



245 Main Street, Wellington, ON  
Saturdays 9:00 am – 1:00 pm  
May 22 to October 30, 2021 (23 dates)

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

## Wellington Farmers' Market – Application Form

The Wellington Farmers' Market celebrates its tenth year in 2021. We are surrounded by a greater community that actively supports our local farmers' and small businesses.

### Information for the Vendor

- Spaces are 10' x 10' – signage, displays, and props will remain in this space to avoid any trip hazards
- Vendors are to provide their own tents, tables, chairs, and display items
- Hydro and Water hook-ups are not available to any Vendor
- 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
- Reach hundreds of customers each day
- Form professional relationships with likeminded vendors
- Build a client base to draw from during the off-season
- Promotion of products on Social Media
- Be a part of the larger Prince Edward County community

The Wellington United Church has leased their space to us for the **2021 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:

- Professionally Produced Marketing Material
- Insurance
- Signage on Site
- Website Enhancement
- Membership with Farmers' Market Ontario
- Health Protocol Requirements for Onsite
- Membership with the Wellington BIA
- Social Media Advertising
- Print and Radio Advertising
- Market Management and Staff
- Administration Costs
- Entertainment

## **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, 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 Wellington United Church by ensuring the venue is respected and returned to its original state at the end of each market day.**

1. The Market will be blocked 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 DURING HOURS OF OPERATION.
2. Vendors are asked to complete set-up by the start of the market day. Please park your vehicle outside the market area. We recommend the parking lot at the Old Arena or at the elementary school parking lot. PLEASE REFRAIN FROM PARKING ON THE STREET. The easier it is for customers to find parking, the easier it is to attract more customers to the Market.
3. As a courtesy to fellow vendors, please 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. No vehicles are permitted in the market during hours of operation.
4. Public Garbage/Recycling receptacles are not provided this season due to public health regulations. **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 park.
5. As a courtesy to fellow vendors and customers, smoking and vaping is not permitted on the market grounds. Please dispose of your own garbage. Thank you.
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 space will be available for the use of a non-profit organization within the Prince Edward County area at no charge. 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 Pat Doyle ([pdoyle@hpeph.ca](mailto:pdoyle@hpeph.ca)) at Hastings Prince Edward Public Health to make sure all your required documents and forms have been complied with and are up to date.
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 12, 2021, in order to continue on with the season.
  - b Once 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** – Vehicles will have a staggered arrival time into the Market Area to unload. Once your vehicle is unloaded, we encourage you to park at the Old Arena (off Maple St.), in the CML Snider Schools Parking Lot (off Maple St.), leaving Wellington Main St. parking for your customers. A good system has been to unload, park, set-up, and ready for Market opening. This allows other Vendors space for their vehicles and avoids congestion in the Market Area.

Vendors who have not arrived 30 minutes prior to Market Open will have their space given to another Vendor (for that day) and will be allocated another space upon their arrival, unless the Market Manager has been informed of your late arrival at least 24 hours prior to the Market Day.

Vendors arriving after the Market has been blocked off will have to walk their equipment and product into their spot at Market.

Vehicles that are first to arrive, will be first into the Market Area to load up and leave.

Always watch out for pedestrian, animal, and vehicle traffic.

**Washrooms** – the County is supporting us again this season and will provide access to the public washrooms at the Wellington Park next to the Market. They will be unlocked at 8am.

## **Health Protocols to be Followed**

- The market 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
- A one way traffic flow will be required through the Market Area
- 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 or are able to maintain a 6' distance from each other in your space
- 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 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
- Customers should be encouraged to move on so that we can maintain a steady traffic flow through the Market
- Vendors preparing food at their booths will be required to have a hand washing station
- There will be no communal seating permitted at the Market – there are tables at the Park

## **2021 WFM RATES – 24 Dates – Saturday May 22 to October 30 (9am to 1pm)** – invited vendors

Full Season Farmer (proof of status)	\$480.00 (HST Incl)
Full Season Regular Vendor	\$575.00 (HST Incl)
Full Season High School Student Vendor	\$300.00 (HST Incl)

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

- Saturday Farmer Rate (proof of status) – \$40 (HST Incl)
  - Long Weekend Saturday Rate – \$40 (HST Incl)
- Saturday Regular Vendor Rate – \$50 (HST Incl)
  - Long Weekend Saturday Rate – \$50 (HST Incl)
- Saturday High School Student Vendor Rate – \$30 (HST Incl)
  - Long Weekend Saturday Rate – \$30 (HST Incl)

### **Please note:**

Full Season Registration is NOT complete until you receive confirmation from the WFM and a 50% deposit has been received.

If a Full Season Vendor cancels 30 days prior to the start of the 2021 Market, a \$50 Admin Fee will be charged.

If a Full Season Vendor cancels within 30 days of the start of the 2021 Market Season, the 50% deposit fee will be non-refundable.

Occasional Vendors will be saved space at any of the Market days once 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 70% 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 promoting locally grown.

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 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 decent shape. 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

