

Cochrane Farmers' Market

Cochrane, Alberta

2023 Vendor Guidelines



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 established the Cochrane Farmers' Market in 1998. The market is operated entirely by CEAC volunteers; all proceeds from the market go back into the Cochrane and area community through various CEAC initiatives.

The Cochrane Farmers' Market has established the following guidelines and standards to uphold the success of the market as an accessible, effective, equitable and enjoyable outlet for producers to sell their products directly to consumers. It is the vendor's responsibility to familiarize themselves with these guidelines as the basis for decisions concerning vendor participation in the market. Adherence is respectfully requested and required.

Guidelines and standards pertaining to the operation of the market will be implemented and enforced in a fair and equitable manner. The Cochrane Farmers' Market has the right to change, delete, or modify its policies, procedures, standards, and guidelines as deemed necessary. The market management reserves the right to make exceptions to any guideline from time to time.

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PART A - Criteria for Vendor Selection

1 General

- .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. 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.
- .2 Vendor acceptance at the Cochrane Farmers' Market is dependent on several factors:
 - .1 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).
 - .2 The product's ability to fit with the market's objective to provide a diverse product mix across all categories.
 - .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 Vendor conduct, behavior and attitude, attendance record, product quality and presentation, and customer service will be heavily weighted in vendor evaluation.
 - .5 Availability of space in the market.
- .3 Not all applicants are granted space in the Cochrane Farmers' Market; it is the right of the Cochrane Farmers' Market as the organizer and the Cochrane Environmental Action Committee (CEAC), as the market sponsor, to set policy and vendor selection criteria.
- .4 The Cochrane Farmers' Market retains the right to use its discretion in interpreting eligibility criteria and approving any vendor application.

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 be given 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, multi-level, 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 generally NOT approved and may only be approved for attendance under special circumstances as determined by the market manager. Products must meet strict criteria and be determined to enhance the overall market mix. Products approved are strictly at Market management's discretion.

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- .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 Where the Cochrane Farmers' Market employs criteria which are more restrictive than the Alberta Approved Farmers' Market guidelines, the Cochrane Farmers' Market criteria will be followed.

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, multiple vendors may be approved in any product category.
- .2 In conjunction with non-exclusivity, the Cochrane Farmers' Market makes every effort to maintain a market mix that deters oversaturation of vendors in any product category.
- .3 Vendors applying for popular product categories may be denied entry despite their product meeting market criteria.

4 Reselling Products

- .1 Buying products from another farmer, producer, wholesaler, retailer, or other operation with the sole intent of selling those products is not permitted unless those products are specifically identified on the application form and approved by the Market Manager – prior to bringing them to the market. Products must complement and enhance the vendor's overall product list.

5 Vendor Behaviour and Attitude

- .1 As part of the vendor selection and evaluation process, the Market Manager reserves the right to check references from other markets or vendors. Reports that consistently indicate that vendors are uncooperative, fail to follow market guidelines, are problematic, and/or adversarial will generally prevent the vendor from being considered for approval.
- .2 Vendors that have exhibited a history of negative behaviour or attitude when interacting with other vendors or the market management will be denied approval to return to the market. The market retains the right to use its discretion in selecting vendors that contribute to creating a positive environment for all market participants.

6 Liability Insurance

- .1 Vendors are strongly encouraged to carry liability insurance for their own protection. Attach proof of liability insurance to your application. Upon approval as a vendor, have the Cochrane Farmers' Market added as an additional insured.
 - .1 As of January 2023, ALL Full-Time vendors attending Market by the Bow will be required to carry liability insurance without exception.
- .2 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

7 Prohibited Products

- .1 Under Alberta Agriculture 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.

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PART B - Market Rules and Conditions

1 General

- .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. Items prepared in home kitchens must be identified in accordance with regulations.
- .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 prior to attending the market. The Alberta Food Safety Basics for Farmers' Market online course is available for vendors selling at Alberta Approved Farmers' Market if they have not completed a food sanitation program and who are not required to complete food safety training under Section 31 of the Food Regulation.
- .7 The Cochrane Farmers' Market site does not have access to potable water; 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 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. All displays must stay fixed in windy weather.
- .2 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. Cochrane can be very windy – minimum forty (40) pounds per canopy leg is recommended. Sidewalls/tarps are recommended for wet weather.
- .3 Vendors without sufficient weights or tie-downs will be asked to take down their canopy.
- .4 Canopies must comply with the Cochrane Fire Services regulations. All canopies must be CAN/ULC-S109 or NFPA 710 Flame resistant certified.
- .5 Potable water is not available on site, vendors must bring their own supply.
- .6 Electrical Equipment:
 - .1 On-site electrical hook-ups are not available.
 - .2 Electrical equipment and locations must be approved by market manager. This includes outdoor extension cords and generators.
 - .3 Generators should be in good working order, well maintained and not so loud as to disrupt the operations of adjacent vendors.
 - .4 A fire extinguisher must be present when a generator is being used.

