



Vendor Handbook

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Welcome to the 4th season of The Village Market in Osborne Village! The Gas Station Arts Centre and the Board of Directors are pleased to invite you to participate in what we hope will be a successful year building on all the hard work from the vendors and community last year. This year's market will run from Thursdays from 4-8pm (July 7th through to September 29th, 2011.)

1 Purpose

The purpose of this Vendors' Handbook is to describe the organization and administration of The Village Market run by the Gas Station Arts Centre (GSAC) and to detail the regulations to be followed by the vendors, staff, and Market Coordinator. Any issue not covered with in this Handbook shall be dealt with by the Market Coordinator or the GSAC directly.

2 Organization

The Village Market (TVM) is the name of the market hosted and carried out by the Gas Station Arts Centre on the site of the Gas Station Theatre. The Village Market is aligned with the mission of the Gas Station Arts Centre with a goal to:

...create a safe and welcoming space to connect local producers and consumers in sharing local food and art resources, while strengthening social and economic community capacity and development.

The Village Market is therefore open strictly to producers and artisans who reside within 100 miles of Winnipeg, and in the case of producers, those who grow their foods within this 100-mile area.

The Village Market is managed by the Market Coordinator, the Gas Station Arts Centre, and a team of community volunteers. The market is governed by the Gas Station Art Centre's Board of Directors and the Executive Director.

3 Market Location and Season

The Village Market is located at the Gas Station Theatre at the corner of River Avenue and Osborne Street in Winnipeg. It is held in the outdoor space on Thursdays from 4-8pm from the first Thursday in July (7th) to the last Thursday in September (29th). Since the first market falls on Canada Day, the market will be open from 2 to 8 pm on this date only. There may be special market days aligned with special events occurring over the summer months.

4 Eligibility for Vendorship

Producer-based: Applicants for produce vendorship must produce what they sell within 100 miles of Winnipeg. Preference will be given to small-scale, organic growers who do not currently have access to a commercial market. All applicants must be residents of Manitoba; any exceptions will be made at the discretion of the coordinators.

Vendors are required to sign a seasonal agreement with the Market indicating their commitment to attend every Thursday until the end of the season. The agreement includes the set table fee for the season per week.

5 Product Categories

Agricultural: Products include, but are not limited to, fruit and vegetables, plants, shrubs, trees, flowers, honey, maple syrup, preserves, sauce, vinegar, meat, fish, poultry and eggs, soap, dried soup and other mixes, fleece, wool, grains, etc. Agricultural vendors may sell pre-packaged, individual servings for take-home, and small samples for free are allowed. Ready to eat servings for consumption at the Market are to be sold by Food Concession vendors only.

Baking: Products include, but are not limited to, breads, rolls, buns, muffins, cookies, fruit pies, cakes, pastries, meat pies, etc. All baked goods must be pre-packaged at point of baking.

Food Concession: There are a limited number of concessions at the Market where food is sold “ready-to-eat” for consumption on site. Preference is given to Vendors offering home-made products.

Arts and Crafts: Arts and crafts must be hand-made by the Vendor using his or her own skill, artistry and training to produce a new, unique and original product.

6 Application and Selection Process

Vendor Application: All applicants for vendorship must complete a “Vendor Application” form. This is done annually between The Village Market (TVM) and the producer-vendor, who, upon acceptance to TVM, agree to enter into an agreement for their mutual benefit and to set out the terms and conditions of their Agreement, as detailed in this Handbook. This purpose of the Vendor Application procedure is to maintain a high quality, producer-based market, to provide a variety and balance of products, to ensure fairness to all Vendors and to ensure that Vendors abide by the regulations of TVM.

Review: The completed Vendor Application form is reviewed by the market coordinator. All products offered for sale will be examined to ensure they are indeed produced in ways that align with the goal of TVM. They will also be assessed

to ensure they are of reasonable and fair pricing and that they are compatible with other products sold at the Market.

