

# ARE YOU READY? PRIMARY PRODUCERS (FARM)

Thank you for your interest in selling at Vancouver Farmers Markets! VFM gives priority to BC's primary producers and are proud to welcome a wide variety of growing methods and local farm products to the 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 primary producers. "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 farmers selling food (produce, dairy, meat and poultry) 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.

## CHECKLISTS

- 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)
- Table or display** (all food products must be kept and displayed off the ground)
- Table covering** (must be washable)
- Compost or recycle bin (if you, your product, or samples generate waste)
- Point of Sale** (all vendors must accept cash, Market \$, VFM gift cards, VFM-approved coupons (as applicable))
- Scale (if applicable, must be "legal for trade")
- Packaging (no styrofoam!)

\*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.

**Sampling, Value-Added and Higher-Risk Foods:** see "Guideline for the Sale of Foods at Temporary Food Markets" to determine if your products are higher risk

- Handwash Station (required if sampling)
- Food Safe or Market Safe (required if sampling or for value-added foods)
- Cooler(s) or mechanical refrigeration (if applicable)
- Generator (must be pre-approved by manager)
- Applicable documents (Processor Letter, Recipes & Ingredients Lists, Lab Test Results, VCH Letters of Confirmation, etc. Contact the office if you are unsure)

**Signage and Documentation:** Refer to 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)
- Price Lists** (may be price stickers, signs or board)
- Proof of Insurance** (submit to office)
- Land Title or Lease Agreement** (submit to office)
- Organic Certification (if applicable)

**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

- Marketspread 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!

**RESALE OF PURCHASED GOODS BY VENDORS IS STRICTLY PROHIBITED**

## QUESTIONS? CONTACT US AT OUR OFFICE

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