



Outdoor Market Guidelines



Overview

The Morinville Farmers' Market will ensure that the following guidelines and rules are implemented and enforced in a fair and equitable manner. It is the Vendor's responsibility to know and comply with the guidelines and rules that apply to them. Adherence is respectfully requested and required. The Morinville Farmers' Market has the right to modify its guidelines and rules as it deems necessary. The Market Management Team reserves the right to make exceptions to any of the guidelines and rules from time to time.

The Market Management Team 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 Management Team so that decisions can be made in a collaborative manner with all the parties involved.

If you have any questions or concerns about any of the following guidelines and rules, you can contact:

Jessica – Market Manager market@morinvillechamber.com or (780) 939-9462 Cell (587) 590-5917

Roberta – Chamber Manager chamber@morinvillechamber.com or (780) 939-9462

Part A: Vendor Selection

Part B: General Market Rules

Labelling Requirements

Part C: Specific Market Rules for Food Product Vendors
Sampling

Part D: Advertising, Promotion, and Social Media

Any complaints concerning the Market, its operation, rules, etc. should be communicated with the Market Management Team.

If you require a Complaint form, Incident Report form they can be found:

- At the Morinville & District Chamber of Commerce office #102 10507 100th Avenue, Morinville
- Market information table at the Market

These forms can be submitted at the Market to the Market Manager, by email, mail or you can drop them off at the Chamber office.

Mail: Jessica Wood - Market Manager
Morinville Farmers' Market
Box 3130 Morinville, AB T8R 1S1

Email: market@morinvillechamber.com



Outdoor Market Guidelines



Part A – Vendor Selection

The Morinville 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, staff member, or a member of a producer owned cooperative or their staff have made, baked, or grown.

When a Vendor is applying to be in the Morinville Farmers' Market, the Market Management Team will consider the following before a Vendor is accepted:

- The type, quality, and uniqueness of the product(s)
- How many Vendors have the same/similar product(s)
- Vendor conduct, behavior, attitude, attendance, customer service, product quality
- Length of participation at the Morinville Farmers' Market, however, returning Vendors are not guaranteed acceptance in subsequent seasons
- Availability of Market space

Vendors are accepted based on the products that are listed on their application, and as such may only sell what has been approved. Any changes or additions to product lines must be given in writing to the Market Manager via email market@morinvillechamber.com for approval prior to selling the additional products at the Market.

Not all applicants are granted space in the Morinville Farmers' Market; it is the right of the Morinville Farmers' Market as the organizer and the Morinville & District Chamber of Commerce, as the sponsor, to set policy and Vendor selection criteria.

The Morinville Farmers' Market retains the right to use its discretion in interpreting eligibility criteria and approving any Vendor application

Priority will be given to Vendors in the following order:

1. Vendors of agricultural products where they are the grower/producer
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 Morinville)
3. 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)
4. Vendors selling commercial, franchise, multi-level, or "resale" products
(Lowest priority is given to Vendors that do not grow, raise, process, gather, or make the product)

All Vendor applications will be reviewed by the Market Management Team to ensure that the product(s) meet the Alberta Approved eligibility criteria and the priorities established by the Morinville Farmers' Market.

The Morinville Farmers' Market does not offer exclusive rights to any one Vendor to sell any specific product type. However, we will have a maximum of 2 Vendors that sell the same product. Markets generally benefit by offering their customers a choice, multiple Vendors may be approved in any category.



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Part B – General Market Rules

The following rules are to be adhered to by all Vendors:

1. Market insurance is the sole responsibility of the Market Vendor and is highly recommended.
2. Market insurance is NOT provided by the Morinville & District Chamber of Commerce or the Morinville Farmers' Market. All liabilities incurred due to loss, damage, or injury due to weather, theft, vandalism, or unforeseen circumstances are the sole responsibility of the Market Vendor.
3. The Morinville Farmers' Market is open in all weather conditions – rain, snow, or shine – however; the Morinville Farmers' Market reserves the right to close the Market if it is determined that severe weather conditions could compromise the safety of Vendors, Market staff, volunteers, and customers. Vendors should be prepared to modify their setup to allow for operations under all possible weather conditions.
4. Vendors are responsible for informing themselves and their helpers about, and complying with federal, provincial, and local health regulations and licensing requirements governing the production, display, distribution, sampling, and sale of their products.
5. Vendors are responsible for bringing their own supplies that are necessary such as chair(s), table(s), generator, tent, weights, etc... **Initials: _____**
6. Vendors are responsible for bringing weights to anchor their tent in the event of inclement weather. ALL tents MUST be weighted down during the Market with a minimum of 25 lb per each tent leg.
7. There is to be **absolutely no** selling of products outside of your 10x10 space. Failure to adhere to this rule will result in immediate dismissal from the Market and any future Markets.
8. All products, tables, displays, and signs must remain in the assigned stall, Vendors that are using more than the allotted space will be charged for a second stall.
9. Vendors are responsible for keeping their stall clean and attractive during Market hours and cleaning their stall at the end of every Market. All garbage including bags, boxes, refuse from produce must be disposed of.
10. Vendors may not give, loan, sublease their assigned stall.
11. Vendors are assigned a stall determined by the Market Management Team. Location preference will be given to Seasonal Vendors. Vendors may not setup in any other location, unless previously discussed with the Market Management Team.
12. All Vendors are expected to be setup and ready by at least 15 minutes before Market opening. Contact the Market Manager at (587) 590-5917 in the case of an unexpected delay.
13. Vendors not in their stalls 15 minutes prior to opening, without notice, may have their space reassigned. Repeated late arrival may be cause for dismissal from the Market without a refund of any prepaid fees.
14. Public sales are not permitted before the opening of the Market and after the closing of the Market.
15. Vendors are to remain in place until the Market closes, unless otherwise specified by the Market Management Team.
16. Vendors are responsible for notifying the Market Manager by email if they wish to cancel any scheduled Market date(s).
17. Vehicles are not permitted to enter into the Market area during the Market hours and must not enter the Market area until after the Market closes.



Outdoor Market Guidelines



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. These guidelines apply to the Market as well as all social media channels.

18. 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.
19. Vendors that are experiencing difficulty in dealing with customers, health officials, Market volunteers, or another Vendor should refer the matter promptly to the Market Manager for resolution.
20. Harassment of any kind will not be tolerated. The Morinville 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 a 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.
21. Use of profanity, abusive, disruptive, or confrontational behavior towards any of the Market staff, Vendors, volunteers, or customers will not be tolerated and will result in an automatic expulsion and no refund will be given for any prepaid fees.
22. Vendors are expected to always behave in an ethical and professional manner. Failure to do so with result in an automatic expulsion and no refund will be given for any prepaid fees.
23. 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.

Part C – Labelling Requirements and Specific Rules for Food Product Vendors

Cosmetic Product Labelling:

Under the Food and Drugs Act, a cosmetic is defined as:

“Any substance you use to clean, improve, or change your complexion, skin, hair, teeth or nails. Cosmetics include beauty preparations (perfume, skin cream, nail polish, make-up) and grooming aids (soap, shampoo, shaving cream, deodorant).”

Cosmetic labels must show:

- the ingredient list
- the common name of the product (for example hairspray)
- the amount of product in metric units or count (for example, 2 bars or 55 mL)
- the name and address of the manufacturer or distributor
- warnings or cautions
- directions for safe use of the product

Specific Rules for Food Product Vendors

The following apply only to those Vendors who handle or sell food products. Including those who are selling food products for animals:

- a. Shall adhere to the following hygiene regulations:
 - Wear clean clothing and clean non-slip shoes;
 - exhibit cleanliness and proper personal hygiene;
 - wash hands as often and necessary to prevent contamination of food or food areas;
 - refrain from any activity, including smoking that could result in contamination of food or food areas; and
 - refrain from handling food if ill.
- b. Vendors shall provide copies of any permits and licenses applicable to the sale of their products.
- c. 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'.
- d. Food and/or Agricultural Vendors MUST display their Food Safe and/or Food Safety Basics for Farmers' Market certificates during the Market.
- e. Are responsible to know and comply with all applicable food and health regulations.
- f. Stalls are subject to inspection without notice.
- g. Any Vendor found not to be in compliance with any Alberta Health Services, food and health regulations will be immediately removed from the Market.
- h. All prepared food items MUST be clearly labelled stating the Vendors' name, address etc. as set out in applicable food and health safety regulations.

Food Product Labelling:

The label serves three primary functions:

- Provides basic product information
- Provides health, safety, and nutrition information
- Acts as a vehicle for food marketing, promotion, and advertising

With the changes to the Food Regulation in June 2020, there are now **both** federal and provincial food labelling requirements.