Approval: The market coordinator will recommend acceptance or rejection of each Vendor Agreement and each product offered for sale. The market coordinator and the Gas Station Arts Centre reserve the right to refuse acceptance of any applicant or product that is not keeping in line with the regulations or standards of TVM.

7 Stall Allocation

Each vendor is limited to a single stall provided by the Gas Station Arts Centre, with possible exceptions being made to Food Concession vendors. Vendors may apply for multiple spaces but allocation depends on the space available at the time, and may be withdrawn at any time if the space is required for a new vendor.

Sharing: Vendors may share a stall provided that **they both pay the table fee**, products of both are on display at all times, and that both vendors attend full time as the contract dictates.

Sub-letting: Vendors may not sublet, sell, or rent booth space to other vendors.

Space Allocation and Location: Stall spaces are allocated by the market coordinator with input from Vendors. Priority will be given to those requiring access to electricity, etc.

8 Fees

\$15 per week for all Vendors. This fee includes the use of hydro if it is deemed necessary by the Vendor's sale permit.

This year we are asking for half of the season's tabling fee (\$97.50) for regular Vendors payable with their application. The balance (\$97.50) is payable the 2nd week of the market or July 14th, 2011.

No Vendors may set up until appropriate fees are paid. A \$20 charge will be levied for NSF cheques.

This fee also includes an identification badge which each Vendor must wear each market day. If this badge is lost, a \$5.00 replacement fee is charged.

Refund Policy: Fees are non-refundable.

9 Vendor Responsibility

Compliance: Vendors must fully comply with the following; failure to do so may be grounds for termination from the Market:

- The Village Market Handbook and GSAC Agreement
- **Municipal, Provincial and Federal Regulations regarding labelling, measures, health and safety etc., for all products offered for sale at TVM.** Compliance is the responsibility of the individual Vendor and not the GSAC or TVM.

The City of Winnipeg Food and Environmental Health:

<http://winnipeg.ca/cms/ehs/food/default.stm>

George Kellestine, Public Health Inspector, 986,5694 or
gkellestine@winnipeg.ca

- **Vendors are expected to attend the market in person or by a family member or direct employee** to sell their own products, though the occasional use of a booth sitter is permitted and is encouraged if the owner cannot attend.
- **Vendors are expected to arrive 30 minutes to one hour prior to the start of the market** to coordinate an organized and safe set-up and are not allowed to begin tear down before designated closing time unless they have sold out of product. **All vendors must leave the market no later than 1 hour after the Market closes.**
- **Vendors must try to bring enough products to last the entire duration of the market.** Exceptions are made for reasons of product supply beyond the control of the Vendor, e.g. produce in season.
- **Vendors are provided with tables but are responsible for their own displays,** signs, chairs etc and the setting up and tearing down of their displays. A limited number of volunteers will be at hand each market day to assist those who required it. Booths should have an attractive and professional appearance, enhanced by good presentation and cleanliness. Vendors are encouraged to seek advice and assistance from other Vendors, the market coordinator and other market entrepreneurs. The market coordinator may ask that unsightly or unsafe materials be removed. The GSAC accepts no responsibility for damage or loss of display materials. All materials must be removed from week to week.
- **Loading/Unloading:** It is hoped that we will once again secure a loading zone this year directly in front of the theatre for vendor pick up and drop off. No

long-term parking is provided for vendors as there is adequate street parking within a one block radius to the Gas Station Theatre. Vendors are encouraged to be creative in their transportation and parking, actively seeking alternatives to individual motor vehicles (i.e. car-pooling) to assist in minimizing the ecological footprint of the market. **The parking lot directly beside the Theatre is also available to assist in the set-up and tear down of stalls.**

