



# MARCHÉ OLD CHELSEA MARKET

## Vendor Information, Rules and Regulations 2007

*Marché Old Chelsea Market Vision: Provide an opportunity for consumers to buy high quality homegrown and/or homemade & handmade products directly from their local growers, producers and craftspeople.*

### 1. Location

The Marché Old Chelsea Market will be held every Saturday on the Meredith Centre grounds on the future site of the Chelsea Community Centre, in Old Chelsea, Quebec.

### 2. Hours of Operation

9:00 a.m. to 2:00 p.m. June 2 to October 20, 2007 (21 weeks). Vendors should have their display installed and be ready for business by 9:00 a.m. No vendor may leave the market before 2:00 p.m. unless they have special permission of the Market Manager.

### 3. Producer Based Market and Products Allowed

Vendors will be drawn from Quebec and Ontario within a 150 km radius of Chelsea. Preference will be given to:

- Vendors who reside and produce their products within 1) the Municipality of Chelsea and 2) Quebec
- Producers of products not already abundant on the market (however there will be overlap of products sold)
- Environmentally sustainable practices and/or materials
- Returning vendors

The Market will strive to create a diverse, vibrant market that offers consumers an abundance of a wide variety of products while ensuring that vendors receive a sustainable volume of business. To achieve this goal, the Market reserves the right to limit the number of vendors offering similar products.

No business that is a result of a franchise agreement is permitted.

#### Products allowed for sale:

- a. **Bioregionally** grown fruits and vegetables
- b. flowers, plants, herbs and small shrubs
- c. homemade baked goods and homemade preserves (must be produced locally), honey and maple syrup
- d. meat, fish, poultry, eggs and dairy products. All vendors of these products are required to contact the local health unit for proper handling information and approval

- e. firewood, animal skins, pelts and hides, homemade crafts and art (**100% your own creations**)
- f. fair-trade coffee and tea, juices and soft drinks only as complement to vendors selling exclusively baked goods or self-produced meats such as hot sausages (with the exception of homemade teas and juices). Must meet approval of Marché Old Chelsea Market committee.

Every maker/grower is required to declare on their market application or renewal that any item that they sell is of their own creation and was created or produced in their presence and under their direct and personal supervision.

The maker/grower should be able to demonstrate the production of any item offered for sale upon one week's notice and in the presence of a representative of the Jury committee at the committee's request. This work shall be done within a distance and at a site deemed reasonable by the Jury Committee.

#### **4. Produce – Regional (agriculture, horticulture and food vendors)**

In order to maintain the integrity of the local, seasonal aspect of the Market, no vendor is permitted to import produce that will be available locally in order to “get a jump on the market” e.g. selling tomatoes from Southern Ontario in early July when they will not be available from local farmers until late July.

**The Marché Old Chelsea Market is a producer-based market. 100% of the goods for sale by any vendor must be homegrown unless otherwise approved by the market committee.**

Food stall vendors (i.e. lunch, crepes, noodles, smoothies) are exempt from the 100% producer rule. They have to make the product, but do not have to grow the ingredients themselves.

The sale of **organic** produce and products is **strongly encouraged** at the Marché Old Chelsea Market. Organic producers must provide a copy of their current organic certificate to the market committee, and should have a copy at their market stall.

#### **5. The Maker or Grower is the Seller**

At Marché Old Chelsea Market, the Maker is the Seller! Except for reasonable breaks throughout the season, the maker/grower must be present. This enhances the customers' experience by creating a relationship of trust and knowledge between both parties. The only other persons permitted to sell are:

- family members
- partners who participate in the making of the created item on a day-to-day basis

Sellers will also be:

- consistent throughout the season in order to be familiar to customers
- knowledgeable about products and full informed about all aspects of production so that they are able to answer customers' questions

A maker/grower may choose to employ others to work alongside him/her, but not act as a replacement. Any exceptions to this rule are at the sole discretion of the Marché Old Chelsea Market Committee and require special approval.

Additional sellers used under this exception must be fully informed about all aspects of production so that they are able to answer customers' questions. Wholesalers and their representatives are strictly forbidden!

## **6. Proper Food Packaging, Handling and Labeling**

All products sold at Marché Old Chelsea Market must meet Federal and regional Health Unit legal requirements. They should be sold by units or legal containers, such as a bushel, 4 L basket, quart 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 labeled and priced and all labels should be in accordance with federal and regional government laws and regulations applicable to the product. Vendors are responsible for ensuring product transport, storage, packaging, labeling and handling meet all applicable federal and provincial standards.

Only producers who are certified organic by a CAAQ accredited certifying body may use the terms "**bio**", "**organic**", "**ecological**", "**biodynamic**", or any similar term or any other term intended to lead consumers to believe that the product is organic. Organic producers must provide a copy of their current organic certificate to the market committee, and should have a copy at their market stall. Organic producers and vendors who sell prepared goods containing organic ingredients should be familiar with the labeling and advertising requirements of the Quebec Organic Reference Standard (available at [www.caqbio.org](http://www.caqbio.org)).

