



15786 Loyalist Parkway  
Prince Edward County, ON  
@ The Eddie Hotel and Farm  
Saturdays 8:00 am – 1:00 pm  
May 14 to October 29, 2021 (25 dates)

Naz Karsan, Market Manager  
Call/Text: 647-822-7672  
Email: info@countymarkets.ca

## Wellington Farmers' Market – 2022 Application Form

The Wellington Farmers' Market continues to support local farmers', food producers, artisans, and makers with small businesses. The WFM is actively supported by PEC and the BOQ communities.

The Wellington Farmers' Market is in a Brand New Location for 2022.

We are excited to be at the Eddie Hotel and Farm, a vibrant new hub in the County, with iconic views of the Red Barn. The Eddie is located just outside of Wellington and has direct access to the Millennium Trail, allowing us to attract more visitors to the Wellington Farmers' Market.

This 1860's farm setting, with apple orchards to wander through, is the perfect backdrop for the WFM.

### Information for the Vendor

- Spaces are 10' x 10' – signage, displays, and props must remain within this 10' x 10' space to avoid any hazards for visitors to the Market
- Vendors are to provide their own tents, tables, chairs, and display items
- Electricity will be available to Food & Beverage Vendors, if requested
- If generators are being used, they must be quiet, they must not disturb fellow vendors or customers
- Vendors are invited to sell a variety of goods and services (these goods and services will be described below, in the space provided, and any addition of goods and services must receive approval by Market Management prior to being added to your booth)
- The Wellington Farmers' Market will run rain or shine
- The market does not provide exclusivity to vendors, but we strive to ensure all parties have the opportunity to be successful

Participating in **Wellington Farmers' Market** has many advantages for vendors:

- Increased face to face time with customers
- Build brand recognition with locals and visitors to the County
- Reach hundreds of customers each day
- Form professional relationships with likeminded vendors
- Build a client base to draw from during the off-season
- Promotion on Social Media
- Be a part of the growing PEC and BOQ communities

The Eddie Hotel and Farm has leased space to us for the **2022 Wellington Farmers' Market**. The vendor fees collected are used to sustain and promote the activities of each market. This includes, but is not limited to:

- Insurance
- Professionally Produced Marketing Material
- Signage on Site
- Website Enhancement/Management
- Membership with Farmers' Market Ontario
- Membership with the Wellington BIA
- Advertising with PECWA
- Onsite Public Health Protocol Requirements
- Promotional Materials
- Networking Efforts
- Print and Radio Advertising
- Market Management and Staff
- Donations on behalf of the WFM to our Local Community

## **EXPECTATIONS**

The Wellington Farmers' Market will actively promote and advertise the market within the Prince Edward County and Hastings communities. Through marketing materials, social media and networking, these efforts are designed to attract local consumers as well as tourists. We also recommend that attending Vendors actively promote the Market through their own social platforms within their own communities.

The Wellington Farmers' Market will endeavor to source as diverse a market place as the community will provide. We will seek vendors who create, make, fashion, construct, and produce the goods which they sell. Including, but not limited to, produce, meat, fish, prepared food, art, crafts, textiles and similar items. By offering a diverse grouping of products, we hope to provide customers with a unique experience that they will return to regularly.

**The Wellington Farmers' Market will support the Eddie Hotel and Farm by ensuring the venue is respected and returned to its original state at the end of each market day.**

1. The vendor space will be marked off each Saturday, creating the Market Area. This provides a safe site for vendors and customers alike.  
NO VEHICLE TRAFFIC IS PERMITTED WITHIN THE MARKET AREA DURING HOURS OF OPERATION.
2. Vendors are asked to complete set-up by the start of the market day. Please park your vehicle in the designated area.
3. As a courtesy to fellow vendors & your customers, do not remove your site earlier than the close of the market day. If you are unable to stay a full day, please make arrangements for someone else to staff your space until closing.
4. Public garbage/recycling for WFM Customers will be provided. Vendors are responsible for taking their own garbage and recycling away with them for disposal at the end of the Market day. Please do not dispose of your garbage in the public receptacles.
5. As a courtesy to the venue, fellow vendors, and customers, smoking and vaping is not permitted on the property.

6. The goal is to create a market environment that is suitable to all participants, as such; spaces are allocated at the beginning of the season in a fair and reasonable manner. *It is at the discretion of the market coordinators to rearrange spaces if circumstances require that adjustments be made.*
7. Each market day, if a spot is available, the WFM will donate space to a non-profit organization within the Prince Edward County. Space is first-come, first-served, and can be arranged through the Market Manager.
8. Each vendor is required to obtain any necessary licenses and to comply with all regulations and by-laws (copies of these documents must be available to the Market Manager if requested).
9. All sanitary procedures must be followed and health/safety requirements met.
10. All Food Vendors, be it on-site or off-site food preparation, must contact Hastings Prince Edward Public Health to make sure all your required documents and forms have been complied with and are up to date. Food vendor notification form can be found here - <https://hpepublichealth.ca/special-event-farmers-market-food-vendor-notification/>
11. After your Application Form has been received, you will be contacted by a WFM representative.
  - a. If you have been accepted as a Full Season Vendor, a 50% deposit is required to secure a spot at the Market. The 50% balance will be due June 18, 2022, in order to continue on with the season.
  - b. Once attendance is confirmed, Occasional Vendors will need to e-transfer their fees to secure a spot at the Market.
12. Unless it is an on-site emergency, all issues and concerns will best be dealt with by email correspondence. Vendors who disrespect fellow vendors, volunteers, or associated service providers will be asked to leave the market and will forfeit their fees. One warning will be issued in writing. This policy is at the discretion of the Market Manager.
13. The Wellington Farmers' Market does not allow vendors to sublet or share their Space at the Market.
14. If a Vendor is unable to attend a Market date, 72 hours' (3 days) notice must be given to the Market Manager. In case of emergency, please inform the Market Manager as soon as possible. Your cooperation is appreciated. If possible, make arrangements to have someone manage your booth if you are not available.

