



THE LESLIEVILLE FARMERS MARKET

VENDOR HANDBOOK

INDOOR LOCATION

Updated January 9, 2025

**OUR INDOOR MARKET IS LOCATED AT
1470 GERRARD ST. E, TORONTO.
SUNDAYS, 9 AM - 2 PM
FEBRUARY 2ND - MAY 4TH**

The Leslieville Farmers' Market is located on the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples, now home to many diverse First Nations, Inuit and Métis peoples. It has been a site of human activity for at least 15,000 years.

This is Dish With One Spoon Territory. Dish With One Spoon is a treaty between the Anishinaabe, Mississaugas and Haudenosaunee to peaceably share and care for the resources around the Great Lakes.

We acknowledge that the work of farming and food production has played a significant role in the historical and ongoing displacement of Indigenous Peoples from their lands. The systems that sustain us today were built on the dispossession of those who have stewarded these territories for millennia.

Welcome to the Leslieville Farmers' Market

Indoors at The East End Food Hub (1470 Gerrard Street East)

We're thrilled to welcome you as part of our first-ever weekly indoor farmers market—an exciting new chapter for the Leslieville Farmers' Market (LFM). For over a decade, the LFM has been a weekly community food festival, connecting local farmers, food producers, artisans, and community members, but only from May through October. But now we're bringing the same energy, mission, and community spirit to a year-round market experience.

The East End Food Hub, developed in partnership with our incredible community partners, is the perfect place for us to extend our vision. This venue allows us to solve the challenge of hosting an indoor market in a space big, bright, and dynamic enough to capture the heart of the LFM experience. While the Hub is still a work in progress, it's already a space filled with possibility—and we're inviting you to grow with us as we build something extraordinary.

The Leslieville Farmers' Market (LFM), operated by the Neighbourhood Food Project. We're a small and dedicated non-profit organization, but the LFM is more than just a market—it's a movement towards fostering resilient local food systems and building stronger community bonds, a cornerstone of community engagement and sustainability in East End Toronto.

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Handbook Overview

The LFM Vendor Handbook is your guide to being a vendor at the Leslieville Farmers' Market. It acts as the official Rules & Regulations governing the LFM and helps maintain order and fairness at the market while ensuring a safe and positive experience for vendors, customers, volunteers, and staff alike.

By participating in the LFM, each vendor agrees to adhere to the Rules and Regulations fully, as outlined in this handbook. Non-compliance may result in disciplinary measures, up to and including a written warning, suspension, or termination of the vendor's ability to participate in LFM markets and events.

Disciplinary actions will be assessed based on the nature and severity of the infraction, at the sole discretion of the Market Team. By participating, vendors acknowledge and accept the potential consequences of not following these guidelines.

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Market Essentials

THE Leslieville Indoor Market	
Market Dates:	Every Sunday, February 2, 2025 to May 4, 2025
Location	1470 Gerrard Street East Toronto, ON M4L 2A3 (East End Food Hub)
Market Hours	
Public Hours	9:00AM - 2:00PM
Vendor Set-Up	7:00AM - 8:30AM
Vendor Tear-down	2:00PM - 3:00PM

Parking & Loading

- **Select Your Load-In Time:** Choose the time that works best for you from the options provided in the form (to be sent out prior to each market).
- **Arrival Location:** Pull up directly in front of the venue on the northside of Gerrard Street East during your assigned time slot.
- **Unload Assistance:** A volunteer will be on-site to help you unload your belongings and guide you to your designated table.
- **Utility Carts:** will be provided during loading and unloading.
- **Elevator-Use:** There is an elevator that may be used to move heavy equipment, produce and merchandise. A form to book a time-slot will be sent out a week prior to each market to book it.
- **Tables:** A table will be provided for you. If you require a second table, please ensure you have selected a 2nd table in your application form.
- **Unload Only:** Load-in time is strictly for unloading your vehicle.
- **Parking:** Vendor parking is available along the North & South sides of Gerrard St.E.
- **Vendor Parking Pass:** You will be provided with a vendor parking pass to display in your windshield at all times. *The LFM is not responsible for traffic tickets.