## **7. Permanent, Seasonal & Casual Vendors & Musicians**

Priority will be given to vendors committed to the full season, but the Market welcomes and encourages seasonal and casual vendors. Casual vendors register on a daily basis and are allocated to a stall as they are available at a cost of \$30. The Market reserves the right to limit seasonal (4-weekend) and casual produce vendors to those offering products not already offered by permanent, full season vendors. This policy encourages and supports those growers who commit to a full season, while discouraging the "dumping" of peak-season produce.

Full season vendors sign a lease agreement in the spring of 2007 and are committed to the full season of Saturdays June 2 to October 20, 2007. Vendors signing the three-year lease agreement are committed to three full seasons: 2007, 2008 and 2009. Both full season rates are only available until June 2, 2007. No refunds are available. All vendors **MUST** contact the market manager Friday night prior to the Saturday market or on market morning to report an absence if they cannot be at the market that day. Remember – the market runs rain or shine and lots of people come to the market in the rain too!

Full season vendors will have an opportunity to have their name and contact information posted to the Market website which will be taken from their registration form.

Local area musicians (solo or band) can apply to busk for free at the market for a given Saturday. Performances must be acoustic and unplugged and musicians are responsible for providing all of their own equipment. There will be no fee or wage for their performance, however they will be able to collect donations and sell merchandise/CDs.

## 8. Pricing

All items offered for sale must have prices prominently and clearly displayed. Vendors must not practice distress pricing by undercutting other vendors or dumping products at a bargain or sale prices, The rule of thumb is no more than 20% difference between the high and low prices for like items between vendors. Volume buying sales incentives such as \$2 each -- \$3 for \$5.00 are permitted but not incentives that present a flea market image e.g. "Year End Sale", "Buy Two Get One Free" or "50% discount"

Hawking your wares is not permitted.

## 9. Stall Fees & Extra Spaces

2007 Fees:

<b>NEW!</b> <b>Full season (three year rate)</b>	\$900/stall (\$450 due with application and \$450 due by June This is a savings of \$75/year and the rate is only Available until June 2, 2007. This rate will include: choice of stall location at current market site, priority placement in the future community center, free advertising in publications When possible and prominent display of your logo on the market website.
Full season Stall Fee (21 weeks)	\$350/stall (full season rate only available until June 2)
4 Saturday Stall	\$80 (\$20/day)
Casual (daily)	\$30/stall (daily price may vary according to season)

\*There shall be a **MAXIMUM** of two (2) charitable or non-profit groups, youth or disadvantaged individuals permitted to operate per week on an advance booking basis, at no cost. The group must provide particulars of the purpose of the organization and/or fundraising for the approval at the sole discretion of the Marché Old Chelsea Market Committee.

All vendors must make a commitment to the season/dates selected by signing an agreement accompanied by a deposit upon approval of application.

All fees are due prior to the first day of attendance at the market.

Casual vendors pay the Market Manager by the day, in cash at the end of the day.

All vendors are asked to anonymously and confidentially report their daily earnings on the paper chits provided in the wooded slot box at the Market Manager's stand.

Full Season vendors may rent a second stall space on an as-needed basis and as space permits for the casual (daily) fee.

## 10. Stall Allocation & Sharing Stalls

Stalls are reserved for permanent vendors first and then seasonal vendors as space permits. The ratio of agricultural, horticultural and food vendors to artisans will be approximately 3 or 4 to 2. Stalls not occupied by 9:00 a.m. on market day will be made available to casual vendors. Casual vendors should arrive at the market at 8:30 a.m. and sign the waiting list. Stalls are assigned by the Market Manager by 9:00 a.m., on a first-come, first-served basis as long as products meet the jury committee guidelines or vendors have been pre-approved.

**A maximum of two vendors may share one stall with the exception of artists who may have four vendors per stall.** Each vendor must be a member of the Marché Old Chelsea Market Association and be present 50% of the selling days.

#### **11. Market Stalls, Awnings & Sign**

Stalls will be approximately 10 x10 feet. Vendors must provide their own tables and all-weather awning. The market will run rain or shine. Awnings may be in the form of a tent or large umbrella (10 X10 maximum) in good shape in the colours of green, burgundy, blue or beige. All awnings (including umbrellas) on the market site during a normal period of market operations, including the set up and break down period, are required to have their awnings sufficiently and safely anchored to the ground from the time it is put up to the time it is taken down. Any vendor who fails to properly anchor his or her awning will not be allowed to sell at the market on that market day, unless that vendor chooses to take down and stow their canopy and sell without it. Tarps are not permitted.

All vendors must have a sign prominently displayed on their stall with their name, farm name if applicable and address. We recommend that all products be labeled (in both English and French) with the contents, vendor's name, price and list of ingredients, for liability purposes.

#### **12. Parking & Vehicles**

Except where vehicles are part of the display, vendors must remove their vehicles from the market by 8:50 a.m. Farmers and producers with perishable produce and products may keep their cars near their stalls. A parking location separate from close customer access will be available. No vehicles may drive in the market area while the market is in operation. Individual permission can be discussed with the market manager.