### **ADDITIONAL INFORMATION**

**Occasional Vendors** – New and Occasional Vendors are encouraged to participate in the Market whenever possible. The Wellington Farmers' Market strives to foster entrepreneurship within the greater community, and provides a daily rate to New and Occasional Vendors who would like to sell at the Market.

**Unloading and Loading** – arrival times and set-up/tear-down procedures will be communicated to Vendor's prior to the start of the Market Season

**Washrooms** – the Eddie Hotel and Farm is providing use of indoor washrooms for vendors and customers. They will be available from 7:30am – 1pm.

## **Health Protocols to be Followed by Vendors**

Emails with Public Health Updates will be sent out to attending Vendors.

- The market area will be blocked off 30 minutes prior to opening
- Visitors will be informed of the Market Protocols and will have their hands sanitized before they enter the Market Area – masks will be mandatory
  - o We are a private business and Public Health requires everyone to be masked prior to entering the Market
  - o Face shields may be worn as well, but not instead of a mask
- All Vendors and their staff will be masked when interacting with customers
- All Vendors will provide Hand Sanitizer at their Booth
- Sanitize surfaces regularly
- Reusable or customer supplied containers will be allowed on site
- Vendors and their staff should be masked unless you share the same social bubble
- Best health practices should be enforced in your space and for your merchandise
- The use of gloves minimizes contact with pre-touched surfaces and important in food service
- Vendors will be required to self-screen and screen their staff prior to attending each Market
  - o Public Health Screening Forms will be made available to you closer to the start of Market
- It is the responsibility of the Vendor to ensure all their agents assisting them at Market are aware of the Market Health Protocols and requirements set under this document
- Sampling of Food Products and Additions to Food Products
  - o Any additions to a customer's food product, such as cream, sugar, or condiment, must be done by the vendor – we are trying to minimize cross contamination between customers
  - o All food/beverage samples should be pre-packaged prior to passing it on to the customer
    - a separate garbage receptacle will be provided, by the Vendor, for the customer to discard of their sample packaging and it is the responsibility of the Vendor to remove this garbage from the site
- Try to minimize cash transactions and use safe money handling methods
- Vendors preparing food at their booths will be required to have a hand washing station

## **2022 WFM RATES – 25 Dates – Saturday May 14 to October 29 (8am to 1pm)**

### **Invited Vendors**

Full Season Farmer

\$480.00 (HST Incl)

Full Season Vendor

\$500.00 (HST Incl)

Full Season High School Student Vendor

\$300.00 (HST Incl)

### **Rates for Occasional Vendors are as follows:**

Saturday Farmer Rate – \$40 (HST Incl)

Saturday Regular Vendor Rate – \$50 (HST Incl)

Saturday High School Student Vendor Rate – \$30 (HST Incl)

**Please note:**

After the WFM confirms space at Market, Full Season Registration will be complete when a 50% deposit has been received.

If a Full Season Vendor cancels 30 days prior to the start date of the 2022 Market, a \$50 Admin Fee will be charged.

If a Full Season Vendor cancels within 30 days of the start date of the 2022 Market Season, the 50% deposit fee will be non-refundable.

Occasional Vendors will be saved space at any of the Market days once we have confirmed space and payment has been received in full.

If an Occasional Vendor has pre-paid for space at the Wellington Farmers' Market and cancels, at any time, fees will be non-refundable.

**VENDOR CRITERIA and PRODUCT INFORMATION**

Farmers' – You must grow at least 80% of your own produce and product – if you are purchasing seasonal items for resale (Grown in Ontario ONLY), you must have visible signage stating this information. The Wellington Farmers' Market Community is providing transparency to our Customers and we are promoting locally grown produce.

Artisans and Makers – You must make ALL of the items you are offering for sale. You must be directly involved in the design and production of your merchandise to sell at the Wellington Farmers' Market. Pictures or access to your social media during the application process will be expected. The Wellington Farmers' Market encourages handmade goods produced by the artisan/maker and are made from raw materials that are crafted into your creations, using hands-on applications and personal skills.

Re-selling of merchandise will not be allowed.

Antiques, Vintage, and Retro – Seller's merchandise must be of high quality and in very good condition. The WFM does not allow the resale of collectible items.

**PAYMENT**

Preferred Method – EMT (electronic money transfer) sent to [info@countymarkets.ca](mailto:info@countymarkets.ca)  
Please send another email with the password

Cheques can be made to **PEC Markets Inc.**, and mailed to:

Wellington Farmers' Market  
Attention: Naz Karsan  
4 Lake St, Picton, ON  
K0K 2T0

**2022 – WFM APPLICATION FORM – to be filled out by all returning, new, and occasional vendors**

By signing this form the Vendor understands, respects, and will follow the guidelines and requests set forth.

- full season farmer       full season vendor       full season student vendor
- occasional farmer       occasional vendor       occasional student vendor

Vendor First and Last Name (please print): \_\_\_\_\_

Company Name (please print): \_\_\_\_\_

Website: \_\_\_\_\_

Instagram: @ \_\_\_\_\_

Full Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

To ensure a diversity of products, please list ALL the items that you intend to offer at Market. This list will be referenced throughout the season, so please be as detailed as possible. We hope to avoid similar product saturation, and can accomplish this by sourcing vendors who specialize in a particular area.

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