- **Conducting Business:** Vendors must remain in their own stalls when selling. Sales must be conducted in orderly and business-like fashion, and no shouting or other objectionable means of soliciting trade are permitted. All articles offered for sale must have prices prominently and clearly displayed. Vendors must not practice distress pricing by undercutting other Vendors or dumping products at bargain sale prices. The rule of thumb is no more than 20% different between the high and low prices of like items between Vendors. Volume buying prices such as "\$2 each or 3 for \$5" are permitted, but not incentives that present a flea market image; e.g. "Buy Two Get One Free" or "50% discount."
- **Products and Safety:** Produce should be sold by units or legal containers such as litre baskets, quarts, etc. If your product is sold by weight, the scale has to be government inspected, with a valid sticker displayed. All produce should be correctly labelled and displayed. Every person handling food products must maintain a very high standard of personal hygiene and cleanliness. **All food or produce Vendors must follow these health standards:**
 - No Smoking at or near Vendor stalls
 - All foods offered for sale must be protected from contamination
 - Wash hands thoroughly with soap and warm water after visiting the washroom
 - Containers and wrappers must be single-use only, or properly cleansed recycled products of higher grade plastics or papers
 - Not unauthorized persons should have access food preparation areas
 - All food must be at least 6 inches off the ground
 - All canned products must be packaged in new jars and sealed with new vacuum lids
 - Personal effects should not be stored anywhere near food products
 - Sampling and condiments:
 - a. Do not allow customers to get hands anywhere near samples to be eaten by other customers; prepare individual samples that cannot be handled by more than one person; provide toothpicks or small paper containers or pass out each sample
 - b. Samples may not be heated in the buildings
 - c. Provide tongs, forks, spoons, etc for each type of condiment offered
 - d. Watch children very closely.

Refuse: Stalls must be kept free of refuse during the market day, and at the end of the day all refuse for removal must be placed in the bins provided, except cardboard boxes which must be broken down for recycling and placed in recycling. It is expected that all Vendors will actively encourage zero-waste at TVM and will recycle wherever possible. **It is a goal of TVM to be plastic-bag free;** Vendors are not to provide plastic bags for customers, but paper or alternative containers if necessary.

Insurance: It is the responsibility of individual Vendors for any additional insurance coverage.

10 Community Development

Community Table: A community table will be set up for charity and non-profit organizations, at no cost, to advertise partners in kind and funding, and for promotional and educational purposes. The volunteer/s staffing it will also be able to provide market information and assistance to consumers.

Buskers: Buskers are allowed at the Market at the discretion of the coordinators and GSAC.

Patio Series: This year, the GSAC will host the Patio Series during market hours from 6 and 8 pm. Each act will perform two sets. Acoustic acts will be set up in the same location as last year. Electric acts or louder bands will be set up in front of Subway closer to Osborne. The GSAC hopes to draw more people to the TVM as well as provide a more diverse audience for the performers. Vendors and Performers will be asked to work together so that the volume level is comfortable for everyone.

11 Contacts

Please contact Nick at (204) 284-9477 or villagemarket@gsac.ca with questions or comments.

[APPENDIX 3] VENDOR APPLICATION FORM 2009

Vendor Application Form

All applicants for vendorship must complete a “Vendor Application” form. This application, if accepted, is an agreement made annually between The Village Market and the producer-vendor, who agree to enter into a contract for their mutual benefit and to set out the terms and conditions of their agreement. This purpose of this procedure is to maintain a high quality, producer-based market, to provide a variety and balance of products, to ensure fairness to all Vendors and to ensure that Vendors abide by the regulations of the Market.

Review: The completed Vendor Application form is reviewed by the coordinators. All products offered for sale will be examined to ensure they are indeed produced in ways that align with the goal of the Market. They will also be assessed to ensure they are of reasonable and fair pricing and that they are compatible with other products sold at the Market.

Approval: The coordinators will recommend acceptance or rejection of each Vendor Application and each product offered for sale. The coordinators and the OVCC reserve the right to refuse acceptance of any applicant or product that is not keeping in line with the regulations or standards of the Market.

Checklist: please ensure that you have

- **Read the entire Vendors Handbook and Application Form**
- **Filled out the Application Form to the best of your knowledge, including a list of all items being sold, and attaching any photos or portfolio items if you wish**
- **Completed a Temporary Food Service Operating permit, if necessary, and sent it in**
- **Signed the contract at the end of the Application Form**
- **Committed to having a great season at The Village Market at the Gas Station Theatre!**