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- .5 Generators should be placed away from path of shoppers and structures.
- .6 Gasoline canisters must not be stored next to a generator; the area around the generator must be clear of flammable materials and structures.
- .7 Use baffles to direct exhaust fumes away from adjacent vending stalls and shoppers.
- .7 Vendors are responsible for keeping their space clean and attractive during market hours and cleaning their space after market closing. Public garbage receptacles at the market are not for vendors; take all garbage off-site for disposal.
- .8 Playing of music at vendor stalls is not allowed without prior permission.
- .9 Vendors may not bring pets to the market with the exception of service dogs.

4 Vendor and Product Identification

- .1 Vendors 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 display their Food Safe and/or Food Safety Basics for Farmers' Market certificates, Food Handling Permits and/or AGLC License 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.

5 Market Stall Allocation

- .1 Full-Time Vendors are assigned stalls for the duration of the season. Part-Time vendors are assigned their stall when they arrive at each 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 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 Vendors may not share stall spaces with other Vendors/entities selling products except under circumstances approved by the Market Manager prior to the date scheduled.
- .4 All vendors are expected to arrive for setup in the times provided and no less than 30 minutes prior to market opening. Stall must be set-up and ready for customers by market opening time.
- .5 Contact the Market Manager in the case of an unexpected delay on market day.
- .6 Vendors not in their stall 30 minutes prior to opening, without notice, 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.
- .7 Vendors shall not dismantle or vacate their space until market closing time. Doing so may be cause for dismissal from future markets without a refund.

6 Payment

- .1 Full-Time fees are due in advance of market start date. Exceptions are to be arranged in advance of the specified payment deadline.
- .2 Advance payment may include post-dated cheques. Cheques should be made payable to the "Cochrane Farmers' Market" and dated 2 weeks prior to the first date of market attendance.
- .3 Part-Time fees are due the day of attendance. Advance payment for multiple dates is encouraged; fees can be paid by cheque, cash, or e-transfer.
- .4 Vendors that do not provide proper notice to cancel a market date previously confirmed and scheduled will be expected to pay the full amount of fee.
- .5 Requests for additional dates will not be considered until outstanding fees have been paid.
- .6 Prepaid Part-Time fees are not transferable to other market dates unless approved by the Market Manager.
- .7 Vendors may not sublet their stall space to others.

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7 Vehicles in the Market

- .1 Parking vehicles in the main market zone during market operation may be limited; size of vehicle will be a restrictive factor for some stalls.
- .2 Vendor vehicles parked in the market MUST NOT be moved during the operation of the market, vehicles must remain in place until market is closed for the safety of all vendors and customers.
- .3 Vehicles must be removed from the market zone 20 minutes prior to start of market if they are not to remain in the market during operation. Secondary or oversize vehicles will be parked as directed outside of the market zone.
- .4 Vehicles may only move within the market during operation if escorted by members of the market team. Do not attempt to drive through the market without an escort.

8 Cancellations

- .1 Vendors wishing to cancel a scheduled market date are responsible to notify the Market Manager via email as far in advance as possible providing the reason for cancellation. Manager will confirm the message has been received – do not assume your notice has been received if you do not receive a confirmation.
- .2 Cancellations made later than 72 hours in advance of a market may forfeit the opportunity to transfer to another date or receive a refund/credit.
- .3 “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 receiving a refund/credit for prepaid dates. Return to the market will not be approved without receipt of payment for missed dates.
- .4 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.

9 Market Set-up / Weather

- .1 The Cochrane Farmers’ Market is open in all weather conditions - rain, snow 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 or other emergency conditions could compromise the safety of vendors, market organizers, and customers.
- .2 Market organizers will monitor weather conditions when extreme or quickly changing weather conditions are in the forecast. Vendors should be prepared to modify their setup to allow for operations under all possible weather conditions.
- .3 When notified that the market is closing due to an emergency, vendors must quickly and safely dismantle and pack up their stall to minimize risk to themselves and others.

10 Vendor Conduct

- .1 The market is a public forum and place of business; polite professional behaviour and honest business practices are expected. Vendors are the face of the market; strong customer service and product knowledge is an essential component of the farmers’ market experience.
- .2 Complaints about other vendors, their products, your sales, pricing issues or the operation of the market are not appropriate for discussion in a public forum such as the market.
- .3 Vendors experiencing difficulty in dealing with customers, health officials, market volunteers, or another vendor should refer the matter promptly to the Market Manager for resolution.
- .4 Smoking at your stall is NOT acceptable at any time. Smoking is only allowed away from customers, other vendors, and the main market areas. Refer to site specific restrictions for SLS Centre in Part D of this document.
- .5 Aggressive hawking of products is not permitted.

