



BELLEVILLE **FARMERS** MARKET

VENDOR HANDBOOK 2023 SEASON



169 Front Street

Belleville, Ontario K8N 2Y8

www.city.belleville.on.ca

T.613.967.3228 | F.613.967.3206

GOALS AND GUIDELINES / RULES AND REGULATIONS

The Belleville Farmers' Market has been established in order to conduct a weekly Farmers' market in the Belleville Market Square. The market will sell and promote local farm produce and food products for the benefit of the Belleville community, local farmers and businesses.

NOTE: Throughout this document, "Market Manager" refers to Corporate Services Clerk's Department, City of Belleville.

VISION

The Belleville Farmers' Market will be a vibrant and economically sustainable Farmers' market offering seasonal, fresh, locally grown produce in a manner that supports and increases traffic for the Belleville Downtown businesses. The Belleville Farmers' Market will be an important ecologically sound social and cultural addition to Belleville; a place for the local community to purchase locally produced products and to establish direct connections with the surrounding farming community. The Belleville Farmers' Market is interested in (re)-establishing direct and local systems of fresh food distribution in a central location that provides safe pedestrian/ biking access, allowing for less dependency on car use.

Clearly established vendor rules and regulations help create a positive market experience for everyone by ensuring that vendors understand the purpose of the market, their rights and obligations, training or other opportunities available to them, food safety requirements, and dispute resolution mechanisms. Identifying best practices is an ongoing process and there is much to learn from one another along the way.

KEY OBJECTIVES OF THE MARKET

- 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.
- To create a place where residents of, and visitors to Belleville can purchase fresh, locally grown and produced foods.
- To create a place for the pleasurable gathering of the Belleville community to socialize and mingle with local producers and our local farm community.
- To create a place that restores the link between farmers and consumers. Farmers can learn what products and food producing practices the local consumers are seeking, and consumers can learn more about the seasonality of food production and growing practices of the local farm community.
- To enhance local economic viability. A vibrant Farmers' Market will contribute to the image of Downtown Belleville as a place to stop, shop, and visit.

MARKET DATES, TIMES & LOCATION

The Belleville Farmers' Market is a **YEAR ROUND** market.

Tuesdays, Thursdays & Saturdays: 6:00 a.m. to 7:00 p.m. – rain or shine!

The public Marketplace for the City of Belleville consists of the areas described below:

McAnnany Street extending east from the back of the City Hall building to the west boundary of Pinnacle Street

Market Street extending east from the back of the City Hall building to the west boundary of Pinnacle Street and; the **interior of the square** lying east of the City Hall building.

(See Figure 1 for Map of Market)

PRODUCER RATES:

2022 season must be **booked and paid in full** by December 31, 2021.

A vendor may be permitted to lease or rent to a maximum of four (4) Market Vendor spaces (if availability allows). New vendors are limited to a maximum of three (3) stalls.

Lease Term	9x12 with parking	9x12 no parking (limited)
Annual- Jan. to Dec.	\$125	\$90
Daily (to a maximum \$125)	\$25	\$25
** All prices include HST		

MEMBERSHIP DUES

All vendors must join the Belleville Farmers' Market Association as part of the application process. The Belleville Farmers' Market Association fee is paid separately from vendor fees. Please contact Jackie Tapp, Belleville Farmers' Market Association President at jazzyj727@aol.com, 613-476-1255 or visit her stall on the Market to arrange payment.

APPLICATION AND SELECTION PROCESS

Participation in the Belleville Farmers' Market is by invitation of the Belleville Farmers' Market Association. The Belleville Farmers' Market Association may refer to the Official Selection Criteria as well as other factors when determining acceptance to participate in the Belleville Farmers' Market. Acceptance of a Vendor is at the sole and absolute discretion of the Belleville Farmers' Market Association with no right of appeal. The Belleville Farmers' Market is producer-based; therefore, applicants selling goods which they have produced themselves will

have priority. A producer may sell additional produce grown by a relative, a neighbor farmer or an approved association or farm. Absolutely **no peddlers** will be allowed in the Market.

