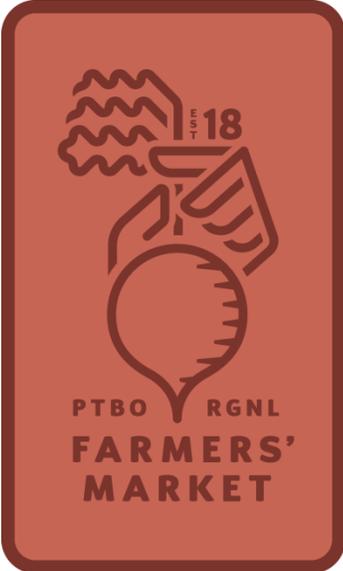

The Peterborough Regional Farmers' Market Guidebook

Join us every Saturday morning in Downtown Peterborough



Taste the Region in Every Season

Summer/Outdoor Market:

May 1 through October 31

Peterborough Square, 340 George Street North. The Market is located on the Courtyard at Charlotte and Water Street and along Charlotte Street, which is closed between George and Water Street (adjacent to courtyard)

Winter/Indoor Market:

November 1 through April 30

South, lower level of Peterborough Square, Unit 21-340 George Street North



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1. Introduction

The Peterborough community, in collaboration with local farmers (primary producers) has established a new Saturday farmers' market in June 2018. The objective of the Peterborough Regional Farmers' Market ("PRFM" or "the Market") is to serve the collective needs of local farmers, businesses, consumers and community partners for the next 100 years and beyond.

2. Market Location and Hours of Operation

Summer/Outdoor Market:

Dates: Every Saturday morning from May 1 through October 31

Hours of Operation: 7:30am until 1:00pm

Location: The Peterborough Square courtyard is in the heart of downtown Peterborough along Water Street and Charlotte Street. The Market also takes over Charlotte Street between George and Water Street which is adjacent to the courtyard

Free Parking: In addition to on-street parking, there is free indoor parking available in the underground Peterborough Square parking lot (entrance located on lower Charlotte Street). Also, free parking (covered) is available at the King Street Parkade, less than 300 meters away from the Market.

Winter/Indoor Market:

Dates: Every Saturday morning from November 1 through April 30

Hours of Operation: 8:00am until 1:00pm

Location: The lower level of Peterborough Square, at the south end of the mall by Princess Gardens Retirement Residence, at the location previously used as a temporary home for the Peterborough Public Library.

Free Indoor Parking: Free indoor parking is available in the Peterborough Square parking lot (entrance located on lower Charlotte Street).

3. Definitions

"community member" - means a member of the Peterborough community who does not operate a stall at the Market;

"farm products" means products that are grown, raised or produced on a farm and intended for use as food, and include, without being restricted to, fruits and vegetables, mushrooms, meat and meat products, dairy products, honey products, maple products, fish, grains and seeds and grain and seed products;

"farmer / primary producer / producer" - means a vendor who is primarily selling or offering for sale their own farm products and who is actively involved in the production and harvesting of 100% of the farm products they offer for sale;

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“farmers’ market” - as described in the Food Premises Regulation 562¹ (“FPR”) of the Ontario Health Protection and Promotion Act R.S.O 1990² and means - “a central location at which a group of persons who operate stalls or other food premises meet to sell or offer for sale to consumers products that include, without being restricted to, farm products, baked goods and preserved foods, and at which the majority (50% +1) of the persons operating the stalls or other food premises are producers of farm products who are primarily selling or offering for sale their own product”;

“farmers’ market food vendor” means the operator of a stall or other food premise that is located at a farmers’ market;

“food service premise” - means any food premise where meals or meal portions are prepared for immediate consumption or sold or served in a form that will permit immediate consumption on the premises or elsewhere;

“local” - means pertaining to a city, town, or small district rather than an entire province or country, in other words the common understanding and use of the word “local” with respect to Peterborough and region;

“regional” - the Market uses a tiered definition of regional. Priority will be given to vendors of products produced or raised within Peterborough County. For products unavailable within the County, the Market will widen its definition of regional producers to neighbouring counties and townships as needed.

