



White Rock Farmers' Market

Guidelines and Policies

2024

The White Rock Farmers' Market (WRFM) is a family friendly, busy community event. In order to ensure the success of the market as an effective, equitable, and enjoyable outlet for producers to sell products directly to consumers, the WRFM has established the following Guidelines.

Please familiarize yourself with WRFM policies as they are the basis for decisions concerning your participation in the market. Your adherence is required. Upon submitting an application to vend at the WRFM, vendors sign that they have read and will comply with the Guidelines.

If you have any questions about the Guidelines and Policies, you can contact the Market Manager at mktmanager@whiterockfarmersmarket.ca. The WRFM Board reviews guidelines on an annual basis. The Board reserves the right to suspend a vendor's participation in WRFM after a specific number of violations of the Guidelines and Policies. Suspension is a last resort.

A. APPROVED VENDORS

1. The WRFM's approval of selling privileges is only for the applicable market season.
2. Approved Vendors are those who are involved in the process of producing approved products, have paid their annual membership and stall fees, have read and signed off on the Policies and Guidelines, and have been to sell at WRFM market.
3. Approved Vendors will sign a contract with their application as a condition of their participation in an WRFM market. Signing the contract means that Vendors have read and agree to the Guidelines and Policies.
4. Products grown or produced at a location or by an individual, not identified on the application form are not eligible for sale.
5. Approved Vendors must attend the markets they are booked for. Family members living with the producer, or employees involved in production, may attend instead of the registered vendor. Onsite vendors are expected to be well-versed in affairs of the farm/business and to answer a full range of questions posed by customers at the market as well as show proof of the required health permits. Exceptions of staff at booths may be made on occasion at the discretion of the Market Manager and must be approved in advance. It is the Approved Vendor's responsibility to ensure



that their representative at the market is familiar with, and able to comply with all market rules and regulations.

6. No vendor may assign, sublet or sell their market stall to another vendor. Stall sharing is allowed if both vendors are present in the stall to represent their products and it is approved by the Market Manager.

7. Stall sites available for non-farm related products are limited and vendors will be accepted using the following priority basis. It is our goal to have a 70/30 ratio of food-related vendors to non- food vendors:

1. Organic fruit and vegetable growers selling their own produce.
2. Non-organic fruit and vegetable growers selling their own produce.
3. Prepared foods sold by their producers, such as baked goods, cheese, preserves, etc.
4. Plants, herbs, local flowers, etc.
5. Yard and garden products.
6. Specialty foods sold by specialty vendors.
7. Other crafts, soaps, hand care, jewelers, artists, service providers (non-food vendors).
8. Beer, wine and spirits.

8. Any additional products must have prior approval before being added.

9. Potential vendors who arrive on market day without prior registration will be accepted only at the discretion of Market Manager.

10. NO vendor shall have EXCLUSIVITY on any product.

B. APPROVED PRODUCTS AND SERVICES

1. 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 an WRFM.

2. Resale of purchased goods is strictly prohibited (i.e. no reselling).

3. If an approved vendor wants to sell additional products, the products must first approved.

4. It is the vendor's responsibility to comply with the provincial and federal laws and taxes governing their product and farm/business operation. All products for sale need to meet the laws, regulations and rules as specified by federal, provincial and municipal governments, local health authorities, certifying body the vendor belongs to and the WRFM.



5. Vendor applications will be put before the board of directors or the market manager to assess the quality of products in addition to ensuring diversity and compatibility of products in the market. They will only consider complete applications. The Board of Directors or the Market Manager reserves the right to refuse any vendor or product deemed unacceptable.

6. Products will be accepted after the following factors are considered:

- a) Overall product mix and balance
- b) Seasonal availability
- c) Consumer demand as determined by data collected by organization
- d) Current number of vendors with similar production
- e) Producer's history of selling such product
- f) Producer's history of compliance with WRFM market Guidelines and Regulations.

7. Promotional items are defined as those given away to shoppers. The items cannot be sold to recoup costs or to make a profit. Items such as buttons, stickers, and bags would be acceptable but require approval of the Market Manager. Any promotional product that the vendor wishes to give away must be approved the Market Manager.

8. Quality products, such as vine-ripened, fresh produce, and high-quality baked and prepared foods, as well as professional-level crafts are expected. Quality products contribute to the reputation of both business and that of the WRFM. Seconds and 'culls' are allowed but may not make up more than 20% of the total product for sale that day and must be marked as such and priced accordingly.

