

High Level Farmers' Market

High Level Farmers' Market is an approved Alberta Farmers' Market permitted to use the "Sunnygirl" logo. To be an approved market requires certain conditions, one of them being that during the market season there have to be a minimum average of ten vendors per day of operation. As at all other public markets federal, provincial and municipal regulations have to be followed.

Sponsor

High Level Farmer' Market is a Not-For-Profit market sponsored by the High Level Chamber of Commerce. The farmers' market is a committee of the sponsoring Chamber of Commerce. The sponsor is actively involved in the market operation in many ways. Some of them are:

- Overseeing the operation of the approved farmers' market
- Ensuring that financial and other records are maintained and submitted as applicable
- Ensuring that the approved farmers' market and its vendors adhere to all legislation and regulations

The sponsor is ultimately responsible and accountable for the activities of the approved Farmers' Market.

Benefits of an Approved Farmers' Market

Being an approved Alberta Farmers' Market has several benefits. Vendors benefit from a central, known location that draws customers. They also benefit from advertisement for the market.

One major benefit is that vendors at approved Alberta Farmers' Markets are allowed to produce their food products in home kitchens. Approved Farmers' Markets are **the only venues** in Alberta that allow for the sale of home produced food products!

Vendors

Alberta Famers' Markets are welcoming vendors who want to sell their own product directly to the consumer. **Preference will be granted to Alberta producers who make, bake, or grow their own products.**

Markets must maintain an annual average vendor split of 80/20 where 80% of the **vendors** are Albertans selling Alberta products which they, an immediate family member, a staff member or a member of a producer-owned cooperative or their staff have made, baked or grown.

Up to 20% of vendors over the whole season could sell items from a home-based business that are not produced locally. In the case of 10 vendors that means no more than 2 vendors can be allowed. Please ensure with the local Market Manager that there is room for such a business before coming.

Some products are prohibited. For example flea market and other used items (except if they have been actively repurposed) cannot be sold. Also: live animals, raw milk, uninspected meat or meat products, hatching eggs, E-Cigarettes.

Responsibilities of Vendors

All vendors at approved markets (as at any public market) have to adhere to all federal and provincial legislation and regulations. There is no legislation specific to farmers' market sales. Depending on the vendor's particular product there are provincial and federal laws and regulations that have to be followed. It is the **vendor's responsibility** to ensure their products, practices and facilities meet legislative requirements. Some examples:

- a) Marketing Food Safely training is required for all vendors selling homemade food items at the market. The training **is compulsory to be completed within one year** of becoming a new vendor. The study manual and the required test are available online. The certificate has to be displayed at the stall.
- b) Food packaging: only new food grade packaging, no recycled packaging or used grocery bags are allowed for food items.
- c) Labeling is required for most prepackaged food items except fresh fruits and vegetables packaged in a wrapper or with confining band of less than 1/2inch width.
- d) Selling by weight: if you are selling products by weight and pre-packaged the exact weight has to be on the label in metric units. When using a scale at the market it has to be approved, inspected, and certified for use. You need a valid inspection sticker from Measurement Canada on it.
- e) Food Claims: Regulations are set out in several federal regulations. In principle vendors cannot make any claim that is misleading, deceptive or not true. Anything you claim you should be able to prove. This means for example that "local" means it is produced in this province or within 50km of its borders; "organic" means you follow the Canadian Organics Standards and you are expected to demonstrate that the product is organic (Certification!). Claims like "low fat", "gluten free", "natural" all have specific regulations.

These are some examples for regulations to be adhered to. When the market is found to have vendors disregarding regulation we can lose our status as an Approved Alberta Farmers' Market. Please refer to the list of resources to assist you in finding information on specific products or procedures.

Insurance

All approved farmers' markets, regardless of size, must obtain liability insurance. High Level Farmers' Market has insurance as a market through the sponsor, the High Level Chamber of Commerce. Vendors are **not covered** by the market insurance policy.

Vendor liability insurance is encouraged, but at this point it is not a requirement for vendors at the High Level market.

Further Information

Websites:

Alberta Agriculture and Forestry's Farmers' Market website

www.sunnygirl.ca

Alberta Farmers' Market Association

www.albertamarkets.com

Farm Direct Marketing Resources

[www1.agric.gov.ab.ca/\\$Department/deptdocs.nsf/all/explore13593](http://www1.agric.gov.ab.ca/$Department/deptdocs.nsf/all/explore13593)

This link leads to the government of Alberta "Explore Local: Resources" site. Scrolling down you find links to federal and provincial legislation sites as well as a link "getting started" leading to a substantial list of government fact sheets that can be viewed online and downloaded as PDF files for free. You can also order copies by calling 780-427-0391.

Federal Laws and Regulations that apply to agri-food products include:

- Food and Drugs Act and Regulations
- Consumer Packaging and Labelling Act and Regulations
- Safe Food for Canadians Act
- Canada Agriculture Products Act and Regulations
- Weights and Measurement Act and Regulations

Provincial Legislation complement federal legislation. In Alberta these apply to agri-food:

- Public Health Act and Regulations
- Animal Health Act and Regulations
- Bee Act and Regulations
- Dairy Industry Act and Regulations
- Livestock Industry Act and Regulations
- Marketing of Agricultural Products Act and Regulations
- Meat Inspection Act and Regulations

High Level Market Rules

1. High Level Farmer' Market is located at the Curling Rink, which is generously provided to us at no charge by the Town of High Level. Vendors can set up indoors or on the gravel area outside the West Doors. For the location of your stall please follow the instructions of the Market Manager.
2. The market is open on Fridays. The hours of operation will be Noon till 6pm this year.
3. The first market day in 2016 will be July 8 and we finish the season on September 30.
4. There is no reservation of space required at this time. However it helps with the setup if the Market Manager knows who is coming that day. So please communicate.
5. Setup time is one hour before the market opens. If you need extra time, please let the market manager know.
6. All vendors are asked to park their vehicles in the **paved parking** area after unloading.
7. We would appreciate all vendors to be setup by opening time.
8. Sales are **not permitted** during this hour of setup.
9. At the end of the market day vendors are asked to help with the general cleanup. The rink is provided under the condition that we leave it in clean and orderly condition.
10. We have a weekly stall rental fee of \$15 per vendor. The fee can be paid weekly or in one amount at the beginning of the season with a small discount. Table for Youth are \$5 per week.
11. Tables are supplied at the market and we have a good number available so we can supply more than one per vendor where required. If you prefer to set up outside you have to provide your own tent/gazebo.
12. Vendors are expected to provide their own wipe-able table cloth.
13. All vendors are required to know federal, provincial and municipal regulations and follow them as they relate to their operation.
14. It is the responsibility of the Market Manager to verify that rules and regulations are followed to ensure that the Approval Status for the High Level Farmers' Market is not revoked.
15. Vendors non-compliant with these rules will receive a written warning and will be banned from the market if they continue to break the rules.