

Kentville Farmers Market (KFM)

Operational Policy and Procedures

Manual for Vendors

Version: 2017.1, (effective March 31/2017)

Location/dates/time

- The Kentville Farmers Market takes place every Wednesday
 - Outdoor market season: May – Oct
 - Indoor fall market season: Oct – Dec
 - Indoor winter market season: Jan – April
- The market is open from 10am to 2pm; the site is ready for set-up by vendors at 8:30am
- The market will take place outdoors in Centre Square, Kentville
- The market will take place indoors during the fall & winter months.

Vendors

There are three categories of vendors: Regular/Weekly, Part-time and Casual

- **Regular Vendors** are those who come weekly to the Kentville Farmers Market over a continuous period of time and are therefore assigned a regular vending space for the weeks they will be in attendance; these vendors are members of the Kentville Farmers Market and Community Garden Society.
- **Part-time Vendors** are those who come to the market on occasion and are therefore assigned an available vending space on a week-by-week basis; these vendors are members of the Kentville Farmers Market and Community Garden Society.
- **Casual Vendors** are those who come to the market on occasion and are therefore assigned an available vending space on a week-by-week basis; these vendors are **not** members of the Kentville Farmers Market and Community Garden Society and will pay a higher vendor fee to attend the market as non-members.

Vendor allocations

Spaces are re-assigned annually. Seniority, market mix/flow, and manager discretion are used to allocate spaces each season and take precedence over stall assignments from previous years, although previous space allocations will be honoured whenever possible. Spaces will be assigned in the following order:

- Existing Regular vendors (in good standing from the previous season) will be given first choice for space for the next season, based on seniority, in the following order: primary producers; secondary food producers; all other.

- Existing Part-time vendors (in good standing from the previous season) who wish to become Regular vendors will be given the next choice for space at the KFM, based on seniority, in the following order: primary producers; secondary food producers; all other.
- New Regular vendors will be given the next choice for space based on availability, in the following order: primary producers; secondary food producers; all other.
- New Part-time vendors will be given the next choice for space at the KFM, based on availability and in the following order: primary producers; secondary food producers; all other.
- Casual vendors will be assigned a space on a weekly basis, based on availability, in the following order: primary producers; secondary food producers; all other.
- A vendor may request up to two booths in the outdoor market season, provided there is room in their product category, room in the market layout, that they are a vendor in good standing, and that they pay the fees associated with a second stall rental. This second space is re-negotiable each year, based on product category limits. Space is limited to one stall per vendor at the indoor market or at any new market location the KFM may explore at some point in the future.

Vendor eligibility

We believe in supporting local producers and local production!

- A minimum 75% of gross sales at the market must be of the vendor's own production and the remaining product must also be of Nova Scotia origin and production. Imported products are not allowed at the Kentville Farmers Market. Imported ingredients and/or supplies are allowed as long as there is no suitable or appropriate regional option. Preference is given to new vendors using local products in their production. Products sold under the Local Business Booth at the market are not subject to this policy – see **Local Business Booth** below.

We believe farmers' markets are a venue for direct producer-consumer relationships!

- A principle owner of the products for sale must represent their own product at the Kentville Farmers Market. However, if they attend another Nova Scotia farmers' market during the same year, they may send well-informed family members or staff to the Kentville Farmers Market to sell on their behalf.

We believe in the ‘right’ mix of products for customers!

- The Kentville Farmers Market reserves the right to limit the number of vendors selling similar types of products and to solicit high-quality products for our market.
- The Kentville Farmers Market uses a formula to determine which product categories have space for new vendors. All new vendors are required to complete an application process in order to be considered for vendorship.

We believe in pro-active risk management and running a safe market!

- Food vendors must contact their local Food Safety Specialist, NS Department of Agriculture, to obtain the proper permits for the sale of their products and complete a “Food Vending Checklist” for the KFM.
- Vendors bringing tents to the market must show due diligence in securing their tents to the ground at all times while they are up. (Recommendation is a minimum of 25lb at each corner.) Some storage space for weights is available to vendors in our storage alley, and concrete blocks to use as weights may be rented from the KFM.

Vendor fees

We encourage commitment through our fair and reasonable fee system!

Regular and Part-time vendors must pay a \$25 annual membership fee in the Kentville Farmers Market and Community Garden Society when they submit their application to sell at the Kentville Farmers Market or on the first day of attendance at the market. This membership fee entitles vendors to:

- Reduced vendor fee
- Seniority points
- Attend Vendor Meetings (give input into policy and operations)
- 20% discount off all Market Store purchases
- A vendor page on our website (one-time \$45 set-up fee)
- Be nominated to the Kentville Farmers Market board
- A Vendor Profile in the newsletter and/or on the market web page
- Seasonal pay-ahead fee discounts
- other benefits as they are established by the Kentville Farmers Market and/or the Society

Casual vendors attend the KFM without submitting a membership fee. However, these vendors will not be eligible for any of the membership benefits listed above, and will attend the KFM at an increased vendor fee.

