



## 2021 KFM VENDORS MANUAL

The mission of the Kentville Farmers Market and Community Garden Society is to provide a community-based market of locally produced goods that will encourage the gathering of citizens from the Kentville and surrounding area and nourish its communities.

The objectives of the Kentville Farmers Market are:

- To provide local farmers and producers a venue in which to sell their products directly to customers.
- To give customers an opportunity to buy fresh, local, high-quality products.

- To provide a welcoming gathering place for social exchange.

Membership in the Kentville Farmers Market and Community Garden Society entitles vendors to social media promotion, the ability to provide input during Board Meetings, to become Board members, and to access a 12% Seasonal pay-ahead fee discount.

Location: Centre Square, Kentville May – October

Kentville Recreation Centre, Town Hall October- May

Indoor Market – October 21- May 11, 2022

Time: Thursday 10 am – 1 pm

Dates: The 2021 outdoor market season commences on

May 19 and ends on October 13. Total weeks is 22.

#### TYPES OF VENDORS:

1. Primary Vendor - Grows/raises and produces unprocessed farm products from their own farm. Only Nova Scotian-grown or raised farm products that include: Vegetables, fruits, berries, herbs, seedlings, flowers, potted plants/trees/shrubs, wool, honey and beeswax, dairy products, maple syrup, eggs, and meats.

Primary vendors shall make up 50% of the total vendors at any given market. Primary vendors may sell a maximum of 25% of their product total sales that they have not directly produced - upon approval of the Market Manager. The remaining 75% of their products must be produced by the vendor. Some Primary vendors may also qualify as Secondary vendors.

2. Secondary Vendor - Uses local ingredients/resources to create products that they have not directly grown or raised themselves. They may sell the following items: Home-baked goods, preserves, tofu, cheeses, soaps, juices, wool products, alcoholic beverages, fish (fresh, frozen, smoked or cured), and luncheon items.

Secondary vendors shall make up 30% of the total vendors at any given market and may sell a maximum of 25% of their product total sales that they have not directly produced – upon the approval of the Market Manager. The remaining 75% of their products must be produced by the vendor.

Prepared food vendors are responsible for obtaining training and permits and displaying the relevant permits required by the Department of Agriculture - Food Protection Division.

3. Artisan Vendor - Creates original arts and crafts that are locally designed and produced. This vendor category shall make up 20% of the total vendors at any given market.

Full Time Vendors: Attend weekly to the market and are assigned a regular vending space. Senior, full time vendors in good standing will be given first choice for space at the market. Full time vendors are members of the Kentville Farmers Market & Community Garden Society.

Part Time or Casual Vendors: Attend the market on occasion and are assigned an available space as directed by the Market Manager on a week-by-week basis. Regular, part-time vendors are members of the Kentville Farmers Market & Community Garden Society.

We believe in supporting local producers and local production!

Preference will be given to vendors who offer for sale a maximum of their own farm products or products containing a maximum of local ingredients.

We believe farmers' markets are a venue for direct producer-consumer relationships. Principal owners (or family members or staff) of the farm or business must represent their own products at the market.

We believe in the 'right mix' of products for customers. The Market Manager reserves the right to limit the number of vendors selling similar types of products. The Market Manager will mediate and make the final decision in any conflict resolution. If a vendor disagrees with the Market Manager's decision, the vendor may take their grievance, in writing, to the KFM board.

VENDOR FEES:

- Weekly fees for 2021/winter 2022 - \$10 per week paid on weekly basis for both full-time, part-time, or casual vendors.
- Full-time or regular part-time vendors will be required to pay a \$25 annual membership fee due at the first day of attendance at the market or no later than June 1, 2021.

GENERAL MARKET RULES:

- Vendors must display the name of their farm or business and the principal owner (or family member or staff member) of the farm/business must be in attendance.
- Vendors must display prices for all products being offered. Vendors product prices must be in line with those of other vendors.
- Vendors are expected to be set up, have their vehicle parked off site, and be ready to serve customers by 10 am. Vendors must remain open until closing time.
- Vendor parking is off site behind Gaspereau Press, the Town Hall or the Courthouse. These sites have free, all day parking.
- Clean up of the site is the responsibility of vendors on a cooperative basis.
- Vendors should be knowledgeable of their products and may not misrepresent their product sources or how they are produced to customers.
- Only Certified Organic growers may use the word “organic” in any promotion of their products including signage, labels, or verbal communications.
- Vendors assigned a space at the market may only take up their allotted space. The size of tables and tents and display material may not exceed the boundaries of

designated stall spaces. Extending a vendor space may be done occasionally – upon the approval of the Market Manager. However, if vendors routinely exceed the allotted space, they will be required to pay for two stalls.

- Vendors must keep their space clean, tidy, and safe for customers. Tents and display materials must be appropriately anchored to ensure public safety.
- Vendors must keep themselves clean, neat, and suitably attired. Vendors are not permitted to smoke at the market.
- Children are welcome but should not infringe on the enjoyment of other vendors or customers. No vendor pets are permitted to attend the market.
- Vendors who consistently offer products of inferior quality may be excluded from the market at the discretion of the Market Manager.
- Vendors shall inform the Market Manager, 24 hours in advance of the market time if they can not attend. This will facilitate the Manager in assigning the space to another vendor.
- No used or preowned items may be sold by any vendor.

LOCAL BUSINESS BOOTH & COMMUNITY NON-PROFIT SPACE:

- Local business booth users shall fill out an application form. The form (along with any required food safety permits) is to be submitted and approved by the Market Manager prior to the market day.
- Business booth users will supply their own table.
- Business Booth fees are \$25 per week.
- Business booth users will not sell items that are similar in nature to the products being sold by market vendors.
  
- Non-profit booth users that are related to agriculture, local food issues, health, sustainability, environment, and community development are welcome to apply. We do not permit religious or political parties to use this space.
- Non-profit booth users are not required to pay a vendor fee and may participate up to three times per year.
- Non-profit booth users must supply their own table.
- Non-profit booth users shall fill out an application form. The form is to be submitted and approved by the Market Manager prior to the market day.

September 2021