



# Marché frais de **Cumberland** Farmers' Market

**2017 VENDOR INFORMATION  
and APPLICATION PACKAGE**

# Marché frais de Cumberland Farmers' Market



We would like to thank you for your interest in the 2017 season of the Cumberland Farmers' Market.

Dates: Every Saturday, from June 10 to October 7 (18 weeks)

Times: 8:00 a.m to 1:00 p.m.

Location: 1115 Dunning Road, R.J. Kennedy Recreation Complex (Cumberland Arena)

The following information package has been put together to help you become one of our vendors. Please review the guidelines and regulations before signing the application form.

You are encouraged to apply before **May 15** in order to reserve your spot and to help us plan for the season ahead. That being said, applications are accepted on an ongoing basis and can be submitted at any time during the season.

Payments by cheque should be made to the *Cumberland Farmers' Market*. Interac e-transfers are also accepted.

Signed copies of the application form can be sent to:

**Cumberland Farmers' Market**

c/o Mathieu Blanchard

1572 Lilac Lane

Cumberland ON K4C 1C4

In order to strengthen our efforts and to help insure the market's success, vendors are encouraged to take an active role in a variety of organizational tasks. Please let us know how you might like to get involved.

A warm thank you goes out to all those who have been involved and who have provided support in the past, by attending and hosting meetings, by supplying goods and services for events and promotions, by providing input, feedback and follow-up and by presenting demonstrations, entertainment and so much more.

For more information or for clarifications please contact either:

**Mathieu Blanchard**

613.282-6527

or

**Debra Wyatt**

613.833.0284

[info@CumberlandFarmersMarket.ca](mailto:info@CumberlandFarmersMarket.ca)

# Cumberland Farmers' Market 2017

## Rules, Guidelines and Information

### 1. Background

The Cumberland Farmers' Market (CFM) is based on an understanding that regular interactions between neighbours, service groups and local businesses enhances community spirit and strengthens the bonds between local residents. The market was started as a pilot project in the summer 2006 and has since become a welcome addition in the community life of Cumberland Village. In 2016, the market's membership exceeded 60 vendors, with a weekly average of 41 vendor stalls.

### 2. Governance

The Cumberland Farmers' Market is a not-for-profit organisation operated by a volunteer board of directors, which is responsible for overseeing the Market's operations, which includes: establishing rules and guidelines, jurying applications, collecting fees, coordinating logistics, undertaking various communication efforts, pursuing promotional activities, and much more. Vendors are encouraged to inquire about taking an active role in these activities and an open invitation is extended to all vendors who would like to be involved in one capacity or another.

### 3. Market Objectives

- The Market seeks to promote local producers and direct exchanges between producers and consumers, while fostering an appreciation for the Cumberland Area and its rural heritage. The Market defines “**local**” as a place of residence or operation which is located within a **100 km radius** of Ottawa. Consideration may be given to products coming from outside the “local” area if they are not currently available at the market and if their addition is deemed to be compatible and beneficial to the market; in such cases, the place of origin must be clearly identified.
- The CFM aims to provide a well organised venue which caters to our region's rural and urban populations. Our vendors include local farmers, food producers and artisans.
- The overall purpose of the Market is to help create connections between local producers, local residents and a variety of local organisations working within the community.

### 4. Operating hours, location and dates

The market will be open every Saturday, from June 10 until October 7, 2017 (18 weeks). Hours of operation will be 8:00 a.m to 1:00 p.m, rain or shine. Vendors should take weather conditions into consideration as part of their logistical planning. The market is held at the R.J. Kennedy Memorial Centre, 1115 Dunning Road, in Cumberland Village. Please note, regular parking spaces are reserved for market customers and users of the facility; for information about **vendor parking, please refer to Section 11** below.

### 5. Authorized “local” vendors and products (living or operating within a 100 km radius of Ottawa)

- Local growers and agricultural producers: For example: vegetables, fruits, herbs, flowers, nursery crops, honey, maple syrup, eggs, meats, etc.
- Local micro-processors who produce value-added items through hands-on processing such as: baked goods, home-made candies, pies, jams, relishes, etc.
- Local artisans who create original hand-crafted products such as: sewing, knitting, weaving, painting, woodwork, pottery, soaps, etc. Assembled items and kits are not permitted.
- Products which have not been grown, prepared or handmade by members of the CFM are **strictly prohibited**.
- Community groups, youth initiative, local service providers and businesses, are encouraged to contact us to explore proposals and potential collaborations.

