

Pemberton Farmer's Market Association

Craft Vendor Application

May 26th - October 6, 2017

Friday, 3pm to 6:30 PM

Community Barn, 7437 Frontier Street, Pemberton B.C.



The Pemberton Farmers' Market exists to bring Pemberton area producers and consumers together directly, creating a marketplace for the best quality, freshest produce in Pemberton and fostering a healthy and sustainable, professional, organic farming industry in the Pemberton area. The Pemberton Farmers' Market strives to bring a diverse sampling of the community together every week of the season.

A big thank-you to the Village of Pemberton and the Squamish Lillooet Regional District for providing seed funding to the Pemberton Farmers' Market for a third year, and for all your hard work in creating a home for the Market at the Pemberton Downtown Community Barn. Another thank-you to the Pemberton Music Festival Community Grants and BC Farmers' Market Association for supporting the coupon program in 2017.

Business Name: _____

Main Contact Name: _____

Physical Address: _____

Mailing Address (if different): _____

Business Phone: _____ Cell Phone: _____

Email: _____ Website: _____

Facebook: _____

Twitter: _____

More About You

Do you require electrical power at your stall? Y / N

Please describe the appliance(s) that requires power: _____

Do you have other special requirements (ie tent, site specifications):

Does your business have a retail/commercial outlet? Y / N

List all the products/services that you plan to sell at the market below or attach the list to this application if more space is required.

| Product Name (list information for EACH individual product) | Description | Price Point |
|---|-------------|-------------|
| | | |
| | | |
| | | |
| | | |
| | | |

Do you have liability insurance? Y / N

If no, please sign here to waive the PFMA, its employees, contractors, and directors and the Village of Pemberton of any and all responsibility for damages and claims arising from your attendance and sales at the market:

Signature:

Date:

All applications are reviewed in consideration of the following criteria:

Is the product or service produced in the **Pemberton-D'arcy area**? If not, please indicate where your product or service is produced. (Yes 10pts, No 0- 5 pts depending on location)

Are you a **returning vendor**? For how many years? (Number of years, Maximum 5pts)

Is your product or service **100% Made, Baked or Grown** by the applicant? Please provide detail if necessary (Maximum 5pts)

Is your product **Unique**? How so? (Maximum 5pts)

What is the **Value to the Market Experience**? Please tell us more. (Maximum 5pts)

Market Dates 2017 Circle all the dates you are applying for:

May 26 June 2 9 16 23 30 July 7 14 21 28
August 4 11 18 25 September 1 8 15 22 29
October 6 Full 2017 Season (20 wks)

All Vendors must pay \$35 for their annual PFMA Membership, and pre-pay Table Fees (\$20 per market day) for all the dates they wish to reserve. A discount has been provided for booking for the whole season. The \$20 Table Fee covers one Standard Stall Space (see Space and Layout below) and vendors must provide their own table(s). In order to have your application considered and accepted for the Market season, please ensure that application (pages 1-4) and payment along with all necessary documents are received by May 1st 2017 at:

Pemberton Farmers' Market Association
 PO Box 994
 Pemberton BC V0N 2L0

| Item | Cost |
|--|-------------|
| Prepaid Payments for _____ (number of) Markets x \$20 or Full Season Fee (20 Markets, only \$360) | |
| Additional stall space for _____ (number of) weeks x \$20 | |
| Annual Fee to join the Pemberton Farmers' Market Association | \$35 |
| Payment type (circle) Cheque, Cash, Money Order | |
| Total | |
| I have read the Rules and Regulations on the pages that follow (please circle yes or no) | Yes/No |

All payments should be made to the Pemberton Farmers' Market Association. Do not mail cash. Call Molli Reynolds, Market Manager (at 604 966 4422) to arrange to drop-off applications and payments in person.

Applications submitted after the May 1st deadline will still be considered, but will be subject to Drop-in Rates. Full refunds will be issued for any missed market days when appropriate notice is given (**please see Cancellations below**).

Drop-ins, Walk-ins, and Pioneer Program

Drop-ins: (non-pre-paid days) are allocated on a first-come first-served basis, by reservation, pending space availability.

Walk-ins: are accommodated pending last-minute space availability.

Both require current PFMA membership (\$35) and a \$25 drop-in table fee will apply for ANY dates that are not reserved on initial application and pre-paid.

Drop-in/Walk-in vendors must be ready to sell by 3pm and until 6:30 on market day, must adhere to market rules and must have the approval of the market manager.

Pioneer Program: Local Sea to Sky vendors who have never previously attended the PFM are invited to try out the market for free their first time, pending space availability and Manager's approval .

Drop-ins and Pioneer Program: Reserve by email at info@pembertonfarmersmarket.com or call Molli at 604 966 4422.

"Upon signing, I confirm that the information provided in my application is, to the best of my knowledge, true and accurate. I agree to represent my products at the Pemberton Farmers' Market in accordance with the Rules and Regulations for this market season."

