



THE LESLIEVILLE FARMERS' MARKET 2023 VENDOR INFORMATION PACKAGE

The following document outlines general rules and regulations covering regular vendor activity at the market.

IMPORTANT DATES:

Applications Open: February 13th, 2023

Applications Close: February 28th, 2023

Vendor Acceptance Notification Date: March 10th, 2023

Season Dates: May 14th, 2023 - Oct 29th, 2023

Total of 25 Market-Days

***While we aim to provide the best possible service, we can only contact applicants under consideration or that have received a formal letter of invitation. Selected vendors will be contacted through email by March 10th, 2023.*

Any applicants that apply after February 28th will be placed on our waitlist. You will be contacted if an opening becomes available during the Market season

2023 Rules & Regulations

The Leslieville Farmers' Market (LFM) Rules & Regulations provides all the essential information you need to know as a vendor attending the Market. These exist to ensure the LFM is a safe, welcoming environment for vendors, customers, our volunteers and staff, and that each vendor has a fun, easy and profitable time at the Market.

All vendors attending the LFM must adhere to these rules and regulations. Failure to comply may result in a written warning, suspension or termination from the LFM depending on the severity and type of infraction and at the discretion of the Market Management Team.

The primary contact and supervisor while attending the LFM will be Alexa Pereyra (alex@leslievillemarket.com).

LOCATION, DATE & TIME

The Leslieville Farmers' Market is located in Greenwood Park (150 Greenwood Park) and operates every Sunday from 9:00 am until 2:00 pm from May 14th to October 29th, 2023.

A member of the Market Management Team will be on site from 7:00 am until 3:00pm every Sunday.

ARRIVAL & EXIT

Arrival: Vendors should arrive by 7:30am and no later than 8:30 am (but may arrive earlier). All vendors must have their booths set up by 8:50 am at the very latest. All vehicles must be removed from the unloading area by 8:50 am. After two late arrivals, a meeting with the LFM team will be arranged. Further inability to arrive on time will result in removal.

Sales Times: No sales shall be made before 9:00 am or after 2:00 pm. By joining The Leslieville Farmers' Market, vendors agree to occupy and commit to their allotted space for the full duration of market hours – from 9:00 am until 2:00 pm.

Exit: No vendor may begin tearing down their booth before 2:00 pm. It is essential for everyone's sales that the market's integrity is maintained for its entire duration.

Absences: Vendors unable to attend a market day or stay for the full duration of the market must notify the Market Manager at least 48 hours before the market. There will be no refunds for missed markets, and frequent absences may result in penalties.

Delays: Please contact your market staff in case of an unexpected delay on market day.

PARKING

In an effort to support the LFM's farmers as best we can, only vendors classified as *farmers* or otherwise given explicit permission from the Market Management team may park on the East side of Alton Ave.

All other vendors may park on the West side of Alton Ave, Dundas St. E, Gerrard St. E or the surrounding sidestreets.

All vendors parking on the East side of Alton Ave *must* have the LFM Parking Pass visible in their dashboard. These are provided by the Market Management Team and must be printed and displayed on the dashboard of your vehicle.

- Failure to do so may result in a ticket from Toronto Parking Enforcement.
- Displaying the Parking Pass is a requirement of our Street Closure Permit with the City of Toronto.

OFFLOADING/ON-LOADING

Vendors may offload/on-load from Alton Ave between 7:00 AM and 8:30 AM and 2:00 PM and 3:30 PM.

- Vendors ***may not*** drive their vehicles into Greenwood Park without express permission from the Market Management Team, including paved surfaces.
- Failure to comply is a violation of Toronto Parks & Recreation by-laws, a danger to public safety and may result in suspension or termination from the LFM.

VENDOR FEES

Vendors are divided into distinct classes and are each priced according to several factors, including the mandate of the LFM, associated costs and requirements and alignment with sales, costs and community benefits.

Booth Type	Price Per Week Pre-Tax
Farmer Regular 10ft x 10ft	\$50
Farmer Large 10ft x 15-20ft	\$70
Producer - bakery, specialty products/ beverages	\$60
Prepared Foods	\$80
VQA/ Cidery	\$70
Brewery/ Distilled Spirits/ Coffee	\$100
Artisan/ Craft	\$75
Pop-up	\$75
Non-profit Pop-up	Free
Membership Fee	\$40

ELECTRICITY

The electrical system at the Market is severely limited, and access by vendors is made on a case-by-case basis depending on the level of need and access to alternatives.

- Vendors requiring electricity must inquire with the market manager to apply for an electrical permit.

VENDOR BOOTH REQUIREMENTS

All vendors are required to adhere to and follow all legal requirements pursuant to the products being sold and activities while onsite at the Leslieville Farmers' Market. In addition, all vendors are required to meet the following requirements while participating at the LFM.