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- .6 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 bring quantities of product that can reasonably be sold on a given market day at posted prices. Take responsibility for determining prices for your own products and do not influence other vendors.
- .7 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.
- .8 Harassment of any kind will not be tolerated. The Cochrane Farmers' Market is committed to providing a safe and positive working environment where all individuals are treated with respect and dignity. Every customer, employee, volunteer, and vendor have the right to work, shop and sell in an environment free of harassment. Interactions between co-workers, vendors, the market staff, the public and others are to be respectful, professional, and courteous.
- .9 Choose to be kind and considerate.

11 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, during market hours.
- .2 Disputes among Vendors or between customers and Vendors must be brought to the attention of the Market Manager. Rude, harassing, 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, toxic, 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 parties involved.

12 Volunteers

- .1 The Cochrane Farmers' Market is organized and operated by volunteers from the Cochrane Environmental Action Committee. Vendors are asked to consider this when working with the market team and are requested to work in a courteous, respectful, and cooperative manner with the market management team.

13 Non-Compliance with Vendor Guidelines, Rules and Conditions

- .1 The Cochrane Farmers' Market has established guidelines and standards to ensure that the market meets the objectives of the customers, vendors, and the market sponsor. All guidelines and standards pertaining to the operation of the Farmers' Markets will be implemented and enforced in a fair and equitable manner.
- .2 The Cochrane Farmers' Market reserves the right to suspend vendors' participation in markets after violations of guidelines and standards. Suspension is seen as a last resort but will be employed when no other option provides a satisfactory resolution.
- .3 There is an expectation that all vendors will hold themselves to the same high standards we set for the operation of the market.

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- .4 Vendors who are deemed in violation of any federal, provincial, municipal, local health or Cochrane Farmers' Market rules and regulations will be subject to the following procedures:
 - .1 Whenever the Market Manager believes a vendor has violated the conditions of the contract to sell or any of the rules or regulations of the market, the Market Manager may issue a verbal or written warning requesting compliance with Market rules.
 - .2 The Market Manager shall record the issuance of each notice in a file which identifies the vendor, the offense, the date of occurrence and any related details.
 - .3 If a correctable problem is not remedied in a reasonable amount of time, or a second offense (new or repeated) occurs, the Market Manager shall issue a written violation notice to the vendor.
 - .4 Upon a third offense and notification, the Market Manager may suspend for a period of time deemed appropriate, the vending opportunity of any vendor who has continued to re-offend.
 - .5 The Market Manager and/or the Market Committee has the discretion to permanently revoke the vending opportunity of any vendor who has shown continual disregard to compliance with the market Guidelines and standards.
- .5 In the event of a vendor being involved in a singular but extreme violation of rules and regulations there will be zero tolerance. The Market Manager and/or the Market committee will have the discretion to permanently revoke the vending opportunity of the vendor.

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PART C - Advertising, Promotion and Social Media

1 Consent

- .1 In compliance with the Personal Information Protection Act, by signing the vendor application Vendors give consent to the Cochrane Farmers' Market for the following:
 - to disclose the Vendor's Name, Company Name, and contact information, to those persons inquiring about their product(s).
 - to be added to vendor email or e-news distribution lists for vendor-specific information and updates
- .2 The Cochrane Farmers' Market will not share vendor distribution lists with other organizations, mail lists, or markets.

2 Website

- .1 All vendors will be listed on the Cochrane Farmers' Market website. Unless otherwise requested in writing, the vendor's name, company name, brief description of products, website and/or social media links, and contact information will be included.
- .2 Vendors wishing to restrict contact information provided on the website are responsible to inform the Cochrane Farmers' Market in writing of the request.
- .3 Website: <http://www.cochranefarmersmarket.ca>

1 Social Media

- .1 The Cochrane Farmers' Market shares information about the market with
 - Facebook Page - Cochrane Farmers Market
 - Facebook Group - Cochrane Farmers Market Group
 - Twitter - @cochranefarmers
 - 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 season. Product photographs taken at the market will be randomly selected for use on social media.

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PART D - Conditions Specific to Outdoor Markets at SLS Centre

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

1 Location

- .1 SLS Centre is located at 800 Griffin Road East in Cochrane.
- .2 The market is set up in the parking lots on the east side of the facility.

