



Vendor Handbook 2023

withrowmarket.ca | Revised: January 2023

Withrow Park Farmers' Market (WPFM) connects Ontario farmers and producers of specialty food items with consumers in a direct exchange. The market is run by an incorporated nonprofit, overseen by a local volunteer Board of Directors and administered by the Market Manager.

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Market Location and Hours

WPFM is expected to open **Saturday, June 3, 2023** and end **Saturday, October 14, 2023**. This is an open-air seasonal market. Rain or shine!

Location: Withrow Park - 725 Logan Ave, Toronto, ON M4K 3B9
(One block south of Danforth Avenue, between Logan Avenue and Carlaw Avenue)

Market Hours: **Saturdays, Public Hours: 9am to 1pm | Set-up: 7:30am to 8:30am**
Vendors must be ready to sell for 9am (no sales before this time are allowed as per our park permit) and must remain open until 1pm, unless sold out. *If a vendor sells out, they must display a sold out sign and may begin to start packing up. However, no tents can be disassembled until 12:45pm at the earliest (unless approved by the Market Manager).*

Definitions

The following definitions, which will be used to guide the operations of the WPFM, are taken directly from the Association of Supervisors of Public Health Inspectors of Ontario (ASPHIO) guide, **Common Approaches for Farmers' Markets & Exempted Special Events – A Guide for Public Health Units**.¹

Farmers' Market

A central location at which a group of persons who operate stalls or other food premises meet to sell or offer for sale to consumers products that include, without being restricted to, farm products, baked goods and preserved foods, and at which the majority of the persons operating the stalls or other food premises are producers of farm products who are primarily selling or offering for sale their own products.

Farm Products

Products that are grown, raised or produced on a farm and intended for use as food and include, without being restricted to, fruits and vegetables, mushrooms, meat and meat products, dairy products, honey products, maple products, fish, grains and seeds and grain and seed products.

Vendor

The term 'Vendor' has been developed by the Board for the purposes of this handbook and are fully defined in the Policy Manual. In brief, a vendor may be one of the following:

- **Farmer/Grower:** must grow, cultivate, or produce what they sell, this includes wine and cider
- **Prepared Food Vendor:** must make the food themselves that they are selling
- **Artisan:** must make the products themselves that they are selling
- **Urban Grower:** must grow, cultivate, or produce what they sell. They need to be located within the City of Toronto. They may not sell food grown on or from City-owned land (for example, from a community or allotment garden in a park).
- **Craft Brewery/Distillery:** Independently owned and produce their own beverages.

At all times it is at the discretion of the Market Manager to accept or refuse certain products.

¹ The document can be downloaded at: [Common Approaches for Farmers' Markets & Exempted Special Events A Guide for Public Health Units](#).

Vendors

Application Process

Every vendor is required to submit an application form; returning vendors will be admitted to the new market season by the Market Manager or Board members by invitation only.

Vendor Fees

Vendor fees help to cover staff, promotions and marketing, public health requirements and permits, administration, special events and volunteer programs. Any adjustment to the fee structure is subject to the discretion of the Board. Vendors will be notified in advance of any changes.

Vendor fees per vendor, per 10'x10' space

Farmer/Grower, Prepared Food Vendor, Artisan

- Full season: \$700 (20 weeks)
- Part-time: \$40 per market day

Craft Breweries/Distillers

- Part-time: \$65 per market day

Urban Grower

- 20% of total sales at the end of each day, up to a maximum of \$40

Additional costs per day

- Additional 10' x 10' space: daily rate times the number of days (subject to availability)
- Emergency tent rental: \$25 (subject to availability)
- Emergency table rental: \$10 (subject to availability)
- Emergency extension cord rental: \$5 (subject to availability)
- Electricity: \$3 per outlet per day (payable at the beginning of the season for a vendor's estimated total seasonal usage. Vendors must consult the Market Manager and receive approval before bringing heavy-duty appliances as extra fees may apply and circuit capacity must be managed.)

Vendor Space

Spaces will be organized by the Market Manager to ensure an appropriate product mix, customer experience and in consideration of the needs of the vendors' products. Vendor's may request certain conditions or placement but must abide by management's decision. Any disturbance caused by vendors over their stall placement will result in a discussion with the Market Manager and possible removal from the Market. No refunds will be given for that day's vendor fees. Due to space constraints, those vendors requiring access to electricity will be placed closest to those sources over vendors without those needs.

Subletting and/or sharing stalls is not permitted.

