

ARE YOU READY? PREPARED FOOD

Thank you for your interest in selling at Vancouver Farmers Markets! You've got your product, but are you ready to sell it in the big city? The following checklists are by no means exhaustive, but are intended to get you going in the right direction*. Elements in **bold** are requirements for all prepared food vendors. "Sections" refer to the Vendor Handbook. We look forward to working with you!

MUST READS

Vendor Handbook: These guidelines ensure the success of our markets as effective, equitable and enjoyable outlets for producers to sell products directly to consumers. Please familiarize yourself with them, as they are the basis for decisions concerning your participation in our markets.

Guideline for the Sale of Foods at Temporary Food Markets: All prepared foods are subject to these guidelines. Please refer to this document for further information.

Market Site Details: Every farmers market we operate has slightly different operational details, finalized shortly before each market season opens. This document includes loading details, site-specific guidelines and important contact information. When you are accepted to a market, make sure you request and read these so you know what to expect.

Getting Approval:

- FOODSAFE Level 1 or MarketSafe**
- Know if VCH considers your products lower or higher risk**
- Pass VFM Food Jury** (use of local ingredients is a major factor in acceptance)

Lower Risk Foods: *Appendix I – Guideline for the Sale of Foods at Temporary Food Markets*

- Home-based Kitchen Sign
- Lab Test results: $A_w \leq 0.85$ or $pH \leq 4.6$ (may be requested by VCH inspectors onsite)

Higher Risk Foods: *Appendix II – Guideline for the Sale of Foods at Temporary Food Markets*

- Submit Application for Sale of Higher Risk Food at Temporary Food Markets (30 days ahead)
- FOODSAFE Level 1 or equivalent
- Cooler(s) or mechanical refrigeration (foods kept at 4°C or colder, frozen if required)
- Generator (if required, must be pre-approved by manager - see Section S for guidelines)
- Rent commercial kitchen?* Letter of Confirmation from local health authority
- Own commercial kitchen?* Permit/License to Operate or Proof of Health Inspection

*It is up to each vendor to know and comply with the laws, regulation and rules as specified by federal, provincial and municipal bodies, local health authorities and the certifying body the vendor belongs to or claims endorsement, including Provincial and Federal sales tax requirements.

Basic Equipment: At this time, VFM markets are temporary pop-up markets. Everything must be packed-in and packed-out by the vendor.

- Canopy** (eg. pop-up tent or umbrella – the most common stall is a 10x10 stall)
- Weights** (additional 25lbs per corner or umbrella base – Section R)
- Table or display** (easily cleanable, good condition, sanitized as often as necessary)
- Food Storage** (avoid sources of contamination, including pets and the ground)
- Packaging** (all food must be wrapped or packaged - no styrofoam! See Section U)
- Compost or recycle bin (if you, your product, or samples generate waste –Section U)
- Point of Sale** (all vendors must accept cash and market \$ - what about debit/credit?)

Signage and Documentation: Refer to Table 3 in the Vendor Handbook for a list of documents required for submission to the VFM office. We recommend keeping copies in your onsite market kit.

- Business sign** (visible from >20ft away - see Section V.1)
- Price Lists** (may be price stickers, signs or board – see Section V.3)
- Proof of Insurance** (see Section O.9)
- Organic Certification (if applicable – see H.6)
- Contact info and ingredients** (on packaging and/or point of sale – see Section H.7)
- Complete product recipes** (may be requested by VCH inspectors onsite)

Sampling: If you're able to do so safely, sampling dramatically increases sales at markets

- Handwash Station (required if sampling - Section T)
- Pre-portion and pack individual samples at home

Promotion: Build a loyal following! Help shoppers find you! VFM takes its role of promoting markets seriously and expects our vendors to do the same

- Manage My Market profile:** keep info, products, logo, etc. up-to-date
- Loyalty cards, newsletter lists
- Recipes, sampling, suggestive signage (offering tips & ideas for product use)
- Postcards, business cards, leaflets and/or posters with market schedule
- Website, Facebook, Instagram and/or Twitter handle
- Tip: follow and tag @vanmarkets so we can share the love!

QUESTIONS? CONTACT US AT OUR OFFICE

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