

- .1 Every reasonable effort must be made to protect the green spaces of the park including, but not limited to:
 - .1 minimizing wear, tear and traffic on the grassed areas
 - .2 protection of trees which also includes restricting vehicular traffic over the roots located within the "drip line" of trees.

4 Vehicle Restrictions

- .1 Only those vehicles which meet size and weight restrictions will be allowed in the park
- .2 Vehicle routes will be clearly identified and must be adhered to at all times.
- .3 Every effort will be made to park vehicles with Vendors where necessary. Oversize vehicles may be located in areas adjacent to the park.

5 Stall Requirements

- .1 High traffic stalls may require mats or other protection for the grass.
- .2 Spikes are NOT to be used to anchor canopies due to shallow underground water lines.



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PART E - Conditions Specific to Cochrane Street Markets in Historic Downtown

1 Vehicle Use during Street Market

- .1 Vehicles will NOT be parked adjacent to stalls at the street market except for those vendors which have mobile kitchens or similar units required for operation of their food service or operation.
- .2 Vendor vehicles will be allowed on the street during set-up to facilitate unloading of product and stall equipment.
- .3 Designated vendor parking will be provided in the adjacent parking lot. Vendors must park all vehicles in this area of the parking lot.

2 Cochrane Street Market Participation

- .1 Refer to the document: "Cochrane Street Market - 2020 Guidelines for Participation" for information specific to participation in these evening markets.
- .2 This document is available for download on the website.

PART F - Conditions Specific to Indoor Markets at Spray Lake Sawmills Family Sports Centre (SLSFSC)

1 Setup / Take Down

- .1 All vendors must be present and set up **prior to market opening time**. The facility is open at 7:00am; vendors are invited to arrive and start set up at that time.
- .2 Vendors **ARE NOT** permitted to vacate or dismantle their space until close of market. In respect for customers and fellow vendors, all registered vendors must be present for the complete duration of the market. **NO** Exceptions. Vendors are responsible to remove all belongings and garbage from their space at market end.

2 Layout

- .1 Spring Market: The vendors will be located on the main floor in the Main Entry foyer.
- .2 Christmas Market: Majority of vendors will be located on the second floor running track of SLSFSC; additional stalls available on the main floor and second floor mezzanine in the corridor adjacent to the curling club in the new facility area.
- .3 Vendors are assigned a stall by the Market organizers, taking into consideration, where possible, vendors' preferences and appropriate vendor grouping. Please note that final location is at the discretion of the market organizers.

3 Tables / Display

- .1 Vendors are requested to supply their own tables, linen, displays, etc.

4 Space:

- .1 Vendors are responsible to keep floors clean and safe for shoppers by minimizing the snow and mud tracked in. Please use care when setting up display materials; nails, pins, screws, etc are not permitted on the walls. You may use removable tapes but ensure that all tape and residue is removed when you leave. No portion of your display may protrude out into the aisle, or extend beyond the floor space allocated.

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5 Parking

- .1 Vendors are welcome to utilize the unloading zones outside of the designated vendor unloading entrances. Vehicle will be moved to designated areas of the parking lot as soon as unloaded so that there is space for other vendors.

6 Power:

- .1 Vendors with powered booths must provide their own extension cords. Tape cords to the floor to avoid tripping hazards. Minimize power consumption and the possibility of tripping breakers by utilizing power ONLY when needed. Vendors will be sharing breakers; low energy bulbs are recommended, you will be requested to turn off lamps with incandescent bulbs or other extraneous items if breakers are continually tripping.

7 Food and Drink:

- .1 There are concessions operating within SLSFSC. The concessions will be open during the market, offering a full menu - beverages, soup, sandwiches, burgers, etc. for vendors and customers.
- .2 **Important Note:** Due to the concessions at the facility, vendors are not permitted to sell hot, ready-to-eat, single serve items or beverages without prior approval from the market organizers. Only food items approved by the market organizers are to be sold at this market and all food items for sale must be pre-packaged in such quantities as to be solely intended for take home consumption.

8 Security

- .1 Spray Lake Sawmills Family Sports Centre and staff are not responsible for any injuries, damages or losses to exhibitors or their articles. Vendors are responsible to acquire the level of insurance they deem appropriate. Vendors are responsible for their own security during set-up, market hours and take-down.
- .2 Christmas Market (2-day event): Security will be arranged for overnight hours both Friday and Saturday.

9 Vendor Expectations

- .1 Vendors may be requested to withdraw from the market if issues regarding their products, behaviour, or safety do not comply with facility or market requirements.

10 Location

- .1 Spray Lake Sawmills Family Sports Centre is located at 800 Griffin Road East in Cochrane.