The cost of a stall rental at the Outdoor market is \$25 or \$28:

- \$25 (\$21.74 plus HST) is collected for a single 8' table space under one of the tents provided by the KFM and set up by the vendors themselves
- \$25 (\$21.74 plus HST) is collected for a large 10' x 10' tent space. Vendors bring their own tents.
- \$28 (\$24.35 plus HST) is collected from vendors setting up under the central wooden gazebo and powered by electricity. These spaces are reserved for prepared food vendors requiring electrical access
- \$10 (\$8.69 plus HST) is collected from Casual vendors in addition to the regular stall rental (total: \$35/\$38)

The cost of a stall rental at the indoor Fall market is \$20 (\$17.39 plus HST) for a 6' space /\$10 for a 4' space, \$10 is collected from Casual vendors in addition to the regular stall rental.

The cost of a stall rental at the indoor Winter market is \$17 (\$14.78 plus HST) for a 6' space/\$9 for a 4' space, \$10 is collected from Casual vendors in addition to the regular stall rental.

Regular and Part-time member vendors are also eligible for the following stall fee discounts:

- Vendors who pre-book for an entire season (Outdoor, Fall and/or Winter) may take 10% off their seasonal stall fee. This fee must be paid in full on or before the first market day of the season. **Refunds will not be issued for any weeks missed.**
- The Outdoor market season may be pre-booked and paid in two installments: the first installment due on the first market day of the season, and the second installment due in July. The 10% discount on the first installment will be applied at the time of payment of the second installment. **Refunds will not be issued for any weeks missed.**

New Vendor Special Fee Package – 4 weeks for the price of 3!

New vendors pay in advance to attend the market for 4 consecutive weeks for the price of 3 weeks (with payment of the membership fee). This package is available to new vendors one time only; after the 4 weeks the vendor may continue to attend the market as a Regular or Part-time vendor.

An additional cost associated with selling at the Kentville Farmers Market is that **all vendors will be asked to donate product every few months to support gift baskets, auctions, and other fundraising activities.** These in-kind donations help keep our table fees lower by generating community support.

Regular vendors will pay fees in advance each month. If a vendor needs to cancel and informs the manager by 12pm Tuesday (see: [Attendance & Weekly bookings](#)), they will receive a credit for the day applied the next month of attendance. Credits will only apply 3 times in a season, subsequent cancellations will not result in a credit for the lost day. Late cancellations will not be credited.

Product guidelines

What products are allowed for sale?

- Nova Scotia produced agriculture, food products, and crafts. See section on 'Vendor Eligibility' for details.
- Services that are appropriate to the vision and goals of the market, accredited where applicable.
- Other products that fit in the market, assessed on an individual basis by the manager.

Further Guidelines:

- Political, religious and patriotic groups are prohibited.
- Any activity that constitutes a criminal offence is prohibited.
- All vendors will comply with 'copyright legislation', and further shall not copy or infringe on the original work of another artist, author, crafter, etc.

Attendance & Weekly bookings

We believe in fair and transparent processes for all of our vendors, including attendance! We also believe that the market deserves your fair consideration when you cannot attend.

Vendors with a pre-booked space shall inform the Kentville Farmers' Market Manager **by 12pm on Tuesday** if they will not be in attendance the next market day (Wednesday)

- This ensures that your spot can be re-assigned for the week to another vendor with no loss of revenue to the market, and without leaving gaps in the market layout
- Vendors will not be charged for their stall fee that week if they notify the manager of their absence before **12pm on Tuesday**
- If a vendor cancels after **12pm on Tuesday**, they will be required to pay the booth fee.
- **If in doubt, cancel your space and call back to re-book your space if it turns out you can attend after all**
- **We are a "rain or shine" market. Inclement weather is not sufficient cause for failure to show up on market day. If you cannot attend during inclement weather, cancel when in doubt and call to re-book if the weather clears (or just show up!)**
- Vendors who have received a pre-payment discount (for the season) are not eligible for a refund even if sufficient notice is given. However, we still require that you let the manager know if you will not be in attendance so your spot can be filled and a gap is not left in the market layout

We believe in vendors sticking together for the good of all vendors!
All vendors are expected to adhere to opening and closing hours (10am-2pm) and should attempt to bring an appropriate amount of product. In order to ensure the integrity and professionalism of the market during its open hours, **vendors who are not set-up by opening hours or leave early will receive a \$10 fine.** (Exceptions for special circumstances can easily be arranged by speaking to the market manager.) Even if vendors have sold out of their product, they are to **remain at the market until closing**, because vendors who leave early affect the other vendors around them.