“vendor” - means a person and/or a business authorized to operate a stall at the Market;

“vendor category” - means one the Vendor Categories as defined in Section 8.

4. Governing Body

Governance of the Market is overseen by The Peterborough Regional Farmers Network (“**The Network**” or “**PRFN**”), a registered not-for-profit corporation whose mandate is to:

- Advocate for regional food sovereignty, fair marketplaces, and policies at all levels of government and civil society that support farming businesses;
- Promote and support collaborative relationship;
- Interconnect farmers to build an inclusive agricultural and business community;
- Research, develop and apply best practices for agricultural production, distribution, and marketing;
- Consult with farmers and community stakeholders to identify, develop, and review projects and goals that support the local food system; and
- Operate under the guiding principles of openness, honesty and transparency.

¹ Food Premises Regulation 562 www.ontario.ca/laws/regulation/900562

² Health Protection and Promotion Act R.S.O 1990 www.ontario.ca/laws/statute/90h07

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5. Governance of The Market

A Farmers' Market Steering Committee ("**Steering Committee**") will oversee the operations of the Market in accordance with the Market's mission statement as provided by The Network. The Steering Committee will consist of seven (7) individuals with the appropriate skills, recruited and appointed by The Network's Board of Directors ("**BoD**") and will be comprised of three (3) community members, two (2) vendors who are farmers, and one (1) vendor who is not a farmer, as well as one community member to act as Chair and vote only in case of a tie. Two Steering Committee members and the Market Manager will attend the Network BoD meetings, as non-voting members, in order to maintain good communication channels and working relationships.

The Steering Committee will consult with vendors, community members, customers, government organizations, elected officials and other relevant stakeholders in order to govern and operate the Market in a fair, transparent and inclusive manner.

The Steering Committee will employ a Market Manager to support and manage the market on each market day. The Steering Committee and the Market Manager will follow all policies, the mission statement and the General Rules and Regulations (Schedule "A") of the Market. The policies, rules and regulations, and mission statement will be reviewed regularly to make sure everything is running smoothly.

6. Market Mission Statement:

- (a) To provide a venue for local primary producers within the Peterborough Region to sell their products;
- (b) To maintain the integrity of the Market as a "farmer's market" in accordance with FPR definition (noted above in Section 3), by ensuring the majority of vendors are local primary producers of farm products who are primarily selling or offering for sale their own product that they grow or raise;
- (c) To provide space for local community groups to promote their causes and programs;
- (d) To strengthen the connections between local food, farmers, and the consumer through direct contact via market days and sales and education;
- (e) To promote a festive and vibrant community experience by inviting local food vendors and artisans onto the market and showcase the value added production of local food and artisanship of local craft makers within the region;
- (f) To build relationships with the City, rural counties, and community and promote the economic, social and cultural value of agricultural within the region.

7. Management:

The Market Manager is employed by The Network BoD. In coordination with, and under the guidance of the Steering Committee, the Market Manager's responsibilities are as follows:

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- (a) Organize and maintain a smoothly running market;
- (b) Liaise with and nurture positive relationships with market neighbours and landlords, community partners and other key stakeholders;
- (c) Plan the market stall layout, schedule vendors, and assign vendor sites;
- (d) Recruit, evaluate and manage vendors as per the Market standards;
- (e) Support vendors in the market in an advisory capacity, as a small business development resource person;
- (f) Provide input into and ensure compliance with the Market Rules and Regulations;
- (g) Address issues and resolve problems in accordance with the Conflict Transformation Protocol (Schedule "B");
- (h) Recruit, train and manage Market volunteers at the market;
- (i) Manage not-for-profit organizations, busker and community booths to effectively share market space;
- (j) Collect weekly vendor fees and revenue data; make records and monies available to the Network treasurer in a timely manner;
- (k) Implement and promote special events and fundraising at the market;
- (l) Manage Market communications including; mail, emails, phone calls, and social media
- (m) Engage in promotional activities;
- (n) Report to the BoD Chair, or designate, any matters that require BoD attention and provide regular market updates at Steering Committee meetings;
- (o) Attend BoD meetings in a non-voting capacity and take meeting minutes;
- (p) Submit an annual report to the BoD in collaboration with the Steering Committee within 30 days of the end of the market year.

