

South Fish Creek Recreation Association 2010 Farmers' Market Regulations



General Information

The South Fish Creek Recreation Association Farmers' Market will operate Friday evenings for 16 weeks commencing on June 11th and ending September 24th, 2010. The market will be located in the South parking lot of the South Fish Creek Complex, adjacent to the main Arena entrance. Hours of operation will be 2:00 – 6:00 pm. The Market will operate rain or shine. Vendors will be responsible for supplying their own tables, chairs, tents and/or canopies, should they wish to use them.

Registration forms must be submitted to the South Fish Creek Recreation Association, prior to the first date requested. Payment must accompany your registration form. Payment can be made in person by cash, cheque, debit, Visa or MasterCard. Payments can be emailed to South Fish Creek Recreation Association at farmersmarket@sfcra.com, accompanied by a VISA or MasterCard number, or mailed to South Fish Creek Recreation Association, Unit 100, 333 Shawville Blvd SE, Calgary, AB T2Y4H3 or by phone, 403-201-8652 during office hours.

Office hours are as follows: 9:00am to 9:00pm Monday to Friday, and 9:00am to 5:00pm Saturday and Sunday.

Please note that summer office hours will be in effect for July and August.

Saturday through Thursdays 9:00am-5:00pm and Fridays from 9:00am- 8:00pm.

Priority will be given to potential vendors who “make, bake or grow” their own products. A \$10.00 administration fee will be deducted from all refunds. No refunds will be issued for cancellations received with less than 2 weeks notice.

Vendors are asked to advise the Market Manager, Becky Nerenberg in a timely manner if they are not attending a market.

Set Up Information

Vendors will be assigned a specific space upon check-in each week. Please do not rearrange numbers posted on specified spaces. Location of vendor stalls may vary at the discretion of the Farmers' Market Manager, Becky Nerenberg. First preference for reserved stalls will be given to returning vendors and/or vendors registering for the entire season.

Stall set-up may begin at 12:00 pm. Vendors must be present at the market **no later** than 1:30 pm to retain their table allocation, otherwise tables may be reassigned at the discretion of the Farmers' Market Manager, Becky Nerenberg. Vendors are requested to be completely set-up and ready for business by 1:45 pm. No business transactions may take place prior to the 2:00 pm start time **under any circumstances**.

Vendor stalls consist of an approximately 8' x 10' area with 10' frontage. The Vendor must supply the tables and chairs to their space.

Canopies are not necessary, however, they do provide your table with some shade, as well as catch the eye of customers passing by on the main street.

Any type of advertising or displays must be confined to your stall and placed in a manner such that it does not obstruct other merchants and/or customers. Additional display items such as backboards, easels, coolers, etc., are permitted as long as they conform to the above guidelines. The Farmers' Market Manager, Becky Nerenberg must approve any additional set-up items.

Vendors are responsible for their own table coverings, cash floats and bags. There will be no changing of spaces during set up or during the market hours, please use your assigned space. If you are licensed to collect GST, please make a sign for your table that indicates whether your prices include the GST or not.

As the South Fish Creek Recreation Association's Farmers' Market is an outdoor market, electrical plug-ins will not be available for vendor use. Vendors who require electrical outlets to operate their booths are required to supply their own generators.

Space for vehicles, stalls and people is very limited and as a result vehicles will not be permitted within the Market's center isle. Vendors must state on their registration form if their vehicle is necessary for their operations so that they can be placed in the appropriate location within the Market layout. Please also include the vehicle's size as this may affect how many stalls need to be assigned.

Vendor Obligation Information

Vendors are responsible for posting signage that identifies themselves, their business, farm or market garden. Sandwich boards may be used and placed in front of your stall space. Vendors are responsible for displaying any appropriate licenses.

Vendors are responsible for maintaining their stalls in an attractive and neat manner during Market hours. It is also the responsibility of all vendors to clean up your stall at the end of the Market; stalls must be left in the same state as they were found. Please remove any refuse and/or unsold products from the Market premises at the end of the Market hours. [Garbage cans](#) and [push brooms](#) will be made available to vendors to assist in maintaining the cleanliness of the Market area.