All items for sale at the market are subject to random sampling. Items may be removed from sale at the market if they are not of reasonable quality and/or freshness as determined by Market Manager.

9. No product on display shall include profanities or inappropriate content as we are a family market for all ages. It is the right of the WRFM to require the removal of a product if deemed inappropriate by the Board of Directors or the Market Manager. Failure to do so will result in a removal of the items from the market and/or the removal of the vendor from the remaining market season without a refund.

C. ACCEPTABLE PRODUCT - FARM VENDORS ONLY

1. Farm vendors may offer for sale ONLY goods which are approved by the Regional Health Board, the preponderance of which have been produced by the vendor, vendor's family, farming partners or employees in British Columbia.

2. Farm Co-ops are allowed. Each party in a Co-op must pay separate application fee of \$55.00. Farm Co-ops must be clearly identified with signage from Co-op members.

- a) The grower(s) being represented must be named and identified on the product.



- b) The grower(s) being represented must be farming in British Columbia.
- c) Produce distribution centers (wholesalers) may not be used as there is no way of determining where the product is from.
- d) ALL produce must be sold at a "reasonable market price".
- e) NO under-pricing or predatory pricing.
- f) All vendors are deemed to be fair and equal.
- g) ALL PRICES must be shown in dollars and cents (no exceptions)

D. ORGANIC CERTIFICATION

1. Only products which are “CERTIFIED ORGANIC” may be labeled as such and the certification documents must be made available to the Market Manager.
2. The certificate should be clearly displayed at the front of the vendor's stall.
3. ONLY certified products may be called “CERTIFIED ORGANIC”.
4. Vendors without certification cannot display products as "No spray" or "Natural" or any marketing term that implies organic.
5. All other required permits and licenses shall be brought to market and made available when requested. (Example: Food Safe Certificates, Letters of Confirmation).
6. Resale of purchased goods is strongly prohibited.

E. ACCEPTABLE PRODUCT - ALL OTHER VENDORS

1. Vendors must ONLY sell product that they produce themselves (make, bake, harvest, forage or grow) unless they are given specific written permission as an approved exception to this policy by WRFM Manager.
2. Although non-farm vendors are not expected to originate every ingredient of their product, they must substantially transform the materials used, by creating substantial added value.

F. FOOD SAFETY - PREPARED FOOD AND SAMPLES

1. Only canning jars with new seals and lids may be used for jams, jellies, preserves, sauces, etc.
2. All food handlers, including produce vendors who sample to the public, must submit evidence of having completed a “Food Safe” or “Market Safe Course” course before participating in the Market.



3. All prepared food vendors must be familiar with and follow the [Temporary Food Market Guidelines](#). Please refer to your local health authority if you need assistance in assessing your product.
4. All food service vendors must be familiar with and comply with the [BC Fire Code Regulations for Mobile Vendors](#).
5. All food for sale must be appropriately designated as either high or low risk before an application is submitted. Please refer to the following document for further information:
<http://www.vch.ca/Documents/Guidelines-for-sale-of-foods-at-temporary-food-markets.pdf>
6. All prepared food vendors selling high risk foods, must be approved through their local BC Environmental Health Officer in order to qualify for the WRFM. The Market Manager reserves the right to determine if additional information is needed.
7. All food documents are required to be on file with the WRFM and onsite with the Vendor at each market.
8. Vendors who use a home-based, uninspected kitchen to prepare their food are required to display a sign that is clearly visible to the consumer at the point of sale stating that: “THIS FOOD HAS BEEN PREPARED IN A CLEAN HOME KITCHEN AND NOT IN A KITCHEN INSPECTED BY A REGULATORY AUTHORITY”.
9. Certified Organic or Biodynamic prepared food products that have a current copy of their certificate on file with the Market Manager, may be labelled as “Certified Organic” or “Biodynamic”. The certificate must be publicly displayed at the vendor’s stall. All other required permits and licenses such as Food Safe certificates must be brought to the market and made available when requested.
10. Attach ingredient labels to all prepared foods as required by your Environmental Health Officer.
11. Prepared food labels should include the name and contact information of the producer, or as required by your Environmental Health Officer.
12. All food vendors must have liability insurance or agree not to hold the market responsible for any associated liability. This agreement is included in the market application. For further information about liability insurance, contact: <http://www.bcfarmersmarket.org/vendors/vendor-insurance-program>.
13. Refer to the [Provincial Temporary Food Market Guidelines](#) regarding sampling, or contact your Environmental Health Officer for the necessary requirements.
14. Vendors selling meat products must have an appropriate insurance policy in place which is to be submitted with their application.