All vendors must have an application form on file with the Belleville Farmers' Market 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 Belleville Farmers' Market Association. All products being sold in the Market will comply with applicable Provincial and Federal 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.

ELIGIBILITY

The following people or businesses are eligible to participate in the Market:

Qualified Primary Producers – Producers, who, in their season, sell products which they have produced themselves. These producers may, with approval from the Market Manager/City Clerk, sell other fresh produce and products. This also includes those vendors selling processed foods such as baked goods, jams, cured meats. At a MINIMUM, 65% of all produce/product sold is to be grown/made by the vendor and 100% is to be grown/produced in Ontario. Absolutely no peddlers will be allowed.

Qualified Artisan/Craftsperson – Artists or craftpersons selling products that are self produced and can easily be identified as handicrafts.

RESELLING

No resellers or peddlers will be allowed in the Market. In order to increase the variety of fresh produce & local product available to customers, vendors may, with permission from the Market Manager/City Clerk, sell additional produce/product, preferably grown or made by a relative, and/or a neighbor farmer. This additional produce/product will be limited to 35% of the vendor's product line.

The Market Manager/City Clerk reserves the right to prohibit product in a vendor's product line if the Manager deems that it weakens the authentic social and cultural experience of the market.

VENDOR RESPONSIBILITIES

Compliance

Vendors must fully comply with the Rules and Regulations as set out in this document and in accordance with By-law No. 14187, as amended. Failure to do so may be grounds for termination of the Vendor Agreement and membership.

Market business

The only business that shall take place at the Belleville Farmers' Market shall be that which has been contractually confirmed with the Belleville Farmers' Market Association and the City of Belleville.

Punctuality

Vendors may enter the Belleville Farmers' Market site at 6 a.m. on market day to start setting up. Vendors shall be open for business by 9 a.m. Vendors are encouraged to keep their booths/stalls/tables open for the entire Market Day. If a vendor fails to occupy their stall by 9 a.m., the stall may be made available as a daily rental.

Products

Vendors should bring enough products 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. Any dairy (milk/cream/egg) based product MUST be kept in a cooler/refrigerated to follow food safety standards.

(See Appendix 1 for Special Events & Farmers' Markets Requirements for Food Booths)

Displays and Boundaries

Vendors are responsible for providing all display materials (displays, chair, etc.) and setting up and tearing down any displays. Vendors must stay within their allotted space while vending and may not extend displays, sampling or equipment into public area nor distribute literature or samples outside of their stall area. Please be sure to leave enough room to enter/exit your stall without traveling through your neighbor's booth. Space between two rows of stalls facing one another has been established to permit emergency access and cannot be infringed upon.

For vendors on curb side of the Market (outside stalls) back table legs must be aligned with wooden posts of the covered Market structure. For vendors on Courtyard side of the Market (inside stalls) front table legs must be aligned with wooden posts of the covered Market structure. Tents, umbrellas etc. must be properly fastened together and anchored immediately. Any ropes, poles etc. used in the shelter construction must not interfere with customer traffic and must be provided by the vendor.

Parking

Vendors must park their vehicles within their allocated market parking space. Market Management will make every effort to ensure that Vendors with larger vehicles are situated Curb-Side so that parking in the interior of the market is not necessary. This ensures a safer market experience for all.

Garbage

All vendors must remove their own garbage after every Market day. Vendors shall keep their leased space in a clean and orderly state during occupation and upon leaving shall remove all refuse and litter. Waste containers on Market Square are for the use of the general public and should not be used by vendors. Under NO circumstances should a vendor dispose of any byproduct of operation (cooking waste, expired produce, product packaging etc...) in waste receptacles, drainage systems, or planting beds.

Conducting Business

Vendors must ensure their booth is properly manned at all times. Sales must be conducted in an orderly and business-like way. No shouting or other objectionable means of soliciting trade are permitted.

Pricing

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.

Prohibited

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

Sub-letting

Under **no** circumstances will the Belleville Farmers' Market permit the subletting of stall space.

Insurance

The City of Belleville carries comprehensive general liability and volunteers' accident insurance, however, any additional insurance coverage is the responsibility of the individual vendor. Each individual Vendor must obtain their own business insurance including but not limited to property damage and personal injury insurance, automobile insurance and product liability insurance. The Vendor acknowledges and agrees that the City of Belleville will not be responsible for any injury incurred by a person or persons, vehicle, equipment or otherwise on the site of the Market.