- Applications will be evaluated at the full discretion of a jury established by the board of directors. The mix and balance of products will be taken into consideration when applications are being evaluated.
- In order to maintain the integrity of the market, the board reserves the right to disqualify or prohibit any vendor from taking part in the market and to forbid the sale of any product which it deems to be inappropriate, unacceptable, or incompatible with the market's objectives.
- Agricultural producers are encouraged to undertake “**local**” certification through Farmers' Markets Ontario (FMO) MyPick™ Verified Local Farmers™ program.

## **6. Application and selection process**

- All applications are examined in order to ensure that the proposed items are in keeping with the rules of the market and that product diversity, quality and quantity are being maintained.
- The Market may not be able to accommodate all vendor applications.
- As part of the application, vendors should indicate the days on which they wish to attend the market; dates can be modified by communicating with the market manager in writing.
- In order to insure a good mix of products, the CFM reserves the right to set limits on the number of vendors offering similar products on any given market day.
- Vendors are required to submit a full list of all the items they are hoping to sell. Any new items which a vendor might like to introduce during the course of a season must be pre-approved. Unapproved items are strictly prohibited.
- Photos and/or samples should accompany an application for the purpose of jurying. Depending on the proposed products, it may be beneficial to present an application in person.
- Members of the jury may be required to visit the applicant's place of production; any such visits will be scheduled as required.
- Once a vendor's application is accepted, the vendor will be notified and payment will be processed.
- Payments will be stopped or returned for all applications that are not accepted by the committee.

## **7. Fees**

The market is a not for profit community initiative. Fees are collected to cover the market's operating expenses and promotional efforts; they are charged on a per stall / per day basis. Personalised date sequences can be selected. Vendors stalls will be assigned based on individual schedules and space availability. Refunds will not be issued, however fees can be applied to alternate dates upon request.

### **Vendor fees:**

- Advance bookings / Prepaid stall fees: \$35/stall;
- Casual Vendors stall fee (daily): \$45
- Annual Registration Fee: \$35
- Returned payment / NSF payments: \$25

## **8. Stall Guidelines**

### **Outdoor stalls (10'x10')**

- Vendors are responsible for providing their own canopy, table, tablecloths, etc.
- A limited number of tables and canopies may be available for weekly rentals, please inquire.

### **Indoor stalls (6'x8')**

- Spaces will be assigned by the Market Manager on a weekly basis.
- Indoor stall fees include the use of chairs and a single 6' table. Additional tables may be available.
- A \$5 handling fee will apply for tables which are not put away on the trolleys, at the end of the day.

## 8. Stall Guidelines (continued)

- Vendors must display a sign indicating their business name and location.
- Prices must be indicated for all products.
- Tables and displays should be neat and attractive.
- Vendors are encouraged to personalize their stalls with signs, stories, pictures, information, etc.
- Signage and displays must not block visual site lines and other vendors.
- Vendors must leave at least 2.5 feet of clearance on each side of a door or emergency exit.
- On every market day, **outdoor vendors must secure their canopy tents** with appropriate restraints on all four corners. Compliance with this safety component is mandatory. Please plan accordingly. Following a verbal and a written warning to this effect, a \$100 fine will be issued for non-compliance. Vendor membership may also be revoked at any time for non-compliance..
- Vendors must keep their stalls tidy by storing boxes and putting away any packaging, keeping all waste products in suitable containers. Please reduce, reuse and recycle.
- Keeping common areas clean and litter free is the responsibility of all market participants.
- At the end of the day, vendors must make sure that they do not leave behind any waste or debris.

## 9. Stall Assignments

- The market manager and the organising committee will be responsible for assigning stall spaces. Although specific spots cannot be guaranteed, applicants are invited to indicate any preference they might have with regards to location. To promote continuity, a priority is given to vendors taking a larger number of dates, while aiming to assign returning vendors their previous locations.
- In general, we aim to keep assigned spaces constant, especially for weekly vendors. We do however reserve the right to make changes as required. Keeping vendor locations constant over the course of the season can be difficult when vendors do not attend on a weekly basis, especially indoors, where vendor schedules can be quite variable from week to week.
- Please note that starting in September, the access to the main parking lot may be limited due to the start of the hockey season and arena use. Vendor stalls normally located in the upper parking lot may need to be relocated to accommodate the increased demand for parking.
- In order to facilitate planning, it is important that any request or potential intention for more than a single stall be clearly specified as part of the application. Considering space limitations, the board reserves the right to limit the number of stalls allocated per vendor or family.

