



Dundas Farmers' Market Rules and Regulations 2012

1. Name

The official name of the market will be the Dundas Farmers' Market (hereafter called DFM)

2. Purpose

The purpose of this document is to describe the organization and administration of the Dundas Farmers' Market, and to outline the rules and regulations to be followed by the governing body; Dundas Farmers' Market Ltd, the DFM Management Group (DFMMG) and the Market Vendors. The DFMMG shall deal with any issues not covered in this document.

3. Dundas Farmers' Market Ltd.

The governing body of the DFM shall be Dundas Farmers' Market Ltd. Dundas Farmers' Market Ltd. shall have sole legal and fiduciary responsibility of the Dundas Farmers' Market.

4. DFM Management Group

The DFM Management Group will be comprised of seven persons as follows: two persons from the Dundas Farmers' Market Vendors Group (DFMVG); two persons from the Downtown Dundas Business Improvement Area (BIA), two from the community at large and one city representative. The DFMVG shall appoint their two representatives, the BIA shall appoint their two representatives and the two community members shall be appointed, one by each of the DFMVG and the BIA who will be a citizen residing in Ward 13 that is neither a BIA member or market vendor. The city representative shall be the Ward 13 Councillor or a representative appointed by the Ward 13 Councillor.

The DFM Management Group retains the authority to invite and approve all applicants to the DFM, provided they meet the Selection Criteria, abide by the Rules and Regulations described herein and have paid their membership dues. The affiliated groups should feel free to comment to the DFM Management Group with respect to:

- a. The overall management, operation and administration of the DFM*
- b. The improvement of the DFM site and associated area; the layout of vendor space, and other physical improvements*
- c. The regulations of the DFM, including the hours of operation; designation of stall space; charging of membership fees; charging of market fees; housekeeping rules; sanitation and posting of signs and other matters*
- d. The advocacy and support of the DFM and development of advertising and promotional programs for the Market.*

5. Mission

The Dundas Farmers' Market will sell and promote locally produced food and food products for the benefit of the Dundas community; local farmers and businesses.

6. Vision

The Dundas Farmers' Market will be a vibrant and economically sustainable farmers' market offering fresh, locally grown and produced food in a manner that supports and increases traffic for downtown businesses. The Dundas Farmers' Market will be an important cultural and ecological addition to Dundas and a place for local citizens to purchase locally produced products and learn about food, food preparation and farming.

7. Key objectives of the market

- a. *To create a place where local farmers can sell their produce and food products at prices which reflect the costs of production and a fair return for their efforts.*
- b. *To create a place where residents of, and visitors to, Dundas can purchase fresh, locally grown and produced foods.*
- c. *To create a place where the community gathers to socialize and have fun.*
- d. *To create a place that restores the link between farmers and consumers. Farmers can learn what products the local consumers' desire, and consumers can learn more about the seasonality of food production in our region.*
- e. *To enhance local economic viability by creating a vibrant Farmers' Market that helps to make downtown Dundas a place to shop and visit.*

8. Market location, season, dates and hours

The location of the Dundas Farmers' Market will be Municipal Parking Lot 7D, located at Hatt Street and Miller's lane. The DFM will operate on Thursday afternoon and evening from 3pm to 7pm. During the month of October the Market will operate from 3pm to dusk. The market will run for a minimum of twenty weeks until the end of October.

9. Application and selection process

Participation in the DFM is by invitation of the DFM Management Group. The DFM Management Group will refer to the Official Selection Criteria when determining participation in the DFM. The DFM is producer-based, therefore, only applicants selling goods which they, themselves, have produced will be considered. Absolutely no resellers or peddlers will be allowed in the Market. However a producer may sell additional produce grown by another farmer, if pre-approved by the DFMMG (refer to Item 17 – grower priority rule).

All vendors must have an application form on file with the DFM to be considered for space rental. Vendors are to provide their own tables and shelter. Preference will be given to current long term vendors, provided they are held in good standing with the DFM Management Group. All products being sold in the Market will comply with applicable Federal, Provincial and Municipal regulations regarding labeling, measuring, safety etc. Compliance with these regulations is the responsibility of the individual vendor. Live animals cannot be sold or given away at the Market.

10. Membership dues

All vendors must join the Dundas Farmers' Market Vendors Group (DFMVG) as part of the application process and pay the applicable fees.

11. Fee schedule

The fee for one 10' stall at the DFM shall be \$35/week (minimum commitment of five weeks.) For those vendors willing to commit to the entire season (as established, annually, by the DFMMG), the fee shall be \$30/week.

