

# **THE “MCKELLAR MARKET” GUIDELINES 2018**

## **PURPOSE:**

1. To operate a farm market for the purpose of marketing local farm, agriculture, value added, and craft products.
2. To stimulate public interest in, and consumption of, these local products.
3. To search out, promote, and encourage, established and new producers of food within 100 miles of the Township of McKellar.
4. To create and maintain a “destination market” that draws customers from the full catchment area as well as tourists.

## **PRIORITIES:**

Anyone growing, or producing food is welcome. This can be on a home grown, or hobby scale, as well as commercial ventures. We encourage organic, and natural, as well as other methods of production. Your method of farming should be noted at your booth. Anyone producing a handmade craft or art is welcome. Traditional craft is certainly encouraged.

## **ELIGIBILITY FOR MEMBERSHIP:**

Food vendors can enter a relationship with another bone fide food producer to sell product. The intent is to allow for a greater variety of local food choices at the market. Any such agreements, to sell another producer’s wares, must have prior approval. Examples could be berries, cheese, fish, and chocolates...from local producers not attending the market themselves.

## **LOCATION:**

Minerva Park, on the waterfront, McKellar Ontario, Hwy. 124

## **TIME:**

Saturdays from 10am-1pm. Rain days will remain at the park.

## **DATES:**

Canada Day weekend – **June 30<sup>th</sup>, 2018** through to Labour Day weekend – **September 1<sup>st</sup>, 2018**

## **VENDOR AGREEMENT:**

Vendors are required to read the market guidelines and complete an annual Vendor Agreement. The Vendor Agreement includes contact information and description of type of products offered for sale.

## **PRODUCT CATEGORIES:**

Agricultural, Value Added, Arts and Crafts.

The Township of McKellar is striving to create and maintain a high quality producer market. All products must be accepted by the Market Manager or his/her delegate.

It is the responsibility of all vendors that they know and meet the Board of Health regulations in producing and marketing their product. Failure to do this can result in removal from the market. Arts and Crafts items will be considered on the basis of craftsmanship, creativity, originality, handmade, and not mass produced. Samples may be asked for if applicable.

### **GOVERNANCE:**

The market is organized and run by the Township of McKellar through its Market Manager. Information about the market is posted on the Township website and the McKellar Market website. The market manager will also submit reports on market activities, statistics, suggested improvements etc.

### **BOOTH ALLOCATION:**

Normal booth size will be 10'x10'. Vendors should be prepared to state the ideal booth size and requirements for their product, whether they need electricity, whether they have a freezer in the back of their truck, whether they 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 the vendor pays the established fee for a day pass.

### **BOOTH SPACE and LOCATION PRIORITY:**

1. Returning full season vendors will be considered first, in the order that they apply.
2. New full season vendors.
3. High season vendors, a four week spot, ie. to sell your garlic.
4. Daily drop-ins.

Presently, there is ample space in the park to meet the needs of vendors and welcome new producers and artisans.

### **FEES:**

-\$110 for full season vendor membership

-\$15 per week for drop-ins, not exceeding \$110.

All fees are to be paid in full before **May 1<sup>st</sup>, 2018** to the Township of McKellar. Application may be made for terms.

Back by popular demand- we are hosting two extra markets this year (Thanksgiving and Christmas). **Fees: \$15 per day above the seasonal rate.**

Thanksgiving Market: Saturday, October 6th, 2018 (10 am to 3pm) at the Township of McKellar Community Centre 701 Hwy. 124, McKellar, ON

Christmas Market: Saturday, November 17th, 2018 (10 am to 3 pm) at the Township of McKellar Community Centre 701 Hwy. 124, McKellar, ON

Booth fees are considered to be non-refundable, but application may be made for a pro-rated refund, with valid reason, at the discretion of the Market Manager.

Rates to be reviewed annually.

## **VENDOR RESPONSIBILITIES:**

Vendors must comply with market guidelines and all municipal, provincial, and federal regulations regarding labelling, measures, health and safety, etc. The Market Manager reserves the right to verify claims if questions arise.

The Board of Health, requires that all food vendors submit, to them, an annual form indicating the intention of being a market vendor, BEFORE the market opens.

Vendors are expected to be present at their booths. This is not always possible, so individual situations need to be discussed with the Market Manager, although, once established as a bone fide producing vendor there is room for members to operate booths co-operatively, as long as it is clear who the product is coming from.

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. The Market Manager should be informed of any absenteeism or expected lateness.

Vendors must keep their booths set up and not begin to fold down until the designated closing time.

Until the market grows, vendors may park as close as possible to their booth. Do not leave the vehicle idling. Emergency lanes must be kept clear of vehicles and materials at all times.

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. Signage must clearly indicate the name of farm, business, or individual.

Loud shouting, music and other objectionable means of soliciting trade are not permitted. Vendors should be considerate of their neighbors.

Prices must be prominent and clear. Vendors must practice fair pricing that reflects product value and does not unfairly undercut competition.

Sale of live animals will have a designated site. Arrangements will need to be made in advance.

## **INSURANCE:**

Individual members are responsible for their own insurance. The Market or Township does **not** provide coverage for members.

**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.

Problems not resolved on site can be referred directly to the Treasurer, Township of McKellar.

**MARKET CANCELATION**

Although the utmost effort needs to be made to hold the market, cancelation of the market at any given week will be the sole responsibility of the Market Manager.

**COMMUNITY TABLE:**

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

**BUSKERS:**

Buskers are welcome and should apply ahead of time to “play the market”. Drop-ins are allowed at the discretion of the Market Manager and must adhere to the directions given.