## 10. Arrival and departure times

- The Market Manager will be on site by **6:15 a.m.**
- Stalls are to be assigned by the Market Manager. Please check-in before setting up.
- All vendors are to be at the market no later than **7:15 a.m.** If a vendor is not on site by this time, the market manager may assign a vendor's regular location in order to avoid gaps. Since late arrivals can impact sales and how neighbouring vendors set-up, please make a point of being punctual.
- Booth set-up is to be completed by **7:45 a.m.**
- Vendors are expected to have enough products to last the entire market day. Should a vendor sell out before the market closes, the stall must remain in place displaying a "sold out" sign.
- Stalls shall remain open until **1:00 p.m.** and shall not to be taken down until closing time.
- No vehicles will be allowed on site until **10 minutes** after the market's official closing time. As a courtesy to visitors and in consideration for public safety, please make a point of respecting this guideline. Violations are not tolerated.
- For planning purposes and as a courtesy, vendors who cannot attend a scheduled date must notify the Market Manager as soon as possible and no later than **5:00 p.m.** on the Friday before the market, so that stall locations can be modified and planned accordingly. Any last minute delays or cancellations should be communicated directly by phone, text or email.

## **11. Vendor Parking**

- All vendor vehicles are to be removed from the market area before 7:45 a.m.
- In order to leave a maximum number of parking spaces for visitors, vendors are asked to park either on Market Street or on Dunning Road, beyond the post office.
- Provisions can be made for vendors with mobility issues. Please indicate any requirements you might have with your application; arrangements can be discussed with the market manager.
- Note: A loading zone will be set aside along Dunning Road between the lower parking lot entrances. These spots are to be kept vacant to allow for drop-offs and quick transfers during market hours.

## **12. Farm or business visits**

- The CFM promotes the market as a place where customers can buy local products.
- The Board and the Market Manager must be familiar with individual vendors and their farming and production methods. Members of the organising committee reserve the right to visit farms and production facilities, with or without advance notice, to ascertain practices that are being used and the type of products yields which can be expected.