2 Vehicle Restrictions

- .1 Large vehicles or trailers may not be allowed within the market area adjacent to stall.
Vendors are responsible to advise the market manager if their vehicle is oversized. Large vehicles or trailers will be parked in areas adjacent to the main market zone.

3 Vendor Stalls

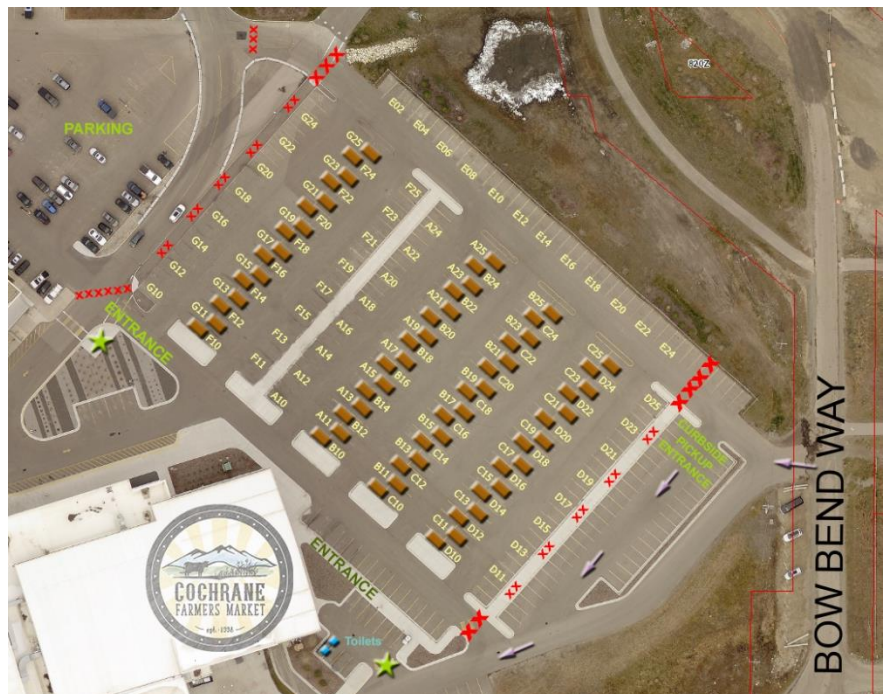
- .1 Most stalls have space for vendor vehicle adjacent to canopy.
- .2 This site can be very windy; bring adequate weights to hold down your canopies (40lbs/leg is recommended). If you do not have sufficient weights you will be asked to take down your canopy if windy conditions exist or are forecast during the market hours.
- .3 Vendors will not have access to facility amenities. Temporary outdoor toilets and hand-wash stations will be provided adjacent to the main market for vendor use.

4 Schematic Market Layout

- .1 Main Market: vendor stalls are spaced to allow vehicles parked adjacent to canopies. Market zone is defined to manage customer flow with designated entry and exits. Temporary toilets located close to building.
- .2 Drive Thru Zone: area for contactless pickup of prepaid orders.
- .3 NW Parking Lot may be utilized for additional vendors as indicated or other purposes as may be determined throughout the season.

5 Site Restrictions

- .1 In accordance with Town of Cochrane Bylaw 09/2017 SMOKING is NOT ALLOWED anywhere on the property of this public recreation facility site, anyone wishing to smoke must be completely off the property.



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PART E - Conditions Specific to Indoor Markets at SLS Centre

1 Setup / Take Down

- .1 All vendors must be present and set up prior to market opening time. Vendors will be provided with setup times in advance of the market date; vendors are invited to arrive and start set up at the times provided.
- .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 Market layout will be provided with vendor information packages specific to the market.
- .2 Vendors are assigned a stall by the Market organizers, taking into consideration, where possible, vendors' preferences and appropriate vendor grouping. Please note that the placement of vendors is entirely at the discretion of the market organizers.

3 Tables / Display

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

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 into the aisle or extend beyond the floor space allocated.

5 Parking

- .1 Vendors may utilize the unloading zones outside of the designated vendor 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 Food and Drink:

- .1 There are permanent concessions operating within SLS Centre. The concessions will be open during the market, offering a full menu - beverages, soup, sandwiches, burgers, etc. for vendors and customers.
- .2 Important Note: facility restrictions prevent vendors from selling hot, ready-to-eat items or beverages without prior approval from the market organizers. Only approved food items are to be sold and all food items for sale must be pre-packaged in such quantities as to be solely intended for take home consumption.

7 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 overloading 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.

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8 Security

- .1 SLS 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 Cochrane Christmas Farmers' 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 SLS Centre is located at 800 Griffin Road East in Cochrane.