Payment dates: After an application has been approved, vendors will be required to pay 50% of their total vendor fees up front to secure their spot (deadline of April 30), with the balance due a month later (May 31), just in advance of the first market day. No vendor will be permitted to begin selling until their fees are paid in full. Fees are payable by e-transfer or cheque.

Fees are non-refundable, except in the event that the Market Manager cancels a market day -- or, for full-season vendors, the market does not run for its full season due to Covid-19. All vendors are expected to attend on their scheduled market day(s), regardless of weather.

Cancellations and Delays:

- **All Vendors (exceptions below):** 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 in advance of market day. There will be no refunds for a vendor missing a market day and frequent absences may result in penalties. Please phone the Market Manager in case of an unexpected delay on market day.
- **Urban Growers:** A \$10 no-show fee will be charged to Urban Growers who don't show up without notice. This fee must be paid before they can participate on another market day. The no-show fee may be waived at the Market Manager's discretion under extenuating circumstances.

Vendor Qualifications

All vendors are encouraged to have organic certification. WPFM will consider applications from non-organic farmers if they can demonstrate the use of ecological cultivation, pest and disease management practices and from farmers transitioning from conventional to organic agriculture.

Resale Conditions

This is a producer only market. While a vendor must primarily sell produce cultivated under their supervision, preference will be given to primary sourced produce, we recognize there are a few specific circumstance that may result in a producer being allowed to sell produce from other local sources; namely:

- The vendor is a member of a farming cooperative
- The vendor is assisting a particular community that cannot access the market due to special circumstances (as in the case of Old Order Mennonites who use horses and carts for travel and transportation, thereby limiting weekly attendance at the WPFM)
- The vendor can locally source a particular product currently not cultivated by any of the farmers
- A particular product is in high demand by customers

Any resale must abide by the following:

- All resale must be approved by the Market Manager in advance.
- The item(s) must be clearly labelled with the original source information, including farm/business name and location
- The item(s) must be from local certified organic, transitional or sustainable farms located in the vendor's own respective community or neighbourhood.
- **Under no circumstances will a vendor be permitted to resell products purchased from wholesale or other retail sources.**
- Reselling is not permitted by Urban Grower Vendors

Insurance

As has been decided by the Board, it is the responsibility of the vendor to be insured against thefts, damage and personal injury, and complications that may arise from the consumption of food sold. All goods brought to the market need to be covered for any misfortunes. The vendor is also responsible for any personal injury that occurs as a result of their display and tent and as such must have insurance coverage.

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 shall include a cross-liability clause, having the name Withrow Park Farmers' Market as additional insured and shall provide that it will not be canceled or materially altered prior to the end of the market season.

Market Operations

Tents and Storage

Vendors are responsible for bringing their own tents, tables, weather protection, displays, signage, chairs, electrical cords, etc. each week. Due to our lack of storage facilities, we cannot provide storage for any items. These items are not included in the vendor fees.

Urban Grower Vendors and tents: We recognize that access to a tent, table and appropriate transportation could be a barrier to participating in this program. WPFM will loan one tent and one table to Urban Grower Vendors on a first-come-first-serve basis. Participants take responsibility to care for the property of the WPFM and that it stays in working order without damage. Participants must also retrieve and return the borrowed tent and/or table to the storage location at the start and end of the market day.

Please note, as per our park permit, stakes and pegs are not permitted in the ground. We highly suggest you bring tent weights in case of high winds.

Promotions

It is expected that all participating vendors be proactive and help spread the word about WPFM, particularly leading up to days when the vendor will be attending. This includes through your own social media networks, newsletters and word of mouth.

Vehicle Access and Parking

- Vehicle access to the park is allowed during set-up via the paved pathway running beside the fenced playground area.
- There will be minimum access to this pathway in the afternoon for community safety. This pathway accesses a playground that is used by families. Large vehicles (such as vans and trucks) are not permitted in the afternoon.
- Vehicles **MUST** be accompanied by a designated WPFM individual walking ahead of the vehicle during entering and exiting. This is to ensure that there are no incidents between the vehicles and park users, animals or property.
- Vehicles have to remain on the paved driveways at all times and cannot drive on the grass.

Free parking is available on residential streets surrounding Withrow Park, and in the Holy Name Catholic School parking lot (across from the WPFM) on a first-come, first-served basis. It is essential that you abide by the parking rules and refrain from parking in the back alleys or blocking driveways. A map will be distributed before the first market day.