On-site help requirements for outside market participants

We believe in vendors working together to make the market happen; vendors can contribute to the running of a great market in a variety of ways!

Regular Vendors: options – 1) ½ hour set-up help (**please note: this means arriving at 8:30am**)

- 2) ½ hour tear-down help
- 3) Adopt a sign
- 4) Pay more - \$2 surcharge
- 5) Other skills/time

Part-time Vendors: options – 1) ½ hour set-up help (**please note: this means arriving at 8:30am**)

- 2) ½ hour tear-down help
- 3) Pay more - \$2 surcharge
- 4) Other skills/time

***** These options are in addition to the set-up/tear-down of the vendor's own space*****

Vendors who contribute more than their minimum requirement will receive seniority points as stated below. **Vendors who sign up for help with set-up or tear-down must be available; failure to assist with these commitments will result in paying the \$2 surcharge at subsequent markets.**

Seniority matrix

We try to find ways to support our vendors and make sure they are treated well. Seniority matters to vendors and we support seniority! We use seniority points to thank our vendors for a number of different contributions vendors make to our market.

- Vendors who have paid the \$25 membership fee are eligible to receive seniority points.
- Seniority accumulates yearly and cumulatively, and is posted annually.
- Seniority will be used by the market to:
 - Help determine stall allocations
 - Help determine space in the indoor market
 - Determine access (in order) to promotional services and vendor

- freebies
 - Recognize vendors at the annual awards presentation
 - Other vendor benefits as they become available
- Because seniority has a value, a vendor who leaves the Kentville Farmers Market will retain their seniority for one year. Seniority is cut in half if a vendor leaves for two years. After that time, a vendor no longer has seniority with the Kentville Farmers Market. If they wish to re-join the market as a vendor, they would start over with no seniority.

Our seniority system is based on a matrix of factors:

- 1 point per day of paid attendance at KFM as a vendor
- 1 point per 30 minutes of volunteer contribution to the market (assisting with set-up and/or tear down of the market tents, furniture, or signs; putting up posters; doing errands or odd jobs; etc.)
- 6 points for adopting a sidewalk sign for 10 weeks or helping with promotional materials needed by the market (e.g. posters, flyers, website)
- 2 extra points for vending at KFM on a day when over 50% of vendors do not show up due to inclement weather
- 2 points for perfect attendance throughout each vending season (Outdoor, Fall, Winter)
- 10 points for perfect attendance throughout an entire KFM vending year (May – April)

Sales data

We believe in proving the value of farmers’ markets to our economy and community!

- Vendors will be given anonymous sales record data sheets that they will be expected to fill in and submit
- This will help the Kentville Farmers Market show our community that farmers’ markets make a difference to farm livelihoods and the NS economy. This helps us write grants and access further resources for our market
- Remember, the more proof we have of our economic impact (through actual sales data from our vendors), the better we can advocate on your behalf through fund-raising, partnership development, and grant writing. **This keeps your fees down while raising our market profile and programs**

Display Regulations

- Vendors are responsible for supplying their own table, shelter, and any other needed equipment.
- Each vendor must display their name or the name of their farm or business
- Vendors are required to display prices for all products by way of a price list or individually priced items
- Vendors may not misrepresent their products
- Vendors are asked not to set up any product or display material (including signs) beyond the boundaries of their allotted space (unless

- they are filling a gap at the request of the manager). Accessible pathways for customers, walkers, and strollers are needed around the perimeter of Centre Square. Neighbouring vendors may not have their visibility limited by another vendors' product, display, or signage
- All stalls should be neat, tidy and safe for customers. **Aesthetics matter at our market!**
 - Vendors may not bring pets to the market
 - Clean up is carried out by the vendors. Everyone is responsible for cleaning their own stall area. Vendors should clean up the common area on a cooperative basis. There is a broom and dustpan available in the market alley from the manager
 - A vendor who consistently offers products of inferior quality may be excluded from the market at the discretion of the manager
 - **Vendors may not come to the market to dump their products at deflated prices. Vendor prices must be in-line with other vendors at the market**
 - The Town of Kentville is a non-smoking community. Vendors may not smoke at the market or in Centre Square.