IMPORTANT INFORMATION

- * Late arrivals cannot be accommodated in the designated loading area.
- * Sales are only permitted between 9:00AM and 2:00PM.
- * Vendors are expected to maintain their booths for the entire duration of the market
- * If you are running late, notify market staff immediately

Tear Down Procedure

1. Tear-down is from 2:00PM - 3:00PM
2. Breakdown and pack up your booth and merchandising.
3. Cart your items to the curb of Gerrard Street East..
4. Retrieve your car from parking and bring it to the designated Loading Zone.
5. Load your car as quickly as possible to allow other vendors to park in the Load-In Zone

Additional Information

- Booth teardown is not permitted before 2:00PM.
- Vendors must maintain clean booth spaces, leaving areas free of debris, organics and waste at the end of each market day. Illegal dumping will result in a fine of \$50 and potential expulsion from the market.
- All vendors must remove their cars from Gerrard Street East and be off the premises by 3:00PM at the latest.

Fees, Refunds & Cancellation Policy

Vendor Fees

A standard vendor spot at the LFM indoor market is approx. 8x8ft. The table below outlines the different categories of vendors and their coinciding prices. Larger booth sizes may be available by request at an additional cost.

*prices do not include HST

Booth Type	Price Per Market
Farmer	\$50
Producer - bakery, specialty products/beverages	\$65
Prepared Foods	\$90
VQA/ Cidery	\$75
Brewery/Distilled Spirits/ Specialty Beverage	\$100
Artisan/ Craft	\$125
Non-profit Pop-up	Free

Payment Information

INTERAC E-TRANSFER

Pay by INTERAC E-Transfer to info@neighbourhoodfoodproject.com.

Funds are auto-deposited, there is no need for a password.

Friendly Reminders:

1. Payments must be made in full to secure your placement.
2. We do not accept cash or cheques under any circumstances.

Please contact info@neighbourhoodfoodproject.com if you have any questions.

Payment Schedule

1. You will receive an invoice for your vendor fee after your application is approved.
2. All vendors must have their account paid in full to secure their participation.

Refund & Cancellation Policy

General Fee Policy

- All vendor fees and rental fees are non-refundable under all circumstances.

Absences

- If you are unable to attend, a refund will not be issued for absences. This policy is in place to ensure fairness and consistency for all vendors and the efficient operation of the market.

Requirements & Responsibilities

All vendors of the Leslieville Indoor Market must comply with the following requirements:

- **Locally-Owned Business:** Operate as an independently owned and regionally based business within Ontario, ideally not more than 3 hours from Toronto.
- **Production:** Engage in small batch production.
- **Sustainability and Diversity:** Embrace and promote environmental sustainability, cultural diversity, innovation, and creativity.
- **Packaging:** Utilize minimal packaging, prioritizing compostable and/or recyclable materials.
- **Transparency:** Fully disclose all ingredients or materials used in your products.
- **Sourcing:** Aim to source ingredients locally as much as possible. If sourcing non-locally, ensure ethical and eco-friendly practices from suppliers.
- **Product Offerings:** Incorporate seasonal items that highlight locally sourced ingredients. Avoid using industrially processed ingredients, additives, or unsustainable production methods.
- **Health and Safety:** Comply with Toronto Public Health standards and regulations and ensure all food preparation is done in a TPH-inspected commercial-grade kitchen.
- **Legal Compliance:** Observe all provincial and federal sales tax laws. Obtain necessary licenses, permits, inspections, insurance, and certificates for selling your products.

Public Health, Safety and Environmental Standards

Regulatory Compliance

Vendors must ensure all goods sold at the Leslieville Indoor Market align with local, provincial, and federal regulations, including those outlined by the Canadian Food Inspection Agency and Public Health Guidelines. This extends to proper labelling, weighing/measuring, sanitation, safe food handling, and other relevant requirements.