The south curb of McConnell Avenue between Fenwick and Carlaw avenues can be used for unloading and loading before and after the market. Priority for parking in this area during market hours will be given to full-time vendors, particularly those who set-up on the South side of the WPFM. Although WPFM does have a special event permit for vendors to park here from 7am to 2pm on market days, we will not be held responsible for any tickets or towing that may occur. **At no time can vehicles stop or park in a way that obstructs the flow of traffic.**

Vendor Code of Conduct

Vendors are expected to conduct themselves with personal integrity, and behave courteously to other vendors, to staff and volunteers, and to the customers.

Any conflict that arises will be handled between the involved parties in a respectful way to find a mutual resolution prior to involving the Market staff. If required, the Market Manager shall deal with vendor conflict and

has the right to dismiss a vendor from the Market should a vendor fail to comply with market guidelines or prove disruptive to a co-operative and positive market environment. The Market Manager shall bring vendor conflict to the Board's attention, as it may affect market reputation or standing in community.

If two vendors sell the same produce, no distress or competitive pricing is permitted.

Collecting and Sharing Market Information

To help us understand the community impact the market is having and help grow the Market, the Market Manager on behalf of the Board will collect high-level anonymous data on a weekly basis that includes number of customers, vendor revenue, and weather. All vendors are expected to provide data as requested.

The Board may share high-level, aggregated, and anonymous information with existing vendors, such as average sales figures for the market week or whether a particular market week was busy or slow for other vendors. **Detailed information will not be shared under any circumstance.**

The Market Manager will request sales information at the end of each month to make the process easier for vendors and more accurate for the Market. It is our hope that the information collected will not only help grow our market, but that the monthly reports will be insightful for individual vendors.

This information will not be used by the Board or Market Manager to assess the success or merit of a vendor. Under no circumstances will a vendor be let go from WPFM on the basis of their sales. Consumer data is what we are really after. The data allows us to analyze and determine any trends or influencing factors that affect attendance and sales, which can then be used in decision making towards advertising, developments and improvements. The high-level information may be used to help attract sponsorship and funding and guide our promotional activities and efforts.

Waste Management

As per our permit from the City, WPFM must keep waste to a minimum. All vendors must leave the park area as clean as possible and take any refuse back with them. The garbage and recycling bins on site are reserved for customers and other park users only; their use is prohibited by vendors.

Vendors also agree to follow the WPFM's [Zero Waste Guidelines](#). While we will continue to encourage reuse, composting and recycling, REDUCTION is the top priority of our Zero Waste Program. The long-term goal of WPFM is to reduce waste overall and not to simply divert it.

Products

The Market Manager and Board members reserve the right to visit farmers and other property during the season in order to inform themselves about food production, processing and cultivation practices.

To stimulate consumer interest, maintain a large degree of product variety and reduce competition among vendors, WPFM strongly encourages the cultivation of heirloom and unusual fruits and vegetables, as well as produce used in a wide variety of cuisines.²

² Heirloom or heritage fruits and vegetables are "old" and open pollinated varieties that are generally well adapted to a particular growing region. Hardy kiwis, mulberries and ground cherries are some examples of unusual fruits that are currently underrepresented in markets and in produce aisles, and present an opportunity for the creation of a unique market niche.

Fresh Produce (including flowers and seeds)

All fresh produce sold at WPFM must be certified organic or ecologically and sustainably produced. Please note that **at no time are Genetically Modified Organisms of any kind allowed for sale** at the WPFM, including as ingredients in prepared foods.

Meat, Eggs and Dairy

Meat

“In Ontario, no one can sell, transport, deliver or distribute meat unless:

- The animal was inspected prior to slaughter (antemortem), approval for slaughter in accordance with the Meat Regulation, and the carcass was inspected following slaughter (post-mortem) and was approved for use as food in accordance with the Meat Regulation or the regulations under the Meat Inspection Act (Canada);
- The animal was slaughtered in a plant operated by a provincially licensed operator or a federally registered establishment; and
- The meat is stamped, labelled or tagged with an inspection legend.”

For more information pertaining to the purchase, sale, processing and handling of meat and meat products please see <http://www.omafra.gov.on.ca/english/food/inspection/meatinsp/resp-under-meat.htm>.

Fresh meats must be properly refrigerated and can only be sold by farmers themselves.

Producers of **value-added meat products** (such as sausages, bacon, ham, etc.) do not have to be farmers themselves, but their product has to be made from meats that were purchased from an inspected organic or ecological Ontario source.

The source of all meat at WPFM must come from farm animals that have been treated humanely and raised in a cruelty-free environment, and have been given either organic feed, have been free-range, grass-fed, or pasture raised.

Eggs

The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) requires “that all eggs retailed beyond the farm gate be graded”.