For safety reasons, no vendor will be allowed to disassemble booths or drive out of the Market area before the Market closes. Special permission must be obtained from the Farmers' Market Manager, Becky Nerenberg if you require an early departure time from the Market.

Sale of Products

Vendors are requested to be completed set-up and ready for business by 1:45 pm. No business transactions may take place prior to the 2:00 pm start time **under any circumstances**. Pre-Selling will not be tolerated by Market Management and shall result in vendor expulsion.

Only products indicated on the Vendor Registration form may be sold during the Market. If there are any changes to these products; Market Management must give prior approval to the vendor. Management reserves the right to request removal of any product not approved prior to selling by the vendor.

Vendors must have a price list available and/or ensure that their prices are clearly exhibited. Wherever possible, vendors are requested to mark each item for sale.

Vendors are responsible for complying with all Alberta Agriculture, Sustainable Agriculture Association, Provincial and City health and licensing requirements governing the production and sale of their product. All Calgary Health Region permits, SAA Certification, etc., must be clearly posted by vendors for the duration of the Market hours.

Vendor Conduct

All vendors shall receive a copy of the South Fish Creek Farmers' Market regulations and will be required to sign the Vendor Registration form indicating that they have read and understood our policies and procedures.

Vendors are expected to conduct themselves in a courteous manner at all times. It is the South Fish Creek Recreation Association's intent to offer a Farmers' Market that benefits not only the Market vendors but also its consumers and the community as a whole. Hawking, accosting and/or badgering members of the public will be considered inappropriate marketing techniques by the Market Management and will not be tolerated under any circumstances.

The Farmers Market Manager, Becky Nerenberg of South Fish Creek Recreation Association, reserves the right to prohibit any person from renting stall space in the Farmers' Market. Market Management may require any vendor to leave the Market in the event that the vendor and/or individual fails to or refuses to abide by the Market Regulations or the management decisions of the SFCRA and staff.

Market Management Rights & Responsibilities

The South Fish Creek Recreation Association has the right to alter, amend or introduce new regulations governing conduct within the Market. Reasonable notice, a minimum of one (1) month, will be given to all vendors in the event of changes or modifications to the Market Regulations.

The South Fish Creek Recreation Association reserves the right to amend, relocate, terminate or otherwise control the South Fish Creek Complex grounds in the interest of the Association.

The South Fish Creek Recreation Association will not be held responsible for any damages to a vendor's equipment, stall area, produce, goods, property or vehicles.

The South Fish Creek Recreation Association will attempt to provide comprehensive marketing and advertising for the Market. The Market is currently advertised on the South Fish Creek website, along with Brite Signs to be posted on the main roads, along with community advertising and electronic marketing at South Fish Creek. In addition to electronic marketing, South Fish Creek will try to provide as much printed media as deemed necessary including but not limited to: banners/signs, sandwich boards, posters, and handbills. The South Fish Creek Recreation Association must approve all advertising copy not generated by Market Management.

South Fish Creek Market Staff will endeavor to provide any conflict resolution that may be necessary. While we recognize that healthy conflict can lead to growth, innovation and variety, unresolved conflict can quickly grow out of proportion and lead to market unrest and chaos. The Market staff will work with vendors to ensure that we are on top of potential conflict situations and deal with them before they become major concerns. Please do not hesitate to approach Market Staff regarding any concerns or questions you may have.

The South Fish Creek Recreation Association is committed to providing a quality Farmers' Market for all its vendors, consumers, and the community. Questions, concerns or comments are encouraged and welcomed at any time and can be directed to the Market Manager, Becky Nerenberg of South Fish Creek. Becky will also be present during all market hours to assist in whatever manner deemed necessary. You may contact Becky by phone at 403-201-8652 or by email at farmersmarket@sfcra.com