PLACEMENT

- The placement of each vendor booth will be organized by LFM staff to ensure an appropriate product mix, customer experience and in consideration of the needs of the vendors' products.
- Exceeding your 10x10 allotment will result in additional fees
- The LFM is an *outdoor* market. All vendors should come prepared to operate in full-sun, heat, rain or shine. Considerations such as tree-shade are not guaranteed.
- No vendor may assign, sublet or sell their market stall to another vendor. Stall sharing is allowed if both vendors are present in the stall to represent their products.

LABELING & SIGNAGE

- Vendors must clearly display names of each variety of products and what, if any, synthetic fertilizers or products were used in their production.
- All prices and vendor/business names must be clearly posted and follow the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) guidelines.
- All products must be displayed in an attractive manner and adhere to the LFM Vendor Booth Guidelines.

EQUIPMENT REQUIREMENTS

- All vendors are responsible for the safety of their equipment, including tents, tables, barbecues and cooking equipment.
- All vendors agree upon participating in the Leslieville Farmers' Market that they hold all liability and responsibility for damages, injuries or accidents that may occur from any equipment, materials or tools that have failed to be used in accordance with its safety guidelines and/or requirements.
- All vendors must have and use tent weights while using any tent or structure.
- Ground-penetrating tent pegs may not be used.
- Generators may not be used.
- All equipment must be stowed and stored in a covered receptacle at all times. No loose equipment.
- Vendors may bring additional shade structures should their products require it.
- If your tent is damaged, we will ask you to take it down and request an updated tent by your next market day
- All electrical cords must be out of puddles, covered by electrical mats and layed out in a safe manner.
- Electrical cords will not be provided by the LFM - it is up to the vendor to bring the appropriate length of cord required.

BORROWED/ RENTED EQUIPMENT & STORAGE

*10x10 tent(s) and tables are a requirement! If you must rent one from The LFM please email alexa@leslievillemarket.com to confirm. Please note we have a very limited number of tents available, and cannot guarantee availability.

*If you have already agreed to rent a tent or table from LFM please head to the shed when you arrive to sign the rental form and the Market Manager will provide you with your equipment. It is the vendors responsibility to collect equipment from the manager, set-up, tear down and return to shed.

*All borrowed equipment must be returned and brought back to the shed at the end of the Market - followed with an inspection by the Market Management Team for any damage.

In order to ensure our Market is as attractive to our customers as possible, all vendors are required to follow the LFM Vendor Booth Guidelines 2023 found in the Vendor Welcome Package.

SOURCING

FARMERS/PRODUCERS/PROCESSORS (including Wine and Spirits)

- Absolutely no re-selling of any item shall be permitted.
- All products must be grown, processed, produced and produced by the vendor wherever possible.
- Any third-party involvement in the production of products sold must be clearly labelled.
- Vendors may not sell products purchased from wholesale or other retail sources.
- Every effort should be made to source your ingredients as locally as possible
- When ingredients cannot be sourced locally, ensure your source ensures and maintains ethical and ecologically responsible growing and/or manufacturing processes
- Make every effort to include seasonal offerings that highlight ingredients that are sourced within the market. DO NOT use industrially processed or manufactured ingredients, additives or unsustainable production methods.
- All **value-added products** must be made from a secondary source from local products (e.g. beeswax candles, preserves) and can be sold at the Market's discretion. These must be listed in each vendor's application.
- Any reselling of any product(s) will result in a single written warning. A second offense from the same vendor will result in expulsion from the market.
 - Under extenuating circumstances, vendors may apply to sell up to 25% of a neighbouring farmer's produce if they do not have enough produce or if it uniquely contributes to the product mix available at the Market.
 - This may only be done with express written permission from the Market Management Team and they must be notified in writing beforehand.

PREPARED FOOD & BEVERAGE

- All prepared food vendors are encouraged to use locally-sourced ingredients in their products wherever possible. Sourcing products from the LFM should also be a priority.
- Products containing ingredients that are not normally grown locally, such as banana, citrus fruit, cocoa/chocolate, coconut, coffee, ginger, mango, some nuts, plantain, sugar, tamarind, vanilla and various spices, may be sold, under the following conditions:
 - The product is approved by the Market
 - The product is consistent and in keeping with the product range normally offered and approved in the vendor application.

The following practices **will not** be tolerated:

- Ingredients or products containing Genetically Modified Organisms (GMOs)
- Conventionally grown agricultural products (any product grown with excessive pesticides, herbicides, chemical fertilizers)
- Hormone or antibiotic use in livestock
- Cruelty or inhumane practices in the raising or slaughtering of livestock, including lack of sufficient access to outdoors, use of gestation crates and factory farming

PUBLIC HEALTH, SAFETY & ENVIRONMENTAL IMPACT

- It is the responsibility of the vendor that all products and produce sold at the Leslieville Farmers Market comply with all applicable City of Toronto, Provincial and Federal Government regulations (i.e. the Canadian Food Inspection Agency and Public Health Guidelines) with regards to proper labeling, measuring/weighing, refrigeration, sanitation, safe food handling practices, etc. and any other governmental requirements not listed here.
- All food preparation must be conducted in a commercial-grade kitchen that has passed TPH inspection
 - **Vendors will provide proof that their kitchen/premises have been inspected by the Public Health Department with their application.**
- All advertised specialty certifications such as Certified Organic, or any other certification that may impact customers' perception of your product must be available to LFM staff and displayed at your booth.
- Alcohol Vendors: Staff offering samples at the market must have a Smart Serve certificate on hand. No sales or sampling by anyone other than staff with "Smart Serve" certificates is allowed.