For more information visit <http://www.omafra.gov.on.ca/english/food/inspection/eggs/egggreginfo.htm> or call: 1-877-424-1300 (toll free) or 519-826-4047 (local).

Any vendor selling eggs to the public must raise the poultry laying the eggs him- or herself under humane and free-range conditions. Eggs can only be resold if the vendor is a member of a farmers’ co-operative.

Dairy Products

Producers of dairy products (such as yogurt and artisan cheeses) must demonstrate that either the milk, used for the production of cheeses and other dairy items, is made from the milk of cows, sheep or goats raised on a farm directly under the vendor’s ownership and/or management/cultivation, or that the milk has been obtained from regional and organic sources. The dairy products must be manufactured in a licensed plant, and the animals have to be raised in humane/cruelty free and, preferably, free-range and/or grass-fed conditions.

Wine, Cider, Craft Beer and Spirits

The [Alcohol and Gaming Commission of Ontario](#) (AGCO) is responsible for authorizing eligible Ontario manufacturers with an on-site retail store to sell 100% Ontario wine, cider, eligible spirits or eligible beer, at Ontario farmers’ markets.

Vendors who wish to participate must:

- Have a valid AGCO Manufacturer's licence;
- Operate an AGCO authorized on-site winery, on-site distillery and/or on-site brewery retail store; and
- Produce Ontario wine, eligible spirits or eligible beer:
 - "Ontario wine" has the same meaning as in the definition of "Ontario wine" in subsection 1(1) of the [Liquor Licence Act \(LLA\)*](#)
 - "Eligible spirits" means if at least 50 per cent of the volume of spirits in the container holding them is made, from start to finish, at a production site in Ontario
 - "Eligible beer" means that where the full brewing process takes place at a production site in Ontario

Before vendors can start selling their products at farmers' markets, licensed manufacturers must be issued an authorization from the AGCO for an occasional extension of their on-site brewery retail store within a farmers' market and meet all prescribed conditions of their authorization.

All staff that handle alcohol must be at least eighteen (18) years of age and must be certified by the server training program approved by the AGCO Board.

All sales and sampling at farmers' markets are subject to applicable public health measures, legislation, regulations and AGCO policy and procedures, including the Registrar's Sampling Guidelines, available at www.agco.ca.

WPFM defines an Ontario Craft Brewer as: the current maximum size of an Ontario Craft Brewer is 400,000 hectolitres of annual worldwide beer production. An Ontario Craft Brewer is independently owned and is not significantly controlled by a beer company who does not qualify as an Ontario Craft Brewer.

Processed, Prepared, and Other Foods

All makers and vendors of processed, prepared and other foods must comply with provincial, federal and municipal public health regulations and food safety standards. Further, WPFM requires vendors to provide the address of the commercial or inspectable kitchen used for production/processing. All prepared food vendors will be expected to post a statement regarding possible food allergens at their booth in-person on market days. A food allergen statement will also be posted on your website profile. WPFM is not liable for any misrepresentation.

Processed Foods

Processed, value-added and preserved foods may be sold at WPFM as long as the foods are produced in an inspectable kitchen, and the producer is abiding by Toronto Public Health (TPH) guidelines and ensures the proper preparation, storage and handling of such products for the safety of WPFM customers. Vendors belonging to this category will be provided with TPH guidelines when applying for a stall, and are required to obtain a Food Handler Certification.

On-Site Prepared Foods

Any vendor selling food items that are being prepared on-site during WPFM hours for direct consumption or take-away must follow Toronto Public Health guidelines in the preparation, proper handling and storing of such foods, is required to obtain a Food Handler Certification, and must have a handwashing station at their tent/area.

Wild and Gathered Foods

All wild and gathered foods have to be harvested sustainably and with permission from the owner of the land where they were harvested. This does NOT include pick-your-own harvesting operations on commercial farms and orchards.

Other Food Products

Food products that do not belong to the groups listed above can be sold at WPFM as long as the producer can demonstrate an adequate reason why that product should be represented at the WPFM. These products may include commodities such as coffee, tea and chocolate, amongst others, and have been produced organically and under fair trade conditions.

Other Products

Hand-made crafts and art may be sold during special events or by invitation only (the exceptions are wool and sheep skins that can be sold on regular market days by the sheep farmer him/herself), and have to be approved by the Market Manager.

Locally handmade soaps and body care products can be sold at WPFM by the producer during special events or by invitation only. However, we do not accept body care products that contain palm oil because of the negative environmental impacts.

If you have a product that is not listed in this document, enquire with the Market Manager for assistance.