## **13. Regulatory compliance and additional guidelines**

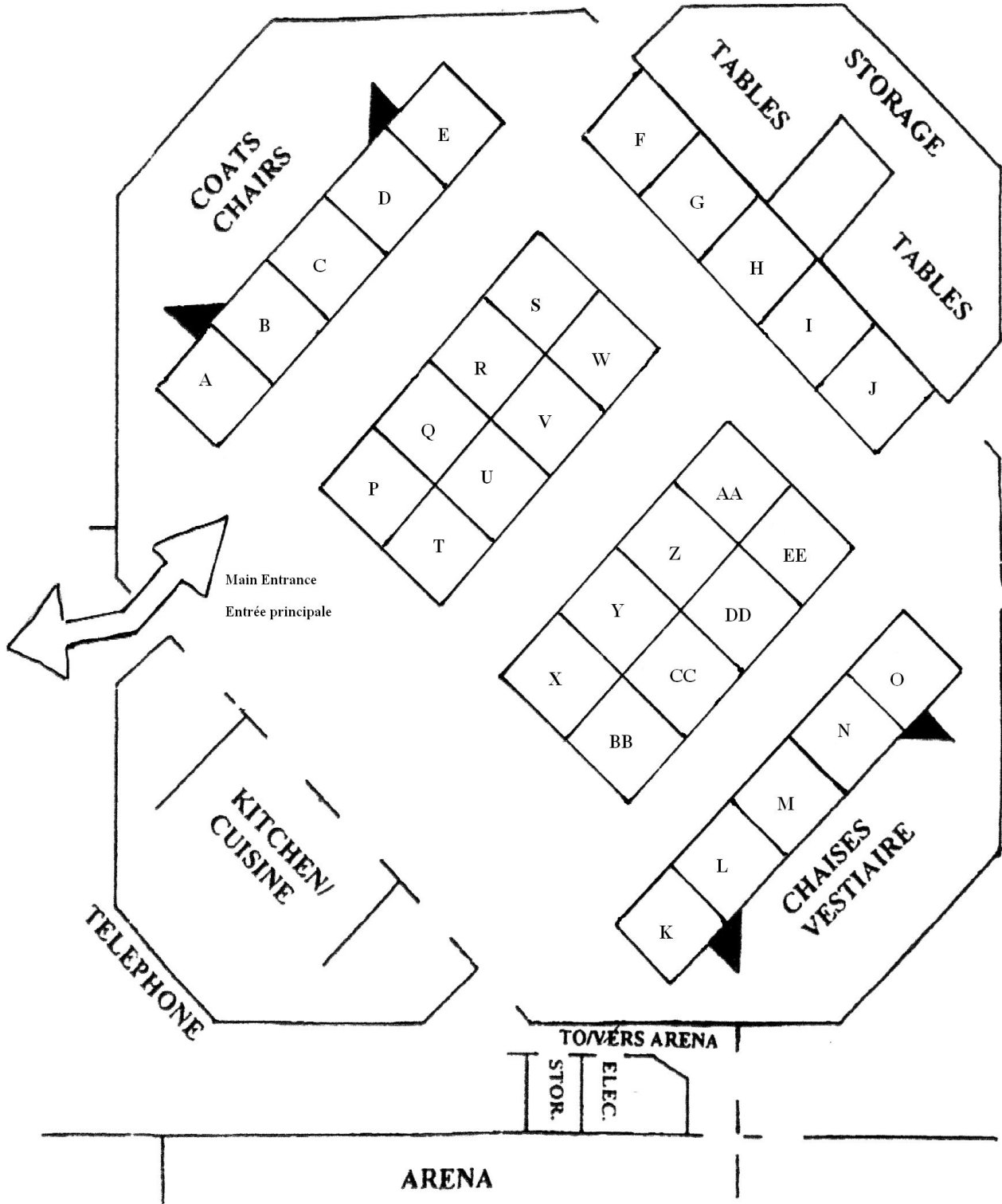
- Compliance with all regulations stipulated by regulatory bodies (municipal, provincial, federal, etc.) is the full responsibility of vendors.
- Government inspections do take place at the Market. Warnings, fines and revocation of vendor privileges can result from non-compliance with laws guidelines and best practices.
- Vendors are required to comply with requests made by the Market Manager or health officials. Corrective measures and requests to remove any item must be respected.
- Food vendors are responsible for preparing and serving their items, including any samples, in a manner which is hygienic and in complete compliance with health standards. Please consult food sector documentation, resource people, organisations, institutions and regulatory bodies in order to insure that you have a good understanding of the norms and practices you must follow.
- All items on display, for sale or for sampling, must be appropriately packaged and portioned from contamination.
- Scented products must also be wrapped. As a courtesy to our clients and vendors we also request that vendors refrain from wearing perfumes and scents on market days.
- A hand washing station must be fully accessible and used regularly where food handling is taking place. Food handlers are required to wash their hands regularly. Note: Providing food samples is considered food handling. Vendors are responsible for providing their own hand washing stations.
- Vendors are not allowed to bring pets to the market.
- Smoking by market participants is not permitted on site.

## **14. Infractions and grievance procedures**

- Infractions to the rules and regulations may result in a verbal or written warning, to be issued either by the Market Manager or the CFM board of directors. Vendor privileges can be revoked at any time, at the sole discretion of the board.
- Vendors are urged to bring any concerns to the attention of the Market Staff, who are on site to represent the Market and to provide vendors with support. Substantive discussions should however take place outside the market's regular hours.
- Vendors are expected to be polite and respectful in their dealings with the public, fellow vendors, market volunteers and organisers.
- If issues or conflicts do arise, attempts should be made to resolve these matters in good faith.
- Appeals or unresolved complaints should be submitted in writing. The organising committee will examine the situation and respond to submissions in due course of time.

# Figure 1.0 Indoor Market Stall Layout

Example of a general layout when the halls are full  
Approximate maximum capacity (30 stalls)



**Figure 2.0 Outdoor Stalls - General configuration**