8. Vendor Categories:

The Market will feature vendors from the following four vendor categories:

- **Primary producers** (includes farmers of vegetables, fruit, meat, dairy, eggs, honey, maple syrup, plants, flowers, mushrooms, etc.).
- **Prepared food vendors** (includes sellers of value-added food products such as jams, pickles, baked goods, etc. as well as ready-to-eat/drink items like coffee, salads, sandwiches, pizza, etc.).
- **Craft and artisans** (makers of hand-crafted non-food items)
- **Community groups and buskers**

Primary producers will make up at least 60% of the vendor pool and will be required to hold MyPick³ or other certifications approved by the Steering Committee that verify they grow 100% of what they sell at the Market. Prepared food vendors and craft/artisans using locally sourced ingredients and materials will be given preference in the application process. The Market also welcomes community groups and buskers to apply to display/perform at the market.

³ MyPick - Verified Local Farmer - Farmers' Markets Ontario www.farmersmarketsontario.com/mypick/

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9. Vendor Application Vetting and Selection:

The vendor vetting committee established by the steering committee and the Market Manager will review all applications for the Market and will follow established criteria for each vendor category when reviewing applications.

9.1 Vendor Vetting Criteria

- (a) MyPick verification or other acceptable certification that have independent verification through farm visits guaranteeing that the farmer is growing 100 percent of the agricultural products they are selling at Market and fit the PRFM definition of a Primary Producer;
- (b) Assessment based on a tiered definition of regional (local) where preference is given to vendors within Peterborough County first and foremost then the region surrounding Peterborough County including the counties of Hastings, Northumberland, Durham, and Kawartha Lakes;
- (c) Dates the vendor commits to come to the Market. Preference will be given to full season vendors;
- (d) Vendor offers new and unique products to the Market;
- (e) Preference will be given to prepared food vendors that can verify that they use regional agricultural ingredients and/or food bought from primary producers at the Market;
- (f) Craft and artisan offerings should be handmade, authentic, creative, and a valuable asset to Market customers. Preference will be given to those who source their materials locally;
- (g) For applicants requesting multiple stall, priority will be given to primary producers.

9.2 Vendor Acceptance Process

The Market manager is responsible for managing the application process and following this policy in regards to accepting new vendors. All prospective vendors must fulfill the following requirements to be accepted into the PRFM, specifically:

- (a) Fill out correct application relating to their vendor category and submit that application with all information provided;
- (b) Provide all supporting documents with that application including third party verification that a primary producer grows only what they sell, kitchen inspection certification, insurance naming the PRFM as additionally insured, and/or photos of an artisans' work;
- (c) Be reviewed by the vendor vetting committee using the established criteria and be recommended to the board for approval;
- (d) Be approved by the BoD.

9.3 Exceptions:

- (1) **Community Groups:** The Market manager can accept community groups as per the community group policy;

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- (2) **Daily vendors:** The Market manager can accept daily vendors for a maximum of two markets days if the first two requirements are met and if the Market manager vets the vendor based on the established criteria to be a good fit with the Market, and
- (a) Their product doesn't overlap with another vendor,
 - (b) There is a stall space available,
 - (c) The vendor supports the spirit and culture of the PRFM.

If the daily vendor wishes to return for a third Market day, they must meet requirements 9.2(c) and 9.2(d).

9.4 Seasonal and Occasional Vendors

A seasonal vendor has met all four requirements, attends the market for at least 5 Saturdays and counts towards the Farmers' Market percentages, which states that the PRFM will always try to attain at least have 60 percent verified farmers at the Market during the outdoor summer season and 55 percent verified farmers at the Market during the indoor winter season. In order to maintain status as a farmers' market and be exempt from the Food Premise Regulation, a farmers' market must have at least 51 percent verified farmers at the Market.

An occasional vendor has met all four requirements, attends the market for 5 or less markets during a season and is not counted in the Farmer's Market percentages stated above. An occasional vendor fills in gaps at the market when space is available and is allowed to vend on a market day based on the discretion of the Market Manager.