LINK: [Food Safety at Special Events - City of Toronto](#)

Food Preparation

All food must be prepared in a commercially-certified kitchen that has passed Toronto Public Health inspection. Vendors must provide proof of this inspection with their application.

Certifications

If vendors claim specialty certifications such as "Certified Organic," proof of such certification must be readily available to LFM staff and visibly displayed at the vendor's booth.

Alcohol Sales and Sampling

Vendors offering alcoholic samples or selling alcohol must have a valid Smart Serve certificate. Only staff with this certification may conduct sales or sampling activities.

Sustainable Practices

At the Leslieville Indoor Market, we prioritize environmentally sustainable practices. Vendors are required to submit a written statement detailing their farming, production, or processing practices as part of the application process. This statement should always be readily available for LFM staff to review.

Eco-Friendly Packaging

Vendors must minimize packaging and use environmentally responsible plates, cups, napkins, and utensils whenever possible.

Waste Management

Vendors must maintain clean booth spaces, leaving areas free of debris and waste at the end of each market day. Illegal dumping will not be tolerated and may result in fines and potential expulsion from the market. Vendors may not use City-provided waste receptacles intended for the public. Failure to comply with these waste management guidelines will result in a \$50 fine.

Legal Due Diligence & Responsibilities

As a vendor at Leslieville Indoor Market, you are required to be fully aware of and comply with all applicable regulations pertaining to your products. This responsibility extends to rules and guidelines set by governmental bodies at various levels – national, provincial, and local.

Key areas where these regulations may apply include food safety, packaging and labelling of goods, product display, and handling practices. It is crucial for you to stay informed about these regulations, as they are subject to change and are integral to the lawful and safe operation of your vendor activities at the market.

Penalties and Fines

Please be aware that failure to adhere to the market rules may result in penalties under your membership agreement, including the potential loss of your right to sell at the market.

Should you incur fines from a health inspector or other official due to rule violations, you are solely responsible for these fines and any associated costs. The LFM will not bear these

expenses, as they arise from your individual business operations. Compliance with market regulations is crucial for maintaining your selling privileges and avoiding financial liabilities.

Required Documents *IMPORTANT*

REQUIRED DOCUMENTS	FARMERS	BAKERS/ SPECIALTY PRODUCTS/ BEVERAGES	PREPARED FOOD	VQA/ CIDERY/ BREWERY/ DISTILLERY	ARTISAN/ CRAFT
PROOF OF INSURANCE	✓	✓	✓	✓	✓
LAND TITLE/LEASE AGREEMENT	✓			Farms Only	
FOOD HANDLERS (if applicable)	✓	✓	✓		
PROCESSOR LETTER (if applicable)	✓				
SMART SERVE				✓	
VENDOR PARKING PASS	✓	✓	✓	✓	✓
VENDOR AGREEMENT	✓	✓	✓	✓	✓
VISIBLE BUSINESS NAME ON BOOTH	✓	✓	✓	✓	✓

Insurance Requirements

Proof of Insurance

Vendors are required to have comprehensive liability insurance at a minimum limit of two million dollars (\$2,000,000) for bodily injury and/or property damage in any one occurrence. The insurance must include a cross-liability clause, including 11761218 Canada Association as additional insured and provide that your insurance will not be cancelled or materially altered prior to the end of the market season.

Our Insurance Details:

Business information to include as additionally insured is:	
Corporate Business Name:	11761218 Canada Association
Address:	110 - 9 Morningside Ave, Toronto ON, M6S 1C1

Need Insurance?

Duuo Insurance for Farmers Market Vendors has an insurance program tailored to farmers' market vendors. It includes one-off and flexible daily insurance for vendors for as low as \$15/day with 24/7 on-demand service.

Zensurance Insurance for Farmers Market Vendors Backed by Lloyds of London, Zensurance offers tailored and robust longer-term insurance plans for farmers' market vendors.