The Leslieville Farmers' Market is dedicated to farmers employing environmentally sound and sustainable farming practices. A written statement of all farming, production or processing practices is required to be available at all times to LFM staff (onsite and offsite).

Vendors are required to use minimal packaging and must use recyclable and/or environmentally responsible plates, cups, napkins and utensils wherever possible.

- Leave No Trace: each vendor shall maintain a clean and healthful condition within their area and leave that area free of debris and waste prior to leaving each market day. Vendors caught illegally dumping will receive a fine and face possible removal from the Market.
- Vendors are prohibited from using City-provided waste receptacles reserved for the public.
- A fine of \$50 will be attributed to vendors who do not correctly remove waste from their site and fail to leave no trace.

CODE OF CONDUCT & COMMUNITY GUIDELINES

All Market participants, including vendors and customers are required to work cooperatively with market staff, volunteers, and the public. By agreeing to participate in the Leslieville Farmers Market all vendors agree to comply with the following Code of Conduct and consent to the enforcement outlined in the 2023 LFM Rules & Regulations.

DISPUTES

Vendors are encouraged to settle minor disputes on a one-on-one basis. Market staff may facilitate a discussion, if needed. If a dispute continues, vendors shall contact Market staff.

MARKET INTEGRITY

While at the market, vendors are expected to conduct themselves professionally at all times, behaving courteously toward market staff, customers, other vendors, volunteers, as well as our neighbors or any persons who are present within our markets. We provide an important space for our communities to feel welcome and strive to create a safer space for all people.

While attending the Leslieville Farmers' Market, all vendors must

- Maintain a positive attitude when at the market.
- Treat market staff and volunteers with utmost respect and converse in a respectful manner.
- Abide by the LFM Code of Conduct & Community Guidelines 2023.

As representatives of the Market, vendors must embody the guiding principles of the LFM.

- No smoking (of any kind).
- Vendors must maintain themselves in a clean and hygienic manner.
- Amicable and friendly conduct reflecting the family-friendly community atmosphere of the market.
- No intoxication from alcohol, cannabis or any other restricted substances of any kind.
- Zero tolerance to disruptive, aggressive behavior or harassment of any kind.

The LFM is committed to creating a safe, welcoming and accessible space for people from all backgrounds, places of birth, cultures, sexualities and genders, religions, spiritualities regardless of disability, ability or expression of self.

- The Leslieville Farmers' Market has a **zero tolerance policy** for vendors, staff or volunteers that portray, commit or encourage any racist, sexist, homophobic, transphobic or intolerant language or actions. Any action reported will be investigated and may result in the *immediate removal from the Market* for the offending party at the sole discretion of the Market team and Greenbelt Markets.
- Physical and/or verbal aggression towards patrons, staff or other vendors will result in immediate removal of the offending vendor from the Market.
- Aggressive hawking of products is not permitted. Vendors are encouraged to address shoppers as they pass by the front of their stall (i.e. saying hello, engaging conversation in a friendly manner). No yelling, demands, harassment or aggressive behavior is permitted.
- Harassment of any kind will not be tolerated. Every shopper, employee, volunteer and vendor has the fundamental right to work, shop and sell in an environment free of harassment; therefore, it is expected that all contact between co-workers, the public, and others be respectful, professional and courteous at all times.

LIABILITY & INSURANCE

- All approved vendors must carry a minimum of \$5 million liability insurance, including product liability and any other insurance required to sell their product to the public. A copy of insurance must be made available by request of the Market staff.
- **"11761218 Canada Association"** must be included as an additional insured with a certificate of insurance sent to accounts@greenbeltmarkets.ca.
- By participating in the Leslieville Farmers' Market all vendors absolve all host organizations of any liability arising from injury, loss of income, damage to property or product.

VIOLATIONS

- Vendors in violation of illegal re-selling, product fraud, failure to remove vehicles during Market hours or any other regulation pertaining to vendor products and food safety will first receive a written warning, then a financial penalty and finally permanent removal from the Market.
- Physical and/or verbal aggression towards patrons, staff or other vendors will result in immediate removal of the offending vendor from the Market.
- Any other violation of the LFM Rules & Regulations may result in temporary removal from the Market, a monetary fine or penalty at the discretion of the Market team and Greenbelt Markets.
- Any vendor violating Covid-19 Public Health Guidelines for Farmers' Markets will be immediately removed from the market.

By signing this document, I agree to abide by The Leslieville Farmers' Market 2023 Rules & Regulations.

Vendor or Business Name _____

Representative Name (Printed) _____

Signature of Representative _____

Date _____