#### **13. Artists and Crafters Only**

Any artist who has not sold at the Marché Old Chelsea Market before is welcome to a free day as a vendor. The market will also supply an artist tent and 3x4 table free of charge. It is available on an advanced booking basis only. This tent may be shared by up to four other artists. All artists present may divide the stall fee. It may be used for a maximum of 5 Saturdays per season per artist after which time the vendor must provide his/her own tent and table. Artists may also collaborate with up to four other artists and share the responsibility for selling at a stall of their own. Normally, a maximum of two vendors are allowed to share a stall, but we have made an exception for artists.

#### **14. Membership and Market Agreement**

All vendors must be members of the Marché Old Chelsea Market Association and agree to abide by all rules and regulations. The membership fee is \$25/year paid with your registration fee (for example, full season vendors your cheque will be written for a total of \$375.00). Anyone can be an associate member and the fee is \$5. All vendors must sign an agreement that they have read, understood and agree to abide by the market rules.

## 15. Market Jury

All vendors must submit an application declaring all goods to be sold at the market. The application will be evaluated by the Marché Old Chelsea Market Jury Committee. Only those vendors and products selected by the jury will be allowed at the Marché Old Chelsea Market. **At any time during the season, if a vendor should decide to sell additional products, they must be pre-approved by the Market Manager and/or the Market Jury Committee, with the Jury Committee's decision being final.** Returning vendors need only submit pictures and lists of new items.

### Jury Procedure:

1. All prospective vendors submit an application by the deadline prior to the start of the market season
2. For new vendors, jurying requires either photographs of products being considered, actual products or a combination of the two.
3. After the vendor is selected, they will be reviewed at their booth. Appearance of the booth and display is an important component in ongoing participation at the market.
4. The jury reserves the right to accept some of the applicant's items and disallow others, if the jury feels that item(s) do not fit with the vision of the market.

## 16. Vendor Responsibilities

Each vendor will supply his/her own equipment:

- a. Vendor, their equipment and display must be neat and clean
- b. Sales must be confined to the stall area and conducted in a conservative manner (no shouting or hawking)
- c. Vendors are required to remove all their own garbage and leave market tidy spotless. Garbage must not be placed in municipal bins.
- d. Vendors are responsible for following Federal, provincial and municipal regulations regarding language laws, sales tax, labels and health and safety
- e. The Market requires that vendors whose product may have an impact beyond the confines of their booth (i.e. scent and/or sound) be sensitive to the impact of their products on other vendors and the public and to cooperate with reasonable mitigation requests. Tents are not to exceed the front line of the stall as to block other vendors.
- f. Vendors are **strongly encouraged to appear each and every Saturday** for which they have reserved in order to maintain a cohesive market. Vendors are asked to advise the Market Manager before market day if they know they will be unable to attend. Permanent vendors may not sub-lease or let another person use their stall.

## 17. Mini-marketeers

Kids 16 and under are invited to open a market stall on the last Saturday of each month. Anything sold must be grown, made or produced by the seller! There is no charge for being at the market and no application required. Mini-marketeers must bring their own table, sign, chairs and umbrella. We also do ask that a parent or adult is present to help supervise.

## **18. Smoking**

Smoking is not permitted on the Market site.

## **19. Complaints & Appeals**

The Market Manager has final say on operation of the market on market day. He/she may request inappropriate or poor quality items be withdrawn from sale and/or displays cleaned up. Vendors agree to comply with his/her direction on market day. Vendors who do not abide by market rules, cause disturbance, make false declarations about their goods, fail to meet Health Department standards or deal with customer complaints about quality may be disqualified from the market. A vendor not satisfied with the Market Manager's decision may, for a fee of \$10 appeal the Marché Old Chelsea Market Committee.

## **20. Insurance**

Marché Old Chelsea Market carries Public Liability and Property Damage Insurance. All vendors are responsible their own additional coverage, where appropriate. Marché Old Chelsea Market will not be held responsible for losses, theft or accident or for the products or conduct of vendors.

## **21. Live Animals**

All pets at the market must be on a 3 foot leash, cannot walk in or near stalls and must not come in contact with other dogs.

## **22. Refuse**

Booths and stalls must be kept free from refuse during the Market day. At the end of the day, all refuse for removal must be placed in the bins provided, except cardboard boxes that must be broken down for recycling and placed beside garbage bins, not in them. This is especially critical for any produce and food vendors because of the risk of vermin. Scraps of any such material must be scrupulously cleaned up from the ground.

## **23. In-Booth Storage**

Storage containers and equipment shall be confined to one's market space and kept out of sight.

## **24. Alcohol**

No alcoholic beverages are permitted on the Market grounds.

## **25. Identification Badge**

All vendors will wear a Marche Old Chelsea Market identification badge, available for a refundable \$10 deposit.

**These are the Rules and Regulations of the Marche Old Chelsea Market. Changes and additions may be made at the discretion of the Market Board of Directors.**