9.5 Community Group Policy

The Market mandate includes providing space for local community groups to promote their causes and programs. The Market Manager administers the following policy:

Non-profit community groups can table at market, free of charge, when space permits. Market manager will take requests to table throughout the season and ensure this schedule is posted on a shared calendar.

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Community groups tabling at market:

- (a) Must be a community group or not-for-profit organization.
- (b) Must be an organization fundraising for itself and not individuals fundraising for organizations.
- (c) Must not be offering goods that conflict with goods already offered at market.
- (d) Must not be a political party/municipal candidate or a group affiliated with a political party unless all political parties are invited to a debate type event.
- (e) Must not be a group that is actively trying to sway political opinions towards a specific political party.
- (f) Must not be a group that promotes any form of hate or discrimination.
- (g) Must not be a religious organization or group affiliated with a religious organization.

The Market Manager is expected to report to the BoD if there is any question in his/her mind whether a community group applicant might meet the above criteria, and the BoD will make that final determination.

10. Fees

Stall fees are outlined in the Stall Fee document available on the Market web site.

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Schedules "A", "B" and "C" follow.

Schedule "A" - General Rules and Regulations:

1. Peterborough Public Health (PPH)⁴ requires that all vendors follow appropriate health and safety protocols. Vendors are responsible for maintaining up-to-date knowledge of these protocols with respect to their products.
2. The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA)⁵ regulations require that all produce and other farm products be labeled as to their place of origin, content as well as volume and/or weight. It is the responsibility of each vendor to be knowledgeable about any applicable municipal, provincial, or federal regulations regarding labeling, measuring, packaging and health/safety restrictions/prohibitions pertaining to their products.
3. The Market further requires each vendor to label their booth with their business name, the town, township, and county where they grow, prepare, or craft in, as well as the distance (km) from the Market so customers may be fully aware of product origin.
4. The Market Manager and/or the Steering Committee may deem it necessary to visit the farm or premises of a vendor to verify claims of 'locally-produced' items for sale.
5. Where industry recognized certification exists, vendors must have proper certification from an accredited certifier in order to use associated claims such as "certified organic", "biodynamic", "humane certification", etc.
6. The maximum stall allocation will be 4 stall spaces per vendor during the outdoor market and 2 stall spaces per vendor during the indoor market. One stall space includes a 10' x 10' footprint.
7. Stall locations will be assigned by the Market Manager and every effort will be made to maintain the stall layout for the duration of the season, however, under specific circumstances, vendors may be asked to move their stall(s). Courtesy, respect and accommodation are appreciated.
8. Vendors may not sell, rent or sublet their stall space(s) to other vendors. Stall-sharing may be allowed under circumstances that have been approved in writing by the Market Manager.
9. Vendors and/or their family or other qualified staff are expected to attend the Market in person to sell their products. Occasional use of "stall sitters" is permitted and vendors are encouraged to arrange a stall sitter rather than not attend the stall for the day.
10. Vendors are responsible for providing all display materials (tables, chairs, etc.) and setting up and tearing down their displays. Vendors must keep within appointed stall guidelines, and not encroach upon walkways. Shelters, umbrellas etc. must be properly fastened together and anchored

⁴ Peterborough Public Health www.peterboroughpublichealth.ca/

⁵ Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) www.omafra.gov.on.ca/english/

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with at least 30lb (14kg) weights on each leg. Any ropes, poles etc. used in the shelter construction must not interfere with customer traffic. All vendors must remove their tables and products after every summer/outdoor Market day. Unless otherwise notified, vendor displays may remain set up at the winter/indoor Market.

