

THE “McKELLAR FARM PRODUCERS MARKET” GUIDELINES

PURPOSE: To operate a farm market for the purpose of marketing local farm, agriculture, value added, and craft products to stimulate public interest in, and consumption of, these local products. To search out, promote, and encourage, established and new producers of food within 100 miles of the town of McKellar. To create and maintain a “destination market” that draws customers from the full catchment area as well as tourists. The McKellar Market is open strictly to local and bone fide producer vendors that fall within the local catchment area, resellers are not eligible. All vendors must be members of the McKellar Market.

PRIORITIES: To encourage organic first, natural, and then other. Craft Vendors will not exceed 1/3 of agricultural vendors.

ELIGIBILITY FOR MEMBERSHIP: Producer based applicants must grow or produce what they sell. Vendors must be residents within 100 miles (160 km) of McKellar. The sale of items grown or produced other than by the vendor shall not be permitted.

LOCATION: Minerva Park, on the waterfront, McKellar, ON, Hwy. 124.

TIME: Saturdays from 9am – 1pm,
-Victoria Day long weekend through Thanksgiving weekend

PRODUCT CATEGORIES: Agricultural, Value Added, and Arts and Crafts. The market committee is striving to create and maintain a high quality producer market. All products must be accepted by the market committee. It is the responsibility of all vendors that they know and meet the Board of Health regulations in marketing their product. ie. handling, labeling, and packaging. Failure to do this can result in removal from the market. Arts and Crafts items will be juried by committee. Items will be considered on the basis of craftsmanship, creativity, originality, hand made, and not mass produced. Samples may be asked for if applicable. Priority will be given to “traditional” farm crafts such as soap, candles, woolens, quilts, etc.

VENDOR AGREEMENT: Vendors are required to read the market guidelines and complete an annual vendor agreement. There is a “Food vendor agreement” and a “Craft vendor agreement”. Both of these can be found on the Township of McKellar website, www.township.mckellar.on.ca. The vendor agreement includes contact information and description of type of products offered for sale.

GOVERNANCE: The McKellar Market is an ad hoc committee of the Council of the Township of McKellar. This committee may form the market association and

put a manager in place. At least two public meetings per year will be called for all members, one in the spring before the market opens and one in the fall after it closes. Proposed changes to the guidelines will be discussed then. (To view the minutes for the 2010 End of Season Vendors meeting, visit www.township.mckellar.on.ca under “Economic Development” then “McKellar Farm Producers Market”). Other information regarding the market will be posted on the Township of McKellar website under the Economic Development Committee.

BOOTH ALLOCATION: Normal booth size will be 10’x10’. Be prepared to state the ideal booth size and requirements for your product, whether you need electricity, whether you have a freeze in the back of your truck, whether you need an outside booth for live animals, etc. All tables, awnings, signage, etc., for each booth must be provided for by the vendor. Vendors may not sell, sublet, or rent their booth space to anyone else. Day pass drop in vendors can be considered on market day by the market manager, if there is space available, if the vendor meets the established eligibility criteria, including board of health permits if applicable and, if the vendor pays the established fee for a day pass. Three drop in days for a season may be permitted before a full membership must be purchased.

BOOTH SPACE PRIOROTIY: 1) Returning full season vendors will be considered first.
 2) New full season vendors.
 3) High season vendors, a four week spot say for one crop.
 4) Daily drop-ins.

FEES: Annual non-refundable membership \$20. All fees to be paid in full before May 1st of the market year. Application may be made for terms. Booth fees are considered to be non-refundable, but application may be made for a pro-rated refund with valid reason.

BOOTH FEES: Full season is approximately 22 weeks.

	Without hydro	With hydro
Outdoor Booth Space	\$225/season	\$250/season
High season, 4 weeks	\$60	\$65
Daily walk-ins	\$20	\$25

Rates to be reviewed annually

- Booth fees paid by March 1st, deduct \$30.
- Double booths and half booths are available at double or half the above rates.
- Example: A full booth without hydro, paid before March, comes to \$8.86 per market week.

VENDOR RESPONSIBILITIES:

- Vendors must comply with market guidelines and all municipal, provincial, and federal regulations regarding labeling, measures, health and safety, etc. The board reserves the right to verify claims if questions arise.
- Vendors are expected to be present at their booths at all markets. This is not always possible, so individual situations need to be discussed with the market committee, although, once established as bone fide producing vendors there is some room for members to operate co-operatively as long as it is clear who the product is coming from. Each such case will be assessed.
- Seasonal vendors are expected to be there full time. Absences may lead to the termination of the agreement or loss of booth position. **Please keep market manager informed of unexpected problems.**
- Vendors must be set up and ready for business by opening time. Any booths not occupied 15 minutes before opening can be allocated to daily drop ins. Notify the market manager of delays.
- Vendors must keep their booths set up and not begin to fold down until the designated closing time.
- Vehicles will not be allowed on site until after the market closes.
- All vendors must leave the site within 2 hours of closing time.
- Vendors are responsible for all display materials, setting up, taking down, and cleaning booth area each week. Booths should present an attractive and professional appearance. Unsightly or unsafe material will have to be removed. Clear signage must indicate name of farm or individual.
- Vendors may park as close as possible to their booth for unloading. Do not leave vehicles idling. Vehicles must be removed to designated vendor parking areas at least 15 minutes before opening of market. Emergency lanes must be kept clear of vehicles and materials at all times.
- Loud shouting, music, and other objectionable means of soliciting trade are not permitted. Please be considerate of your neighbours.
- Prices must be prominent and clear. Use fair pricing reflecting your products value not designed to unfairly undercut competition.
- Sale of live animals will have a designated site.
- Basic market insurance for public library is in place, additional insurance for private vendors and their products is the responsibility of the vendor.

PROBLEM RESOLUTION: The market manager has the authority to make decisions on booth allocation, late arrivals, parking, etc...as well as the authority to move or remove a vendor. Larger problems will be referred directly to the Economic Development Committee (EDC) for resolution. A member can go directly to the EDC if there is no resolution through the market manager.

COMMUNITY TABLES:

→ A booth is available for use by non-profit community organizations to offer information. Applications for use of this booth must be submitted in writing explaining the organization and the project at hand. No display materials or tables are provided by the market.

→ A communal table will be set up for community members having a small amount of produce that is not worth selling yet they do not want to waste. Items can be donated, marked with prices comparable to other vendors and the proceeds go to Harvest Share.

BUSKERS: Buskers should apply ahead of time to “play the market”, drop-ins may be allowed at the discretion of the market manager and must adhere to the directions given.