Name _____

Date _____

Signature _____

Rules and Regulations

Payments and Applications

All required documents, payments and completed forms are due by May 1st in order for your application to be considered before the start of the season. If vendor status is not approved all payments will be returned. NSF payments will be charged \$40 per bounced cheque. Written receipts will be issued on the first market day of the season. All applicants will be notified of their application status by May 15th.

Cancellation Policy

In case of illness or emergency, notice must be given to info@pembertonfarmersmarket.com or calling the Market Manager (604 698 5686) no later than 48 hours before the market. In that event, the full Table Fee will be refunded. These refunds will be made at the end of the market season in October. Prepaid Table Fees are transferable from one market date to another date in the same season when notification is given 48 hours in advance of absence, pending space availability. Those who paid for a full season in advance will only be refunded after they miss the first two markets. For example, if you paid for whole season (20 markets) and missed two, you will not be provided a refund. If you miss three, you will be provided a \$20 refund, four, \$40 refund, etc. Vendors who do not show up for the market on days that were assigned may lose the benefit of having space allotted to them at future markets and they will not be provided a refund if they did not provide proper notice.

Pemberton Farmers' Market Association Membership

In order to vend at the market all vendors are required to join the Pemberton Farmers' Market Association and be in good standing with the association. The annual Membership Fee (\$35) entitles members to vote at the PFMA's annual AGM held every April the year following the market season. Membership allows participation at the weekly markets from May to October.

Products and Services

Only approved products and services that are made, baked, grown, raised, caught or wild harvested by the vendor can be sold, displayed or advertised at the PFM. If an approved vendor wants to sell additional products, the products must first be juried and approved by the Board. Completed and signed application forms that are received by the deadline will be reviewed and responded to by May 15th. Applications received after the deadline risk denial of their application. Vendor application forms are assessed by the PFMA's Board of Directors. Mass produced goods that have been repackaged or manufactured goods that have been assembled are not allowed. The PFMA Board reserves the right to refuse any vendor or product deemed incompatible with the market.

Space and Layout

Stall space may vary depending on market capacity and specific location within the barn. Should we have so many vendors that maximum capacity is reached within the barn, "Standard Space" protocols will be put in place. A Standard Space at the Community Barn is approximately 8 feet by 12 feet (ie. two vendors side-by-side per barn section). Vendor stall locations are based on overall product balancing, vendor needs, energy requirements, seasonal availability and customer needs. All attempts will be made to keep each vendor in a permanent and accommodating location, however, consistent and permanent stall locations are not

guaranteed. Specific requirements including tent, power, food trucks, shade, etc should be brought forward to the Market Manager, and indicated on the application form. Vendor locations will be assigned at the discretion of the Manager, and shared with the membership at the start of every market. In determining the vendor layout, the Manager shall consider the following:

- a). The maintenance of good product mix and consumer traffic flow
- b). Benefits and disadvantages of placing select products next to each other
- c). Product and vendor needs relating to temperature, shade, health regulations and electrical access
- d). The history of the neighbouring vendors and their cooperation with each other.

*Please note that the venue for the market is *inside* the Community Barn. Limited tent spaces outside the barn are also available. Should you prefer a tent space, please contact the Manager.

Set Up and Tear Down

The Market Manager(s) will be on-site by 2:00 pm of the market day. Vendors can unload from their vehicles between 2:00 and 2:45 pm. All vendor vehicles must be cleared away from the market by 3:00 pm and are required to park their vehicles at the Pemberton Hotel parking lot or the grassy field next to the Barn. Some vendors with specialized units (freezers and fridges) will be permitted to park at the North end of the Barn parking lot with prior approval in advance from the Market Manager.

The parking lots adjacent to the market are reserved for market customers and customers of the neighboring businesses. Vendors who park outside of the designated area and within the confines of the customer parking risk having their vehicle towed, and their PFMA membership revoked. Arriving Vendors are asked to quickly unload their vehicles, then park their vehicles before returning and setting up their booth. Vendors must set up their stall by 2:45 pm the day of the market and be ready to sell their goods by 3 pm at the start of the market. Vendors must remain at the market and maintain the set-up of their stall until 6:30pm. Tear down can take place only after 6:30 pm. Vendors can park their vehicles adjacent to their stall anytime after 6:30pm to load up (but there is no driving into the Barn!).

Coupon Program

Various coupons provided through the BCAFPM may be presented to a vendor as a form of payment in \$3 or \$5 denominations. Farm Vendors alone can accept these coupons. These coupons are used to purchase fresh, BC-produced fruit, vegetables, dairy, eggs, meat, fish, nuts and fresh cut herbs ONLY. No cash reimbursements are allowed nor can money be given back as change in these transactions. Farm vendors are encouraged to prepare produce bags/bunches/baskets in denominations of \$3 (\$6, \$9, etc) to encourage smooth and easy processing. The PFMA will provide each farm vendor with a coupon sign at the start of each market to be displayed at their stall. At the end of each market day the farm vendor must reimburse their coupons of the day along with returning the sign to the Market Manager. Please do not accept other coupons such as past years' coupons as they will not be reimbursed.