11. All items for sale must have prices prominently and clearly displayed. Vendors must not practice distress pricing by dumping products at bargain prices. Undercutting other vendors will not be tolerated. Volume sales incentives (i.e. \$2 each, 3 for \$5) are permitted. Each vendor will be responsible for sales tax collection, where applicable.
12. All vendors (including community groups and buskers) are expected arrive at the Market site no earlier than 5:00am but no later than 6:30am on summer/outdoor market days, and no earlier than 5:30am but no later than 7:30am on winter/indoor market days. Vendors shall have their booth fully assembled and ready for customers by the beginning of the market day). Likewise, stall-holders are expected to keep their stalls open for the duration of the market session and will not begin to tear down until the market has closed for the day at 1:00pm. All vendors have to be off the site by 3:00pm.
13. Vendors are expected to provide the Market Manager with at least 7 days' notice in the event of an absence from the market. If a vendor habitually misses market days, that vendor risks losing their stall for the remainder of the season.
14. Vendors are expected to report their earnings to the Market Manager on a weekly basis. The importance of this information cannot be overstated. This aggregate information will be used in negotiations and collaborations with municipalities, funders, and sponsors in the future. **The financial data of individual vendors is confidential and will not be disclosed without written authorization.**
15. Vendors are expected to keep their stall space clean and to remove their own garbage and recycling.
16. No alcoholic beverages are allowed on the market grounds unless they are given out as samples by a winery or cidery selling at the Market who is approved by the Alcohol and Gaming Commission of Ontario (AGCO). The sample must be consumed at the Winery or Cidery's stall.
17. No smoking is permitted on the market grounds. No animals (except for service animals) are allowed in the vendor stalls, but are welcome in the walkways.
18. Vendors shall sell products at the front of their stalls (i.e.: not from behind).
19. All market stall-holders are expected to treat other stall-holders, market staff, volunteers and customers with courtesy, kindness and respect at all times.

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20. Attendance

Consistency of attendance is critical to ensure the integrity and professionalism of our market.

20.1 Cancellation

Full time vendors are expected to attend all markets during the season for which they have registered. If **farmers** do not have product to sell, or sufficient product to make attendance financially viable, they are exempt from this rule, but must provide as much notice as possible. In all other circumstances, vendors are expected to abide by this rule.

If a cancellation is absolutely necessary, vendors must provide the Market Manager with at least five full days' notice by email to info@ptboregionalfarmersmarket.org. Ten days notice is preferred. Acceptable reasons for cancellation include: illness or accident, bereavement or family emergencies. An effort should be made to find someone to run your stall in your absence.

The PRFM market manager records weekly vendor attendance. If vendors miss more than 2 market days without an acceptable reason, and/or without sufficient notice, they will be asked to submit a letter to the Steering Committee explaining their situation and their commitment to the market. The market will attempt to support these vendors and help them achieve PRFM attendance goals.

If attendance becomes an ongoing issue, this information will be shared with the vendor vetting committee and will be taken into account the following season when applications are submitted for review.

All vendors can appeal outcomes in writing to the Steering Committee as per the PRFM's Conflict Resolution Policy.

20.2 Special notes

Vendors who are going to miss an indoor market day must remove all their belongings so an occasional vendor can be assigned to the site. Vendors who fail to do so will incur additional charges (equal to the current daily stall rate) for the removal and storage of the stall property.

Occasional vendors, assigned a space for a given market day, must inform the Market Manager at least two days prior to market day of their upcoming absence. Failure to do so, or continued absences, may negatively affect opportunities for future participation in the market.

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20.3 Late Arrival/Early Departure

All summer vendors are required to be on site by **7:00 am** to ensure setup is complete by market opening time at **7:30 am**. If a vendor is not able to arrive by 7:00 am, they must contact the Market Manager by calling **705.931.4371**. Late vendors cannot unload market items using their vehicle on the market site and must carry their market items to their stall.

All winter vendors are expected to be on site at 7:30 am and should be set up and ready for sales by 8:00 am.

All vendors must stay until the market is over at **1 pm**, even if they are sold out of product.

Schedule "B" - Conflict Transformation Protocol

The Market strives to promote a friendly and fun environment that is respectful of the dignity and human rights of every individual. Details of our **Conflict Transformation Protocol** are posted on the Market website.

Schedule "C" - Contact Information

Peterborough Regional Farmers' Market

Address: Peterborough Regional Farmers' Market
340 George Street North, Unit 21, Peterborough, Ontario, Canada, K9J 7E8
Telephone: 705.931.4371
Email: info@ptboregionalfarmersmarket.org
Website: www.ptboregionalfarmersmarket.org

Peterborough Regional Farmers' Network

Website: www.ptbofarmers.net
FaceBook: www.facebook.com/ptbofarms