Incidents/accidents/infractions

All market vendors are encouraged to report any incidents, accidents and rule infractions at the market to the Management on the day the incident occurred.

MARKET SPACE & BOOTH

The Market Manager/City Clerk will assign stall locations based on appropriate product mix. When a Vendor has paid for an annual market space, generally he/she will be allocated the same space for the entire season. However, the Market Manager/City Clerk reserves the right to move a Vendor during the market season, if necessary.

The City is in no way responsible for providing any items or equipment in connection with the Market.

The Vendor must display their farm/business name prominently at their booth.

MARKET ATTENDANCE & TIMING

Seasonal Vendors are encouraged to attend the market each week in order to provide consistency for the customers attending the market. Vendors should avoid leaving the market prior to 1:00 p.m., unless under extenuating circumstances. This is a safety issue and is required to be followed to reduce the risk of injury to person(s) attending the market.

VENDOR ROSTER PUBLICATION

The Belleville Farmers' Market supports an open policy in regards to publishing the Vendor roster. The roster is posted on the City of Belleville website with business names, contact information and product listings.

PHOTOGRAPHY AND VIDEO

The City reserves the right to photograph or video any items, space, booth or person in connection with the Market, and to use any such photographs or video footage for City related purposes in the future.

SIGNAGE

Ontario's fruit, vegetable, honey and maple syrup industries have a reputation for producing safe, high quality food for the consumers. Providing accurate information to buyers as required by law is an important part of upholding the reputation.

Requirements are outlined in the Farm Products Grades and Sales Act, Regulation 378, which is administered by the Ontario Ministry of Agriculture, Food and Rural Affairs.

Price cards must be displayed for all products, including product price, and applicable product information (variety, product name, etc.) and should be clearly visible to the buyers.

Markings on the retail display signs should be:

- Easy to read
- Proportional to the retail display signs
- At least one-quarter inch (1/4") in height

The sign must have the following information:

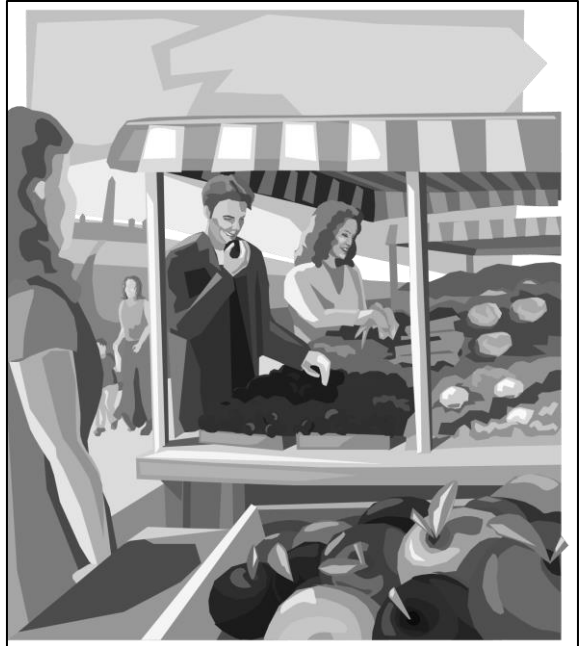
Origin Requirement	For Canadian Grown Produce: Either "Product of Canada" or "Product of (province)"
Grade Requirement	For the applicable produce indicate the grade of the produce immediately above, below or beside the origin in the same size lettering.
Weight Requirement	The price per unit weight, if sold by weight, must be stated.
Variety name Requirements	Variety name of apples and pears must be included.
Peppers, Sweet or Hot Requirement	For peppers the word "Sweet" or "Hot" must be specified.