Conflict Resolution

The first point of contact for any conflict arising between vendor(s) and the market, or vendor to vendor (providing the issue is related to the Kentville Farmers Market), is the Kentville Farmers Market manager. The manager will offer a resolution. If the issue is not satisfactorily resolved, the vendor or the Kentville Farmers Market manager can present the issue to the president of the Kentville Farmers Market and Community Garden Society Board of Directors for a decision. If vendors have an issue with the manager, they are welcome to raise the issue with the manager or the Board president. If needed, the Board will make a final decision on any issue.

Parking Regulations

Adherence to our parking limitations is part of our responsibility to the Town of Kentville, and we need everyone's cooperation! Thank you.

- During set up (until 10 am) and take down (after 2 pm) vendors can park in Centre Square. There is **no parking** at any time next to Lawton's, to allow room for delivery trucks to unload
- By 10am, vendors must be unloaded and parked. The parking lots behind Town Hall, Gaspereau Press (Church Ave) and the Courthouse are all designated as free all-day parking. **Customers won't stop if vendors are taking up all the convenient parking!**
- Accessible parking is available in Centre Square for vendors with a disabled parking permit, but please talk to the manager to make arrangements with the Town commissioner to go over the 2-hour time limit
- Failure to comply with the parking regulations can result in a parking fine levied by the Town of Kentville. (Several of our vendors have received fines over the years!)

Local Business booth

Application Form: All Local Business Booth users are required to fill out an application form. Anyone selling or sampling food is required to submit additional food-safety forms. Form(s) must be submitted and approved *prior* to market day.

Admission: Our Local Business Booth is intended to help promote and support small businesses located within the Annapolis Valley who do not fit within our regular vendor guidelines.

Space Allocations: Local Business Booth spaces are allocated on a first-come first-served basis. There is no limit to the number of times a business can use the booth space, although when there are more requests than we can accommodate, priority will be given to Kentville-based businesses and those who have not used the Local Business Booth in the previous month.

Booth Set-up: The Kentville Farmers Market will provide the Local Business Booth with a 10' X 10' tent or table space under one of our gazebos, and an 8' table. The indoor market provides a table space; inside tables are 6' and must be provided by the business. Please bring your own tablecloth, display materials, signage, etc. Please indicate if you need access to electricity. *****You are required to help set up and take down the tent and table we provide at the outside market***.**

Booth Fees: The fee for the Local Business Booth is \$35/week (\$30.43 plus HST) during the outdoor market, \$25/week during the Fall and Winter, indoor market.

Cancellation: If you have been booked and need to cancel for any reason (including weather), please notify the Manager that you will be canceling **by Tuesday at noon prior to the Wednesday market day**. This allows time to re-book the space. If you cancel late, or do not show up on Wednesday, you waive your right to use the Local Business Booth space for the rest of the year.

Community Non-Profit booth

Admission: We do not admit religious, political, or for-profit groups to use this booth. All other non-profit groups, as well as programs and services related to agriculture, local food issues, health, sustainability, environment, and community development are invited to apply.

Application Form: All Community Non-Profit Booth users are required to fill out an application form. Anyone selling or sampling food is required to submit additional food-safety forms. Please ask the manager to email you that material. Form(s) must be submitted *prior* to market day.

Space Allocations: Spaces in the Community Non-Profit Booth are allocated on a first-come first-served basis. Please indicate your preferred date(s) on your application form, and we will contact you to confirm availability. An

organization may request to use the non-profit booth up to three times during any market year.

Booth Display: The Kentville Farmers Market will provide Community Non-Profit Booth users with a sheltered booth space, a table, and 2 chairs. You are responsible for your own tablecloth, display materials, signage, etc. There is no electricity available.

Marketing: You are welcome to set up and provide flyers and information about your product or service; ***we encourage you to consider bringing something to sell or give out as well. We find people are more willing to approach a booth at a farmers' market if there are products on display. Ideas for products include: pens, stationary, raffle tickets, t-shirts, books, etc. that promote your organization.

*****We do not allow products that conflict with market vendors and used or flea market items except used books.**

Booth Fees: Non-profit and community organizations are invited to participate free of charge, however, the participating organization will be required to set-up the non-profit booth and be ***on site at 9am*** and tear-down/store the equipment after the market at 2pm.

Cancellation: If you need to cancel, please notify the Manager that you will be canceling *by Tuesday noon, prior to the Wednesday market day*. This allows time to re-book the space. If you cancel later, or do not show up on Wednesday, you waive your right to use the Community Non-Profit Booth space for the rest of the year.

All decisions of the Kentville Farmers Market manager and staff are final on market day.

Thank you.

Have a great day at market!

