

Rules and Regulations

NAME

The market will be known as the Bradford Farmer's Market.

LOCATION

Bradford West Gwillimbury & District Community Centre, 125 Simcoe Street –outdoor parking lot.

MARKET SEASON

May 22 –October 30, 2010 (24 weeks) GRAND OPENING JUNE 12TH: SATURDAYS 8AM – 1PM

PURPOSE

The purpose of the market is to provide a service to the community in the following ways:

1. Provide a venue for promotion and sale of locally produced food;
2. Provide the consumer with a source for high quality, locally grown produce and value added food products as well as a venue to connect with local artisan and crafts people;
3. Provide a centre of activity and education for visitors and families of our community where they may become familiar with, recognize, and value the wide variety of resources to be found locally;
4. Support the growth and regeneration of our neighbouring main street merchants.

GOVERNANCE

The Bradford Farmer's Market is a project of the Town of Bradford West Gwillimbury in partnership with the Holland Marsh Grower's Association.

MARKET MANAGEMENT

The Market Manager, contracted by the Town of Bradford West Gwillimbury, will have full authority to interpret, when necessary, and enforce the market rules.

PRODUCTS

- Vendors must grow or produce what they sell;
- Vendors may supplement their offerings with no more than 30% (averaged over the market season) of other locally produced items. The origin of such items must be verifiable and identified to consumers;
- Exceptions to the above regulations may be considered on a case – by – case basis.

Handcrafted items must be original in nature and produced in whole by the seller. No crafts shall be permitted that are derived from kits.

While the market does not offer exclusive rights to any one vendor to sell any one product, duplicate products can be denied entry into the market if the number of vendors offering the same or similar products is excessive.

VENDOR ELIGIBILITY

All vendors must reside or do business within a 200 mile radius of Bradford West Gwillimbury.

VENDOR RESPONSIBILITIES

All vendors are responsible for the following:

- Compliance with all conditions laid out in this governance document;
- Knowledge and compliance with health and safety regulations;
- Obtaining all appropriate permits and licences and certificates with respect to sale of goods offered;
- Display of an attractive, easy-to-read sign with their farm or business name and location;
- Vendors must post prices for all items. Prices should be fair market value. Cooperation, not competition, is encouraged in pricing;
- Each grower may post the growing practices used for his or her produce;
- Providing their own tables, chairs, tablecloths, displays, signs, bags and all other necessary items for their booth;
- Maintaining a tidy area throughout the market day – leaving a clean booth area at the end of the day;
- Booth set-up and tear down.

All vendors must agree not to practice distress pricing.

All regular vendors are expected at market every week and must notify the **Market Manager** by 8 pm on Thursday if they **WILL NOT** attend the Saturday market. The vendor may be held responsible for the booth fee if the **Market Manager** is not notified.

Vendors must arrive at market and be set up by 7:30 am or their space may be reassigned. Please call the Market Manager between 6 and 7 am on market day if unavoidably delayed. The **Market Manager** is responsible for all space assignments. Vendors will remain open during the full length of the market day – unless otherwise arranged with the Market Manager.

INSURANCE

Vendors are encouraged to carry their own insurance for their booth and product (insurance is provided for the market operation only).

NON-COMPLIANCE WITH MARKET RULES & CONFLICT RESOLUTION

Any vendor who fails to abide by the market rules may be subject to the cancellation of their vendor permit;

If a conflict arises and a review is necessary, a detailed description of the issue in question must be submitted in writing to the Market Manager and/or to the Office of Economic Development, Town of Bradford West Gwillimbury, 100 Dissette Street, Units 7&8, PO Box 100, Bradford, ON L3Z 2A7.

FEES

Regular vendors: \$20 per booth (10X10), \$10 for each additional booth – if paid on a weekly basis.

Prepaying for 24 weeks will result in a 20% discount (e.g. $\$20 \times 24 = \$480 - 20\% = \$384$).

Prepaying for 12 weeks will result in a 10% discount. (e.g. $\$20 \times 12 = \$240 - 10\% = \$216$)

Occasional vendors (i.e., selling at 10 or fewer market days): \$25 per booth (10X10).

All fees will be made payable to the Town of Bradford West Gwillimbury. Receipts for weekly cash payment will be issued at time of payment.

Refund of prepaid fees will only be issued within four weeks of the vendor's first week in attendance.