For additional information about signage requirements, please contact:
Food Inspection Branch, Ministry of Agriculture, Food and Rural Affairs
1 Stone Road West, 5th Floor
Guelph, Ontario N1G 4Y2
Telephone (519) 826-4180
fpo@omafra.gov.on.ca
www.omafra.gov.on.ca

MARKETING & MERCHANDISING TIPS *

What to expect as a Vendor at the Farmers' Market

- ✓ To grow your market by cultivating a loyal clientele
- ✓ To get top prices when you have top quality product
- ✓ To achieve success by delivering excellent customer service
 - *If you are not a people person send another family member or hire a well-trained employee.*
- ✓ To encounter friendly, appreciative customers
 - *Customers shop at farmers' markets because they want to meet the people who grow their food and they want fresh, high quality products.*
- ✓ To invest your time
 - *Include preparation time, travel time, time at market. Be ready to sell at the start of the market!*
- ✓ To bring everything you need
 - *See sample checklist on next page.*



*As found in Caledon Farmers' Market Vendor Handbook 2013

WHAT TO BRING

Here is a sample checklist:

- ✓ Canopy and weights
- ✓ Stall structure: tables, table coverings, racks and shelves
- ✓ Display containers for your product
- ✓ Plastic or paper bags
- ✓ Cash box
- ✓ Miscellaneous Display Items: sign making materials, including chalk, paper, cardboard, markers, scissors, tape pens, bags, price tags, pocket knife, duct tape
- ✓ Check Out items: pencils, pens, calculator, bags, boxes/flats, notepad
- ✓ Garbage can, broom
- ✓ Signs: the more personal the better. Use pictures!
- ✓ Large sign or banner hung at eye level with your farm/business name and location
- ✓ Individual product names and prices alongside items – highlight different varieties, heirlooms, product qualities, storage tips, etc.
- ✓ Signage extras: recipes, how to's, seasonality information, new item, product information
- ✓ Information about your farm/business, promotional materials, business cards
- ✓ Personal comfort items: weather gear, gloves, hats, rainwear, and drinking water
- ✓ Your customer service personality – a big smile is your best asset!

PRODUCT DISPLAY AND BOOTH DESIGN

Quality – Presentation – Personality

✓ **Make every inch count and maximize your space**

People are attracted to abundance. It's difficult to sell those last couple baskets of fruit; people wonder what's wrong with them. Full displays encourage people to come and buy.

✓ **Make it Easy to Buy**

Step outside your booth space and pretend you are a customer: are you comfortable looking at, packing and buying the products? Create a space where customers can see, select, and purchase your products. Keep your display at an arm's reach in depth, and between knee and waist level and eye level in height. Leave a place at the edge of the table where customers can set their parcels down, get out their money or bag their produce. Place farm information and flyers near the check out.

✓ **Containers**

Baskets, crates, bushels, decorative boxes...again, a variety of shapes, sizes, textures, or the 'clean-line' style of uniformity. A variety of sizes will help you 'shrink' your display as you sell product... transfer smaller quantities into smaller containers. Bring extras for fluffing up, such as: burlap, broken up boxes, newsprint.

✓ **Eye Catchers**

Do customers waiting to pay block your eye-catching displays from customers passing by? Use tiers of display levels – put the most eye-catching items at eye level. Multi level displays create abundance and helps keep different products organized. Hang products, such as garlic braids or herbs, using S-hooks.

✓ **Signage**

At the very minimum, label products with their names, price and how sold (by the weight, piece, quantity). Highlight differences in varieties. Make sure your sign with your farm/business name and location is easy to read and visible.

✓ **Cleanliness and Neatness**

Is very important! Customers are very attentive to food safety – anything involving the food they eat needs to project cleanliness. This includes you and your staff! Keep your extra product, empty boxes organized and out of the way: stack and nest empties. Carelessly thrown boxes create a safety hazard.

MERCHANDISING 101*

Sell smart and increase profits

✓ **Build Loyalty**

Create an identity for yourself. Make your farm/business name and location clear to customers. Provide a description of your farm/business including location, acres, history, crops, growing methods, etc. Try displaying this information on a poster and include pictures of your operation. Or have a flyer to distribute to customers. Take advantage of the opportunity to educate shopper about how things are grown.

✓ **Train Employees!**

Make sure they are knowledgeable about your product and your farm. Continuity of salespeople builds relationships with repeat customers.