FEDERAL

All **pre-packaged** food products, **regardless of where they are sold**, are required to have a label with the following information:

- Common name of product
- Dealer name (identity – business name) and principal place of business (for postal delivery)
- List of ingredients in descending order
- Declaration of food allergens, gluten sources and sulphites
- Net quantity in metric
- Durable life date, if 90 days or less
- Storage instructions, if required



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It is **not sufficient** to simply have the ingredient list available when selling a prepackaged product. Ingredients **must** be part of the product label.

When a product is packaged on site, a product label is not required. However, an ingredient list **must** be available for customers to see.

PROVINCIAL

Home-prepared foods must be labelled with:

- A statement similar to 'prepared in a home kitchen that is not subject to inspection'
- A statement similar to 'not for resale'
- Your name, your business name, your email and/or phone number
- The name of the food and the date it was made or prepared

NOTE: All food Vendors must be in compliance with the federal requirements.

Home produced food Vendors need to comply with both federal and provincial requirements.

Sampling

Vendors that are providing samples at their stall must follow the following rules:

- a. Stalls must have an easily visible and accessible garbage container for customers.
- b. Have a temporary handwash sink in their stall.
- c. Have an approved hand sanitizer available.
- d. Discard leftover or contaminated samples .
- e. Samples must be kept in individual covered containers.
- f. Ensure high risk food samples are stored either below 4°C or above 60°C. Samples can be held warmer than 4°C for 2 hours before discarding.
- g. No stallholder shall cook or reheat food for samples unless cooking equipment is located within the stall and away from customer contact.
- h. A thermometer is available to ensure foods reach an internal temperature of 74°C or greater.
- i. An approved sanitizer (e.g. bleach) is available in a spray bottle or other easily used dispensing device.

The following are recommendations to safely offer samples:

- pre-portion samples before the Market,
- hand samples to the customer,
- use toothpicks,
- use single use containers,
- do not allow customers to help themselves to samples from open containers (i.e. an open bowl of chips).



Outdoor Market Guidelines



Part D – Advertising, Promotion, and Social Media

Consent

1. In compliance with the *Personal Information Protection Act*, by signing the Vendor application, Vendors give consent to the Morinville 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 a Vendor email list.

Social Media

1. The Morinville Farmers' Market has the following social media:
 - Facebook Page - Morinville Farmers Market
 - Facebook Group - Morinville Farmers Market Vendor Group
 - Instagram - @morinvillefarmersmarket
 - TikTok - @morinvillefarmersmarket
2. Vendors are encouraged to tag and share posts about the Morinville Farmers' Market.

Hashtags: #morinvillefarmersmarket #thinkbuybeshoplocal
#albertaapprovedfarmersmarket #shoplocal
#shopinmorinville #supportsmallbusiness

3. Pictures of the Market will be shared on social media during the season. Randomly selected photos will be used for promoting the Market.



Outdoor Market Guidelines



Non-Compliance

The Morinville 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' Market will be implement and enforced in a fair and equitable manner.

The Morinville 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.

Vendors who are deemed in violation of any federal, provincial, municipal, local health or Morinville 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 guidelines and standards of the Market, the Market Manager may issue a verbal or written warning requesting compliance with the 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 relevant details. Vendors that are found to be non-complaint will be charged a fee of \$50 per occurrence of non-compliance.
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 Management Team has the discretion to permanently revoke the vending opportunity of any Vendor who has shown continual disregard to comply with the Market guidelines and standards. Any fees paid in advance will not be refunded.
6. 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 Management Team will have the discretion to permanently revoke the vending opportunity of the Vendor. Any fees paid in advance will not be refunded.



Guidelines Acknowledgement Form



I, hereby confirm that I have received, read, and understand the Outdoor Market Guidelines for the Morinville Farmers' Market. I understand that it is my responsibility to comply with the guidelines set out in the manual as a condition of my participation as a Vendor in the Morinville Farmers' Market.

Market Guidelines:

- Part A:** Vendor Selection
- Part B:** General Market Rules
- Part C:** Labelling Requirements
Specific Market Rules for Food Product Vendors
Sampling
- Part D:** Advertising, Promotion, and Social Media

Printed Name: _____

Signature: _____

Date: _____