Sourcing - Farmers, Producers & Processors (Including VQA Wine, Cider, Craft Beer & Spirits)

Product Origin

All items sold at the Market must be grown, processed, or produced by the vendor wherever possible. The reselling of items is strictly prohibited.

Third-Party Involvement

Any involvement from a third party in the production of products sold must be clearly disclosed and labelled. Vendors are prohibited from selling products that are solely purchased from wholesale or other retail sources.

Locally Sourced Ingredients

Vendors should strive to source their ingredients as locally as possible. If local sourcing is not feasible, vendors must ensure that their sources uphold ethical and ecologically responsible growing and manufacturing practices.

Seasonal and Sustainable Products

Vendors are encouraged to include seasonal offerings that highlight locally sourced ingredients. The use of industrially processed or manufactured ingredients, additives, or unsustainable production methods is strongly discouraged.

Value-Added Products

Value-added products derived from local products, such as beeswax candles and preserves, can be sold at the Market's discretion. These products must be explicitly listed in each vendor's application.

Policy on Reselling

Any reselling of any product(s) will first result in a written warning. A second violation from the same vendor will lead to expulsion from the Market.

Special Circumstances

Under extenuating circumstances, vendors may apply to sell up to 25% of a neighbouring farmer's produce if their own produce is insufficient, or if it uniquely contributes to the product

mix available at the Market. Vendors are required to submit any requests via email to basecamp@leslievillemarket.com and can expect to receive a response via email.

Vendors who fail to comply with these rules may face penalties, including potential suspension or termination of their right to sell at the Market.

Sourcing - Prepared Food & Beverage

Local Sourcing

We strongly encourage all prepared food vendors to use locally sourced ingredients in their products whenever possible, prioritizing products from the Market.

Non-Locally Grown Ingredients

Products containing ingredients not typically grown locally, such as bananas, citrus fruits, cocoa/chocolate, coconut, coffee, ginger, mangoes, certain nuts, plantains, sugar, tamarind, vanilla, and various spices, may be sold subject to the following conditions:

- The product must be approved by the Market
- The product must be consistent with and within the product range normally offered and approved in the vendor's application.

Prohibited Practices

The following practices will not be tolerated:

- Use of ingredients or products containing Genetically Modified Organisms (GMOs)
- Use of conventionally grown agricultural products (excessive use of pesticides, herbicides, or chemical fertilizers)
- Use of hormones or antibiotics in livestock
- Engaging in or supporting cruelty or inhumane practices in the raising or slaughtering of livestock, including but not limited to, lack of sufficient outdoor access, use of gestation crates, and factory farming.

Crafts & Homewares

Local Food System-Related Products

Items connected to local food systems, sustainability, gardening, or agriculture receive top preference.

Eco-Friendly and Sustainable Products

We favour products made from natural, upcycled, eco-friendly, and sustainable materials, including their packaging.

Local Handcrafted Goods

All products sold at the market must be handcrafted locally to qualify.

Onsite Vendor Requirements - All Vendors

Placement:

- Booth placement will be organized by Market staff, taking into consideration product mix, customer experience, and the needs of the vendors' products.
- As the Market is indoors, **please do not bring a tent.**
- Preferred placements are not guaranteed.
- Vendors may not assign, sublet, or sell their market stall to another vendor.
- Stall sharing is allowed if both vendors are present to represent their products and have an agreement in place.

Labeling and Signage:

- Vendors must clearly display the names of each variety of products and any synthetic fertilizers or products used in their production.
- Prices and vendor/business names must be clearly posted, following Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) guidelines.
- All products must be displayed attractively, in accordance with Vendor Booth standards in our Community Guidelines.

Equipment Requirements:

- Vendors are responsible for the safety of their equipment, including merchandise, tables, barbecues, and cooking equipment.
- Vendors accept all liability for damages, injuries, or accidents resulting from the misuse of equipment or failure to follow safety guidelines.
- All equipment must be stowed and stored in a covered receptacle at all times; loose equipment is not permitted.
- All electrical cords must be positioned safely and securely.