✓ **Provide Samples**

Let your customers taste the difference! Sampling can increase sales up to 30%. Ask customers: “have you ever tried the ____ variety?” **Make sure you follow the minimum guidelines for food safety.** Keep a separate box with your sampling tools; i.e. toothpicks, serving platters, napkins.

✓ **Supply Recipes and Information**

Find recipes that are simple and contain a few ingredients that can be found at your stand or other parts of the farmers’ market.

✓ **Start an Email List**

Let your loyal customers sign up for a mailing list so you can inform them about special opportunities, other markets and locations where they can find you or your product.

✓ **Use Your Personality**

Use your personality and expertise as a merchandising tool to build and strengthen your customer base.

*As found in Caledon Farmers’ Market Vendor Handbook 2013

In order to participate at the market all vendors must:

Complete the vendor application form (found at back of this booklet) confirming your agreement to these Rules and Regulations and HAND IN THE SIGNED COPY along with PAYMENT.

Participation will NOT be allowed unless you agree to the Rules and Regulations and your application is approved by the Belleville Farmers' Market Management Group.

Amendments to this document

This document may be amended at any time at the sole discretion of the Belleville Farmers' Market and the City of Belleville.

CONTACTS FOR FURTHER INFORMATION

Corporate Services Department

Matt MacDonald

Director of Corporate Services/Clerk

mtmacdonald@belleville.ca

613-967-3256

Jennifer Stitt

Customer Service Representative

jstitt@belleville.ca

613-967-3228

Website: www.Belleville.ca/farmersmarket

Belleville Farmers' Market Association

Jackie Tapp

President

Jazzyj727@aol.com

613-476-1255

Farmers' Markets Ontario

www.farmersmarketontario.com

T 1.800.387.3276

Ministry of Agriculture and Food

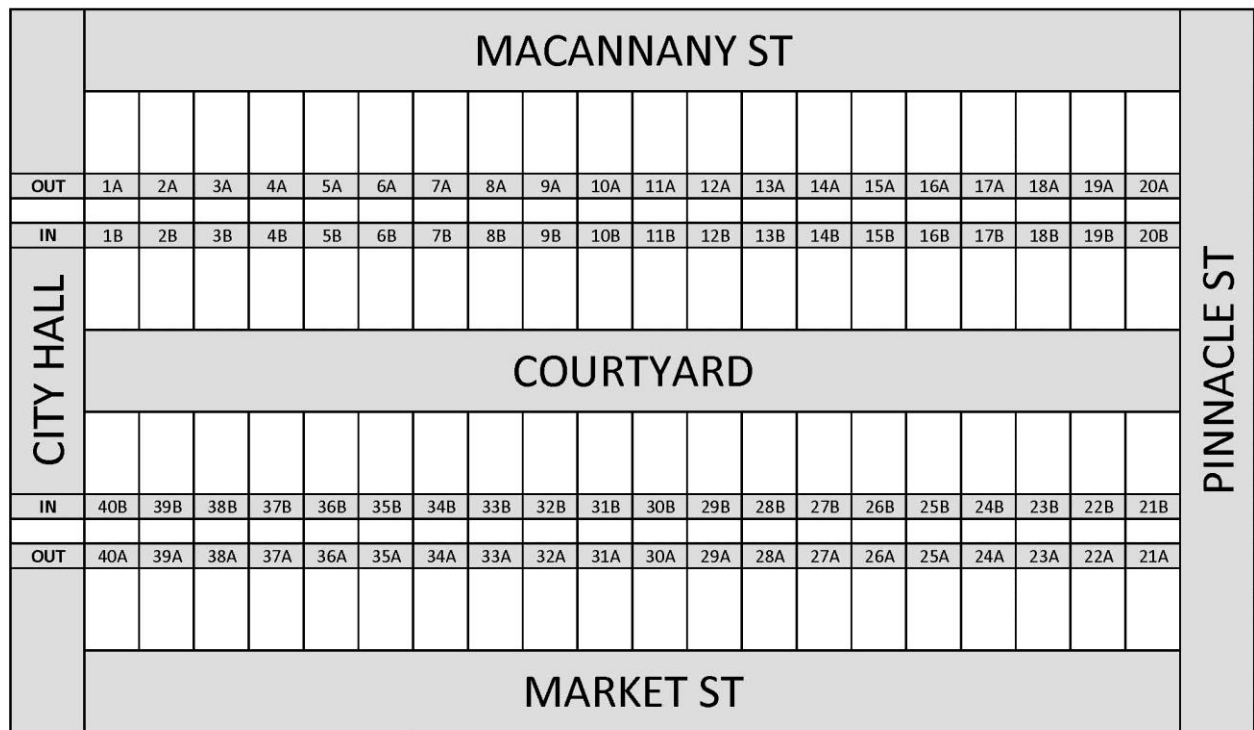
www.omafra.gov.on.ca/english/index

Foodland Ontario

www.foodland.gov.on.ca

Figure 1- Diagram of Market

BELLEVILLE FARMERS' MARKET PLAN



Appendix 1- Special Events & Farmers' Markets Requirements for Food Booths*

- ✓ Food handlers must have access to a hand washing basin (e.g. as a minimum, a container with a valve that turns on and off, filled with warm, potable water that drains into a pail) conveniently located with soap and towels in dispensers.
- ✓ Hands are washed before commencing work, and after using the toilet, smoking, handling garbage or cash, and as often as necessary
- ✓ All water used for food preparation and processing, including water from private wells MUST BE POTABLE.
- ✓ Water supply lines must be of food grade quality and are to be disinfected before use. Connectors must meet the plumbing code.