15. The WRFM allows a limited number of liquor vendors at our market. Liquor vendors must meet the regulations established by the BC Government. Vendors must attain authorization to sell liquor at the WRFM. Information on how you can apply for a Market Authorization is available on the [BC Government Business Registry One Stop](#) page.

G. INSURANCE

The WRFM has limited liability insurance coverage. This does NOT cover incidences that are directly related to a vendor's product or actions. We require all vendors to carry their own insurance.

All food vendors must have liability insurance as required or agree not to hold the market responsible for any associated liability, including but not limited to damage of vendor property, personal or customer injury or product loss and/or theft. BCAFM has excellent vendor insurance plans available.

For more information please visit: <http://www.bcfarmersmarket.org/vendors/vendor-insurance-program>.

H. PAYMENT, CANCELLATIONS, NO-SHOWS AND REFUNDS

1. Vendors must prepay the annual membership of \$55 for their application to be considered.
2. Once approved, vendors will be sent a letter of acceptance to the e-mail address provided on their Manage My Market profile. They will then be given **seven days** to cancel any dates applied for without penalty, after which an invoice for the approved dates will be issued.
3. The stall fees must be paid **in full within 10 days of the invoice date** or they will lose their market stall.
4. A vendor must give **72 hours' notice of cancellation** to the Market Manager in writing via email to mktmanager@whiterockfarmersmarket.ca. Cancellations and missed dates are **non-refundable nor are they eligible for table credits**.

NOTICE OF CANCELLATION MUST BE RECEIVED BY NOON ON THE THURSDAY BEFORE THE MARKET DAY. No refunds or credits will be given for weather related issues.

Late cancellations (made later than noon on Thursday before the Market Day) or no-shows will be penalized using a three-strike rule:

- i. First incident in a season: a verbal warning will be issued and documented on the vendor's account.



- ii. Second incident in a season: Cancellation fee of \$50.00 as penalty for missed date. Payment must be received by the Market Manager no later than 72 hours prior to attending the next scheduled date.
 - iii. Third incident in a season: The vendor will not be entitled to attend the WRFM for the remainder of the season and will not be entitled to a refund
5. Refunds are only granted in extenuating circumstances. Requests for refunds must be made to the Board directly by emailing them at board@whiterockfarmersmarket.ca. The Board will only deliberate at the end of the current market season; it is advised to save requests until the last month of that season. Vendors appealing for refund must submit a summary of fees, dates and circumstances by the final market day of the season to the Board of Directors. Missed dates will be confirmed by the Market Manager. Any refunds issued will be subject to a \$25 non-refundable administration fee.
 6. Special circumstances for refunding primary producers - with approval from the WRFM Board of Directors, full refunds will be given for farmers who need to cancel dates at the beginning of their season (ex. crops are late) and at the end of their season (ex. crops get early frost, drop off early).

I. MARKET DAY: ARRIVAL TIMES & LATENESS

1. Vendor stall layout will be made available on maps.managemymarket.com or our website before the market day. It is important that you arrive and unload at your appointed time. If you do not know where to unload, park safely and find the Market Manager for direction. Vendors arriving late will be asked to walk their gear into the market.
2. Vendors are expected to be onsite and in place by 9 a.m. and all vehicles must be off site by 9:15 a.m.
3. Set up and tear down are typically chaotic times, so please drive slowly in the market area and roll down your windows so as to hear any directions. We appreciate your help in keeping our market safe.
4. The Market Manager is reachable by cell phone in case of an unforeseen event delaying a vendor's arrival at the market. Vendors experiencing an unexpected delay are expected to call the market cell phone (604-842-5698).

J. STALL SET UP AND TEAR DOWN

1. Due to weather conditions on the market site, it is a requirement of the WRFMS that all canopies be



weighted down with adequate weights of 20lbs per leg (no exceptions). If conditions are deemed to be too windy, vendors may be asked to take down tents as a safety precaution.