Fire Safety

- Maintain Clear Aisles and Exits:** Vendors must keep all aisles, exits, and pathways free from obstructions at all times. Displays, tables, and merchandise should be set up in a way that allows clear and easy movement for patrons and access to emergency exits.
- Use Approved Equipment Only:** All electrical equipment, lighting, and extension cords must meet fire safety standards and be approved by the Market Management Team. Avoid overloading outlets, and do not use damaged cords or appliances that could pose a fire risk.
- Limit Open Flames:** Open flames, including candles, are generally prohibited to ensure the safety of the venue. If your products require the use of open flame sources (e.g., for food warming), please consult with Market Management for approval and guidelines.
- Know Emergency Procedures and Exits:** Vendors should familiarize themselves with the building's fire exits, fire alarms, and emergency procedures. In case of a fire or other

emergency, follow instructions from the Market Management Team and emergency personnel immediately.

- Locate Fire Extinguisher:** fire extinguishers will be located throughout the venue for quick access. Vendors should know its location and how to operate it if necessary. If you handle flammable products, consider having a small, approved extinguisher at your booth and ask Market Management if specific requirements apply.

Evacuation

- In-Case of Fire Alarm:** Listen for announcements and follow the directions given by market staff or emergency personnel. They will provide guidance on the safest evacuation routes and any additional instructions.
- Know Your Nearest Exits:** Before the event starts, take note of the nearest exit locations to your booth, as well as any secondary exits in case your primary exit is blocked.
- Assist Customers If Safe to Do So:** If you are able, calmly direct customers toward the nearest exit and encourage them to leave their belongings behind. Your priority should always be personal safety, so only assist if you feel safe.
- Do Not Re-enter Until Cleared:** Once you have exited the building, move to the designated safe assembly point as directed by Market staff. Do not attempt to re-enter the building until emergency personnel have given the all-clear.
- Remain Calm and Alert:** Emergencies can be stressful, but staying calm and moving deliberately toward the exits will help everyone evacuate more safely. Avoid running, pushing, or blocking others in your path.

Safety Reminders:

- **First-Aid:** Ensure you are equipped with a first aid kit for yourself and staff.
- **Fire Hazards:** If using combustible materials, bring a small emergency fire extinguisher with you.
- **Slips & Falls:** Be vigilant of potential hazards like uneven surfaces, slippery floors and surfaces.
- **Clean-up Messes:** prevent accidents, promptly clean up spills, clear debris, secure cables, and handle hot liquids carefully.
- **Lift Properly:** When lifting and carrying items, remember to bend at the knees, hold items close to your body, work with a partner, and avoid lifting overly heavy or awkward objects.

****Electricity****

The Leslieville Indoor Market has limited electrical access. If electricity is essential for your setup, our team will contact vendors who requested it on their applications to confirm power needs. Alternative heating solutions are recommended.

Community Guidelines

Vendor Booth Standards

Appearance & Aesthetics

Vendors are encouraged to create a booth space that is visually appealing and inviting to customers. This includes a clean and tidy presentation, showcasing products in an attractive and organized manner. Vendors should use tablecloths, banners, and other decorative elements that align with the overall aesthetics of the market and their brand.

Product Display

Products should be displayed creatively to attract customer attention. Use varying heights and depths for displays where possible, to make the booth visually interesting. Make sure all products are easily accessible and that pricing is clear and easy to read.

Signage

Every vendor must have a sign clearly indicating the name of the vendor or the farm/organization they represent. This sign should be professionally printed or neatly hand-written. All product names and prices should be clearly displayed. Signage that shares a story about your farm or organization or that provides interesting information about your products is encouraged.

Table Setup

Tables should be sturdy and neat, with all products displayed within the allocated booth space. Make sure your booth does not impede on the booth space of your neighbours, walkways or emergency exits.

Customer Engagement

Vendors should be friendly, engaging, and ready to answer any questions about their products. It's encouraged for vendors to provide samples where appropriate, following all health and safety guidelines.

Hot Tip! Avoid sitting and being on your phone.

