



## **Eat Well Market Policies and Procedures:**

The purpose of our policies and procedures is to clearly lay out the rules and regulations of the Eat Well Market (EWM) to ensure a smooth and enjoyable market season for all vendors, Town of Hanover, and customers. The rules and regulations are to be followed by all vendors to ensure a friendly, stable and profitable environment.

The mission of the EWM is to promote healthy eating and healthy lifestyle by being a farmers market that provides wholesome food options. EWM supports locally grown goods and produce and works with the Town of Hanover and the community. EWM strives to provide a positive and conflict free atmosphere for vendors and consumers.

EWM has a manager and an assistant manager who work together to make decisions for the market. The manager and assistant manager, make day to day decisions concerning marketing, vendors, financial allocation, dispute resolution and all other EWM discussions. The manager and assistant manager advocate on the behalf of the market to the town, sponsors and vendors.

The EWM will prepare a marketing plan each season to promote the market to the community. Each year the plan will be decided by the manager and the assistant manager with input and ideas from vendors. A significant portion of the market budget will be spent on marketing.

The EWM is located in Heritage Square in Hanover Ontario and runs the first Saturday in June until the end of October every year. The market begins at 9am and ends at 1pm.

The EWM finances will be managed by the manager and assistant manager (responsible for financial decisions) with a third signing party who ensures money taken out of the account matches receipts given.

### **Vendor Guidelines**

The EWM will maintain the farmer's market designation by always having 50% +1 farmer.

A Primary producer is a vendor who grow/harvest/raise/forage etc their products to sell at the market.

A Food vendor is someone who create or craft their food products. It is recommended that those who craft food use local organic sources whenever possible. Food Vendors are responsible for their own packaging and compliance with Public Health policies.

The EWM does not allow resellers to sell at the market. However, reselling 25% or less from a likeminded source is allowed.

As per the mission statement the EWM will support the community by providing a community table that is free for community groups in the area.

The EWM will support local musicians by providing a free area for a musician to busk or play each week.

The EWMs vendor decisions are the responsibility of the manager and assistant manager. Vendors will be chosen based in the needs of the market, gaps in goods for sale and vendors previous performance. To

remain a farmers market the EWM will always have 50% +1 farmers. The EWM will strive to continue to grow and add new vendors.

Vendor space allocation will be decided by the manager and assistant manager. A map will be created of where vendors will be set up for the dress rehearsal. Vendors must follow the map and will be placed in the same space each week. To be relocated to a new space approval needs to be given by the manager or assistant manager. Space allocation will be decided by the following in this order: electricity needs, trailer needs, returning vendors, new full time vendors, partial season vendors, and daily vendors.

There will be no sharing or subletting the booth.

For a full season at the EWM for 2018 the fee will \$275/season and \$20/week for weekly vendors. All fees are non refundable and to be paid by cheque to “**Eat Well Market**” by May 15<sup>th</sup> of each year to reserve your spot. Daily vendor fees are due before setting up the day of the market.

Pricing at the EWM is up to the individual vendors. However it is recommended that vendors discuss prices to create fair and level pricing. Undercutting other vendors is not allowed.

#### *Dispute resolution*

All vendors are encouraged to solve conflicts amongst themselves. However if a resolution cannot be found it is recommended to bring the dispute to the manager or assistant manager before disruption to the market atmosphere. All disputes will be heard, and a decision will be made based on what is best for the market and policies and procedures.

#### *Failing to comply with policies and procedures*

Vendors who break a policy or procedure will first be given a warning for their first incident. The second incident will be followed by a discussion with the market manager. The third incident will result in being asked to leave the market or not being asked back the following season.

### **Vendor Responsibilities**

All vendors are required to have a sign displaying their business name.

All vendors are required to have a tent and table. It is the responsibility of the vendors to provide themselves with both a tent (with weights) and table.

All BBQs must have a fire extinguisher for fire safety.

All vendors must work together to ensure that the market atmosphere is positive and conflict free. This includes recognizing and working with individual differences, refraining from all forms of discrimination or negatively discussing vendors, the market or customers.

The EWM requires vendors to have clean, organized and presentable booths that encourage customer participation and reflect the EWM mission.

Full season vendors are expected to be at the market each week and required to be present 70%. If a vendors needs to take a week off they need to let the manager know at least one week in advance so that a

replacement vendor can be found. If a vendor is absent for too many weeks it may result in being asked to leave the market or asked not to return the following year.

All vendors are expected to arrive and be ready to sell at 11:45, unless prior arrangements have been made with the manager or assistant manager. All vendors are required to stay set up until 4pm unless prior arrangements have been made. Late arrivals and early departures disrupt the market atmosphere, annoy customers and can become a safety issue. Vendors who arrive late or leave early will be given a warning before having a discussion with the market manager.

Vendors will be considered late if they have not complied with all of the following by 11:45: arrived at the market, unpacked vehicles, moved their vehicles out of customer area and have their tent set up.

Parks and recreation requests that cars are not be on the square for a long period of time. When vendors are unpacked it is recommended they move their car prior to setting up.

The EWM recommends that vendors bring enough product to last for the duration of the market. As the market becomes more stable this amount will become clearer.

Vendors are asked to park their vehicles in the spaces furthest from the market to allow customers access to closer spots.

All vendors must conduct their business at the market in a way that supports the EWM mission, is positive and respects customers.

All vendors are required to follow proper safety. Vendors who do not follow public health rules and regulations will be asked to leave the market.

All vendors are required to have insurance for their stalls. The EWM will provide insurance for the market as a whole, and vendors can purchase individual insurance through the market or privately.

No smoking is permitted by vendors within 20 ft of the market booths.

No live animals will be for sale or on display at the market.

**Vendors must make themselves aware of the policies and procedures. Your signature on the application form implies that you have read and agree to all policies and procedures. The market manager has the right to dismiss a vendor from the market should he or she fail to comply with the market guidelines or prove to be disruptive to creating a positive market environment.**