2. Access to a power source must have been submitted with their application and confirmed with the Market Manager before market day.
 3. Power cords that cross aisles must be covered by a mat in order to prevent tripping hazards.
 4. Stalls are to remain assembled until the official closing regardless of weather, turn-out or product availability. Vendors, who have sold out prior to the end of market, must place a sign saying 'sold out' in their stall if they choose to leave their stall.
 5. As a safety measure, vehicles are not allowed to move within the market area during selling hours. At 9:15 a.m. the market entrance will be closed and vendors arriving after this time will have to unload off-site. Vendors must walk in with their gear and set up.
 6. In setting up stalls, vendors should make every effort not to encroach on adjacent sites.
 7. Vendors must supply own tables, shelters, chairs, and garbage cans. It is essential that Vendors **do NOT dispose of your garbage by using the City of White Rock garbage/recycling bins.**
- YOU MUST TAKE YOUR GARBAGE WITH YOU. If you do not abide by this rule you may be charged the cost of the removal of your garbage).**
8. All stalls and adjacent areas must be left clear and clean at the end of each market day. VENDORS MUST REMOVE ALL GARBAGE and RECYCLING. Vendors must sweep up their stall area otherwise you may be charges the cost of cleaning up your stall space.
 9. Excess noise from vendor-operated equipment (e.g. car stereos, etc.) is prohibited. Please respect the neighboring residents by keeping noise to a minimum before 9:00 a.m.
 10. After the Market ends at 2pm, the barricades at Russell Avenue/Johnston Road will be removed at about 2:25pm and the site will be reopened to vehicles moving from Johnston through the marketplace. All vendors must leave the marketplace by 3pm.]
 11. All Market vehicles must adhere to the ONE WAY system starting at Russell/Johnston.

K. STALL APPEARANCE AND DISPLAY

1. Appearance of stalls must be kept organized, clean and tidy. In all cases, the WRFM and its Market Manager will be the final judge of appearance standards.
2. EVERY STALL MUST HAVE THE VENDOR'S NAME PROMINENTLY DISPLAYED.



3. All items for sale should have prices clearly marked.
4. Although every effort will be made to accommodate the wishes of individual vendors, allocation of stall sites will be determined by the WRFM and its Market Manager and that decision will be final.
5. WRFM has a no smoking policy on the Market site (as per White Rock City bylaw # 1858)

L. VENDOR CONDUCT

The WRFM is a place of business and a public forum. Polite professional behavior as well as fair and honest business practices is expected.

1. Complaints about other vendors, products, pricing issues or the operation of the market are to be given in writing or e-mail to the Market Manager or the Board of Directors. Public airing of these concerns at the market is not permitted.
2. Vendors experiencing any difficulty with customers, health officials, market volunteers, or another vendor should refer the matter promptly to the Market Manager. If the conflict directly involves the Market Manager, please discuss concerns with a Board Member.
3. Smoking and intoxication is prohibited in the market area.
4. Harassment of any kind will not be tolerated. The WRFM is committed to providing and maintaining a respectful environment that is free from harassment where all individuals are treated with respect and dignity. It is expected that all contact between co-workers, the public, and others be respectful, professional and courteous at all times. If you feel harassment has occurred, please report it to the Market Manager or Board member on site.

M. PARKING

Vendors are asked to leave the underground parking at the Community Centre for customers. On street parking is available.

The WRFM will not be responsible for any parking tickets issued or any towed vehicles.

N. DOGS/PETS

Dogs/pets are welcome in the Market but must be kept on a short leash, and under control, at all times within the Market area. Pet owners and their pets must keep on the right side of the walkway when walking through the Market.

Vendors may bring dogs/pets to the Market subject to any food and health regulations.



O. White Rock Farmers' Market on Site Emergency Procedure

All vendors must read, understand and agree to follow the On Site Emergency Procedure

This is to ensure the safe handling of an emergency/medical situation onsite during Market hours on Market day.

KEEP CALM, ASSESS THE SITUATION AND USE COMMON SENSE

1. Contact a WRFM staff who will call the onsite medical attendant
2. If the situation is an emergency, call 911:
 - Give CLEAR directions and information to the 911 operator, please be very specific on the exact location of the emergency .
 - IMMEDIATELY contact the MARKET MANAGER, MARKET STAFF or INFORMATION TENT located on Russell Avenue. Please give full details of emergency.
 - To ensure the emergency vehicles have access to the site, the barricades and Vendor Tents may have to be removed. It is very important that all vendors co-operate fully and in a timely manner.