Farm Vendor Rules

- Farmers selling food produced within the Pemberton-D'arcy Area are prioritized at the market, followed by food produced in the Squamish Lillooet Regional District, followed by food grown province wide.
- Any food grown on a PFMA member farm is eligible to be sold, by that farmer, at the market at any time as long as all health and safety requirements are met.
- Out-of-area farmers (beyond the SLRD boundaries) bringing a unique, approved product to the market will be welcome, if space is available.
- Conventionally-Grown produce and Certified-Organic produce are viewed as separate products, and both will be welcome at the market.
- Certified-Organic Farmers must have COABC (Certified-Organic Association of BC) certification for any produce/products that they wish to market as “organic”.
The Certification number and product listing must be posted at their market booth, and visible from a 10' distance.

Farm Vendor Re-sale Rules

The Pemberton Farmers' Market aims to offer as many fresh produce items for as much of the year as possible, while continuing to grant exclusivity to any items grown in-season, in the local area (Pemberton to D'arcy primarily and the SLRD) by our PFMA members.

- Farm vendors may be permitted to re-sell any produce grown anywhere in BC, provided that the same item is not being grown in the Pemberton area and sold by another vendor on that market day.
- If a farm vendor wishes to bring-in any produce items for re-sale at a market, the onus will be on them to check with the other farm vendors as to whether the same product will be supplied locally. If a farm vendor brings product for re-sale to a market, and it turns out that the same product (of acceptable quality) is also being offered, grown locally by another member farm, then the re-sale product will not be allowed to be displayed or sold, until such time as the local product has been sold-out.
- A farm vendor bringing re-sale produce to a market must present a list of all re-sale products being offered, to the Market Manager no less than 24 hrs before the start of the market. The onus is on them to ensure that these items will not conflict with any other PFMA members' offerings that day, and they will not be allowed displayed or sold at the market if they do. However, because it is in the best interests of the market to have a wide variety of produce available, the Market Manager is tasked to do whatever they can to facilitate this communication between farmers.
- When re-sale produce is brought to the market, it must be displayed with prominent signage, indicating the name and location of the farm that each item comes from; and if it is “organic” produce, the name of the certifying body and registration number of the origin farm.
- For each item to be re-sold, an additional re-sale fee must be paid to the PFMA, at the time of the market. The re-sale fee is \$10 per item, per market.
- Farm vendors who have ongoing concerns about re-sale competition, or communication, should direct those concerns to the PFMA Board.

Food (Prepared/Ready-to-Eat Food) Vendors

A letter of approval and/or a permit from Coast Vancouver Health (CVH) is required in order to sell prepared food at the market. All Food Vendors must have their letter of permission with them on hand at each market and a copy of this letter must be supplied with the application by the deadline date. Food Vendors must meet the standards required of them throughout the market season. In order to be sold at the market, each food item listed in the Food Vendor application form must first be approved by CVH and secondly accepted by the PFMA.

Wild Edibles

All wild edibles including mushrooms must have prior approval by both the Market Manager as well as the Environmental Health Officer. Failure to do so will result in the vendor not being allowed to sell their product.

Safety and Security

Vendors are responsible for the general safety of the customers who shop at their booth and for the security of their product at the market. The PFMA will not be held responsible for any loss, theft or damage to the vendor, merchandise, display, supplies, equipment or products. Insurance – the PFMA asks that all vendors have their own insurance policy. The BCAFM offers vendor insurance plans at discounted rates.

Electricity

The supply of power is limited at the market location. Vendors must request the supply of power in advance of the market and must be aware that power is not guaranteed.

Clean Up

Keep your stall area clean. Vendors are expected to leave a clean and tidy area behind them when they leave the market - free of garbage, food waste and other debris. Vendors must remove their own garbage from the market premises at the end of the market. It is essential that vendors do not dispose of their waste in the Village of Pemberton garbage bins. Vendors are encouraged to offer reusable, biodegradable or recyclable packaging.

Vendors who sell products that upon consumption will result in immediate waste (ie, sample cups, saran wrap, plastic tubs, etc) must have a waste bin installed at the front of their stall. Vendors must maintain a clean and sanitary stall space and are responsible for maintaining the surrounding area.

Voluntary Submission of Sales Revenue

The PFMA collects information on vendor revenue with discretion. This information is gathered anonymously, it is not associated with the vendor's name/business, and is kept confidential. These numbers are important metrics used in business and strategic planning

Feedback

Concerns should be addressed to info@pembertonfarmersmarket.com or by contacting PFMA board members directly at an appropriate time.