Sustainability

Vendors are encouraged to consider sustainability in their booth designs. This includes minimizing waste, using recyclable or compostable packaging, and considering energy-efficient practices where applicable.

Safety

All vendors are responsible for the safety of their booth. This includes ensuring that tents, tables, and displays are secure, and that there are no hazards that might cause injury to customers or other vendors. Vendors must comply with all safety regulations and guidelines provided by the market.

Clean-up & Garbage Disposal

As we operate indoors at the East End Food Hub (1470 Gerrard St. E), it's crucial to maintain respect for the facility and surrounding neighbourhood through diligent clean-up and garbage disposal practices.

Booth Maintenance

Vendors must keep their booth area clean during market hours. This includes disposing of trash, sweeping spills or debris, and removing all equipment and products.

Zero Trace Policy

Ensure no trace is left behind, including organic waste and ice.

Off-site Waste Disposal

All garbage must be disposed of off-site. Using city bins for vendor waste is strictly prohibited.

Penalties for Non-Compliance

- A \$50 cleaning fee will be charged for failure to adhere to these cleanliness standards.
- Repeated violations may lead to suspension or termination from the LFM.
- Utilizing City-provided waste receptacles intended for public use is not allowed. Illegal dumping is strictly forbidden and will result in a \$50 fine and possible expulsion from the market.

Adherence to these guidelines ensures a clean and respectful environment for everyone at the Leslieville Indoor Market.

Code of Conduct

All participants in the Leslieville Indoor Market, including vendors and customers, must cooperate with market staff, volunteers, and the public. By participating in the Market, vendors agree to abide by this Code of Conduct and accept the enforcement procedures outlined in the 2025 Indoor Market Vendor Handbook.

Resolving Disputes

Vendors are encouraged to resolve minor disputes individually. If needed, market staff can facilitate discussions. For ongoing disputes, vendors should reach out to Market staff.

Professional Conduct

Vendors are expected to maintain a professional demeanour at the Market, treating staff, customers, other vendors, volunteers, and nearby residents with courtesy and respect. We aim to create a welcoming and inclusive environment for all.

Community Responsibility

Vendors, as representatives of the Market, must uphold the guiding principles of the LFM. This includes:

- Maintaining a positive and respectful attitude.
- Abiding by the LFM Vendor Handbook
- No smoking of any kind.
- Maintaining personal cleanliness and hygiene.
- Demonstrating amicable conduct that aligns with the family-friendly atmosphere of the market.
- No intoxication from alcohol, cannabis, or other restricted substances.
- Zero tolerance for disruptive, aggressive behavior, or harassment of any kind.

Inclusivity and Zero Tolerance Policy

The LFM is dedicated to fostering a safe, welcoming, and accessible environment for people of all backgrounds, origins, cultures, sexual orientations, genders, religions, and abilities. We strictly prohibit any racist, sexist, homophobic, transphobic, or intolerant language or actions.

Any reported incidents will be investigated and may result in immediate removal of the offending party from the Market, at the sole discretion of the Market team.

Non-Aggressive Marketing

Aggressive product hawking is not permitted. Vendors should engage shoppers in a friendly, respectful manner. Yelling, demanding, harassing, or aggressive behaviour will not be tolerated.

Harassment-Free Environment

The LFM maintains a zero-tolerance policy for harassment. Everyone has the right to work, shop, and sell in an environment free from harassment, so all interactions between coworkers, the public, and others must be respectful, professional, and courteous at all times.

Acknowledgement & Acceptance

This document constitutes the entire agreement between the vendor and the Leslieville Indoor Market. It supersedes all prior or contemporaneous understandings, agreements, negotiations, representations and warranties, and communications, both written and oral.

By participating in the Leslieville Farmers Market at 1470 Gerrard St. E, vendors implicitly and explicitly agree to abide by the Leslieville Farmers' Market Vendor Handbook. Non-compliance with any of these terms and conditions may result in penalties as outlined in the "Violations & Enforcement" section of this document.