- ✓ All wastewater should drain into leak-proof containers/tanks and be disposed of in a sanitary manner (e.g. into a sanitary sewer, not a storm drain or onto the ground)
- ✓ Where food preparation is on site, the food shall be prepared within a roofed area with adequate protection against the entrance of insects, rodents, vermin, dust, wind, rain and fumes. Raised flooring may be required if located on a site with poor ground conditions.
- ✓ No un-inspected meat, un-pasteurized milk or un-graded eggs are permitted.
- ✓ Raw and ready to eat foods must be kept separate to prevent cross-contamination.
- ✓ Hazardous foods (i.e. foods that can support the growth of disease-causing organisms or the production of their toxins) are transported, stored, and maintained at safe temperatures. Cold food must be kept at 4°C (40°F) or below and hot foods at 60°C (140°F) or above. Freezer units must be maintained at -18°C (0°F) or below.
- ✓ Accurate indicating thermometers needed to monitor food storage temperatures and food probe thermometers are needed to check internal temperatures.
- ✓ All food is covered to protect from contamination. Avoid direct hand contact by using appropriate serving utensils. Provide a sufficient number of clean, back-up utensils (e.g. tongs and ladles)
- ✓ A separate serving utensil is required for each and every condiment or food item.
- ✓ Counters and food contact surfaces are to be smooth, non-absorbent, clean and in good condition.

*As found on Hastings & Prince Edward Counties Health Unit website:

Appendix 1 Cont'd- Special Events & Farmers' Markets Requirements for Food Booths

- ✓ All utensils for customer use are to be disposable, single use items. These utensils should be stored and dispensed in such a way as to prevent possible contamination. Multi-use utensils can be used if the food premise is supplied with or has access to a two-compartment sink with hot and cold running water for utensil washing within the event grounds.
- ✓ A sanitizing solution is required on site for cleaning all food contact surfaces and equipment. Acceptable sanitizers are chlorine, quaternary ammonia and iodine. An acceptable concentration of sanitizer is 2ml of bleach to 1L of water.
- ✓ All food handlers are wearing clean outer garments, headgear that confines the hair, and not using tobacco while working.
- ✓ Leak-proof containers with tight-fitting or self-closing lids sufficient for storing all garbage and waste in a sanitary manner are provided.
- ✓ Sites are to have an adequate number of garbage containers present. Containers are to be emptied as often as necessary, but not less than once per day.
- ✓ Adequate washroom facilities are to be provided within 500' from food vendors. Washrooms are to be properly equipped and maintained for patron use. Hand wash stations must be provided at washrooms.