12. Stall allocation

The DFM Management Group shall allocate vendor space as follows:

- a. *Space allocations will be at the discretion of the DFMMG, through the Market Manager, and may vary throughout the season.*
- b. *The final stall allocation will include an appropriate product mix and will be at the discretion of the DFMMG.*
- c. *The maximum number of stalls that a vendor is permitted to apply for is set at three, subject to approval and availability.*
- d. *At least one stall space will be made available for members of the Downtown Dundas B.I.A., for demonstration/promotion purposes only; at the discretion of the Market Manager.*

13. Vendor Categories

Primary Producers – *Those who grow or raise their own products within 160km of Dundas.*

Secondary Producers – *Those who produce foods themselves such as artisanal bakers and makers of preserves and cheeses. Their products must be made with locally produced ingredients; if these are unavailable a maximum of 50% (by weight) of the ingredients in their products may be sourced from outside of Ontario. They may not have a commercial storefront outside of the Downtown Dundas BIA.*

Handcrafts – *The DFM is a food-based market. Handcrafts are permitted at the market if sold by the primary producers, i.e. a goat farmer that sells goat milk soap and goat hair products.*

14. Selection Criteria

The following are the selection criteria that will be taken into account when the DFMMG must choose between several vendors selling similar goods.

Priority will be given to:

- *vendors closest to Dundas*
- *vendors using natural practices and/or ingredients*
- *market composition – discretion of the DFMMG to ensure the market has a good mix of vendors*

15. Farm Verification

If the DFMMG and/or market manager deem it necessary and with permission of the farmer they may visit the farm to verify their claims of locally and/or naturally grown. Denial of a farm verification visit may mean you may no longer be able to sell at the market. Claims of “certified organic” must be backed by documentation from an accredited organic certifier.

116. Grower Priority Rule

Primary producers are permitted to resell produce from other local farms as long as:

- a) *resold products take up no more than 20% of their table space*
- b) *that same product is not being sold on that market day by another vendor who grew the product themselves*
- c) *the product was produced within 160km of Dundas*
- d) *was pre-approved by the DFMMG*

117. Vendor responsibilities

Compliance

Vendors must fully comply with the Rules and Regulations as set out in this document. Failure to do so may be grounds for termination of the Vendor Agreement and membership. Non-compliance will result in the issuance of a warning letter. In the case of two subsequent letters, stall privileges may be withdrawn.

Market business

The only business that shall take place at the DFM shall be that which has been contractually confirmed with the DFM Management Group.

Payment of Fees

All applicable fees must be paid prior to setup.

Punctuality

Vendors may enter the DFM site at 1pm and no later than 2:30pm on market day to start setting up. Vendors who arrive after 2:30pm will not be allowed to park or unload at their site. Vendors shall be open for business by 3pm and shall make every effort to notify the Market Management as soon as possible if they are not going to be in attendance that week. Vendors must keep their booths/stalls/tables open for the entire Market Day, and not begin to tear down before 7pm. Vendors must have their vehicles packed and their stall areas swept clean by 8pm.

Products

Vendors must bring enough product to last for the entire day. Exceptions may be made for reasons of product supply beyond control of the vendor, e.g. produce in season. All vendors must remove their tables and products after every Market day.

Displays

Vendors are responsible for providing all display materials (displays, chairs etc) and setting up and tearing down any displays. Vendors must keep within appointed stall guidelines, not interfering with walkways or driveways etc. Every vendor participating in the market must have their name/business/contact information prominently displayed.

Anchors

Shelters, umbrellas etc. must be properly fastened together and securely anchored immediately. Any ropes, poles, etc., used in the shelter construction must not interfere with customer traffic.

Parking

Vendors may park one (1) vehicle within their allocated stall space. No other vehicles will be permitted on the DFM site/Municipal Parking Lot #7 during market hours.

Conducting Business

Vendors must remain in their own booth/stalls when selling. Sales must be conducted in an orderly and business-like way. No shouting or other objectionable means of soliciting trade are permitted.

Pricing

All items offered for sale must have prices prominently and clearly displayed. Vendors must not practice distress pricing by undercutting other vendors or dumping products at bargain or sale prices. Each vendor will be responsible for his or her own sales tax collection, where applicable.

Permits

Vendors are responsible for obtaining all necessary licenses, permits, inspections and certificates for the sale of their products.

Farm Products Grades and Sales Act

Produce should be sold by units or containers. If your product is sold by weight, the scale has to be government inspected, with a valid sticker displayed. All produce should be correctly labeled and priced.

Refuse

Booth/stalls/tables must be kept free from refuse during the Market days, and vendors are responsible for ensuring their stalls are left clean and swept at the end of the day.

Prohibited

No alcoholic beverages are permitted on the Market site. Vendors and their representatives are kindly requested to refrain from smoking while on the DFM site.

Sub-letting

Under no circumstances will the DFM permit the subletting of stall space without explicit written consent of the DFMMG.

Insurance

Insurance coverage is the responsibility of the individual vendor. DFM bears no responsibility for any vendor's property at the market. Vendors must provide proof of minimum \$2 Million liability insurance.

18. Incidents/accidents

All market vendors must report any incidents or accidents at the market to the Management on the day the incident occurred.

19. Amendments to this document

This document may be amended at any time at the discretion of the DFMMG.