MINIMUM INTERNAL COOKING AND RE-HEATING TEMPERATURES	
FOOD TYPE	MINIMUM INTERNAL COOKING AND RE-HEATING TEMPERATURES
Whole Poultry	82°C/180°F for a minimum of 15 seconds (cooking) 74°C/165°F for a minimum of 15 seconds (reheating)
Poultry or products containing poultry other than whole poultry	74°C/165°F for a minimum of 15 seconds
Pork and ground meat other than ground poultry	71°C/160°F for a minimum of 15 seconds
Fish	70°C/158°F for a minimum of 15 seconds

Market History/Attendance

Years selling on Belleville Market:		Family History on Market:			
Expected Attendance:	Tuesday: YES NO	Thursday: YES NO	Saturday: YES NO		
Approximate start /end to your market season:	From: (month)		To: (month)		

Stall Requirements

How many stalls are you requesting? (**maximum 3 stalls for new vendors**):

Do you require electricity? YES NO If yes, for what purpose?

Size of Vehicle: (**recommended length not to exceed 22.6'**):

Farmers' Market Association Information

City of Belleville By-law No. 14187 (item no.10) states:
"A vendor, or person who applies to become a vendor, must be a member in good standing of the Farmers' Market Association".
 A \$55 FARMERS' MARKET ASSOCIATION MEMBERSHIP FEE PAYABLE TO THE ASSOCIATION IS REQUIRED AS PROOF OF MEMBERSHIP IN GOOD STANDING.

Rate Structure for yearly leasing of Market Vendor Stall

Single stall **with** parking (9 x 12ft): \$125 payable to City of Belleville

Single stall **without** parking (9 x 12ft): \$90 payable to City of Belleville

Administration

- Failure to submit ALL paperwork will delay your application. Please include completed application, Schedule 'B' Lease Agreement and proof of Membership in good standing with Farmers' Market Association.
- When all paperwork is received and reviewed, an invoice will be prepared by the City and forwarded to chosen vendors for payment.
- **PLEASE FILL OUT THIS APPLICATION AND LEASE AGREEMENT ACCURATELY AND TRUTHFULLY AS ANY MISREPRESENTATION COULD LEAD TO IMMEDIATE DISMISSAL WITH NO REFUNDS.**

BY SIGNING BELOW, I DECLARE THAT I HAVE READ AND AGREE TO THE RULES AND REGULATIONS LISTED IN THIS DOCUMENT AND I UNDERSTAND THAT FAILURE TO COMPLY WITH THESE GUIDELINES MAY BE CAUSE FOR REMOVAL FROM THE BELLEVILLE FARMERS' MARKET.

Signature of applicant:	Date:
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**Schedule "B" to By-law Number
14187**

THE CORPORATION OF THE CITY OF BELLEVILLE, HEREINAFTER REFERRED TO AS THE CITY, HEREBY LEASES TO:

_____ OF _____
NAME ADDRESS

SPACE NUMBER(S) _____ BEING PART OF THE BELLEVILLE MARKET,
FOR THE YEAR _____ COMMENCING JANUARY 1, 20_____, AND TERMINATING
DECEMBER 31, 20_____, FOR THE SUM OF \$_____.

THE LESSEE AGREES THAT:

1. The City reserves the right to suspend the operation of the Belleville Market or any portion thereof for specific Market days should the Market place or any portion thereof be required for civic purposes. In the event of such suspension, two (2) weeks' notice shall be given to the Lessee so affected and the Lessee shall not be entitled to any refund of the rental for the lease.
2. The City reserves the right to cancel this lease if the Lessee fails to comply with the terms of this By-Law as amended from time to time. In the event of such cancellation, the Lessee shall not be entitled to any refund of the rental for the lease.
3. Any Lessee who wishes to cancel their lease may do so as at any time during the term of the lease but shall not be entitled to any refund of the rental for the lease.
4. The leased space(s) may only be occupied during Market hours on Market days and for Market purposes, in accordance with the terms set out in this By-Law, as amended from time to time.

THIS LEASE IS SUBJECT TO THE PROVISIONS OF THIS BY-LAW AND AMENDMENTS THERETO.

DATE

SIGNATURE-LESSEE

SIGNATURE-MARKET CLERK