



**The Valley Food + Farm Collective
Vendor Handbook**

Table of Contents

ABOUT VFF.....	3
GENERAL POLICIES	4
CATERGORY SPECIFIC GUIDELINES	6
DOCUMENTATION.....	8
MARKET DAY GUIDELINES.....	9



We're a not-for-profit organization designed to bring together a cross section of passionate, educated and invested people in our communities to solve key challenges and create opportunities to shape our food culture and build a stronger connection to agriculture.

Our Vision: Using food to transform our communities.

Mission: Acting together to shape a vibrant food culture for ourselves, our families, for our community, and for the future of the valley.

GENERAL POLICIES

Farmer First Policy

The Valley Food and Farm Collective Thursday Market was created with farmers in mind. Therefore, we aim for a minimum of 50% Primary Producers (farmers, ranchers, fishers, wild crafters and nursery growers). We also offer preferential pricing for primary producer stalls - they are the lowest price per square foot. We are proud of the food that is grown here in our valley, and our market reflects that.

Fraser Valley First Policy

The Valley Food and Farm Collective is committed to building the food culture of the Fraser Valley. With this in mind, we aim to host at least 80% vendors that operate from within the Fraser Valley

Guidelines and Standards

The Valley Food and Farm Collective has developed the following guidelines for our market in order to create the best experience and environment for everyone involved. These guidelines are based off of best practices of respected farmers markets elsewhere, and vendor feedback within our market. If you have any questions about the guidelines and standards outlined within this document, please contact us! The market is a place of business and a public forum. Polite professional behaviour as well as fair and honest business practices is expected.

Application and Approval

We accept vendors on an on-going basis throughout the season depending on need, however, target intake months are March/April. Once your application and supporting documentation has been received by the Market Manager it will be juried by the Market Committee. You will receive notification of our decision via email.

If you have questions about the application or the required supporting documents please email our market manager.

Approved Vendors

- Approved vendors are those individuals who have been approved by VFF.
- Approved vendors are expected to attend the markets that they have scheduled. In the absence of the approved vendor, a full-time employee or immediate family member who is well-versed in the product for sale and able to answer the wide variety of questions consumers may attend in their place.

Governing law. It is up to each vendor to know and comply with the laws, regulations and rules as specified by federal, provincial and municipal bodies, local health authorities and the certifying body the vendor belongs to or claims endorsement including provincial and Federal sales tax requirements.

Insurance. All vendors must carry and provide proof of at minimum \$2 million in liability insurance to cover their operations at the market. This policy must name Valley Food and Farm Collective Association as an additional insured. Vendors are expected to keep insurance documents up to date with the VFF Market Manager.

Approved Products

- Only approved products that are made baked, grown, raised, caught or wild harvested by the approved vendor can be sold at the Thursday market.
- Resale of purchased goods by vendors is prohibited.
- Quality products are expected at market. Items that are below quality and offered as “seconds” should be labelled as such and priced accordingly.
- Product pricing: Fair market prices are to be charged by vendors. Though VFF does not have a price guide, we expect that prices reflect the value of our producers and artisans
- Undercutting competing vendors by large margins is unacceptable and will be reviewed by VFF staff. Price adjustments may be requested.

Payment

Payment for market stall fees can be made by cheque, e-transfer, cash or credit. Receipts will be provided by email or at the market.

Cash/Credit - will be accepted by the Market Manager on market day.

E-transfers - may be sent to accounting@valleyfoodandfarm.com

Cheques - are payable to The Valley Food and Farm Collective

Season Discount.

If a vendor wishes to register and pay for the entire season fees at the start of the season a **10% discount** to total fees will be applied.

Late Payment Fees

- a) Up to 7 days past payment due date: penalty of \$25
- b) 8 days to 2 weeks past payment due date: additional penalty of \$50 (total of \$75)
- c) Beyond 2 weeks past payment due date: retraction and reassignment of unpaid dates.

Cancellations

In order for a refund to be processed, vendors must cancel 72 hours prior to market opening. To cancel, contact the Market Manager. **If a vendor does not attend a market without prior cancellation notice they will be fined an amount of \$50.00.**

Note: this fine will not apply in the case of an emergency cancellation.

CATEGORY SPECIFIC GUIDELINES

Primary Producer – Farms

- Organic, biodynamic or first, second, or third year transitional claims must be supported with the appropriate certification submitted to the VFF and displayed at your stall.
- Farms and products that are not certified organic: must not display signage that includes the phrases “organic” or “organically grown” or “non-certified organic”.
- All other required permits and licenses must be brought to the market and made available when requested. (Example: FoodSafe Certificates)
- All farmers producing food (farm, dairy, meat and poultry) are responsible for ensuring that they are compliant with Fraser Health’s [Guidelines for Sale at Temporary Food Markets](#).
- All products must be produced by the vendor, and preference will be given to farms that are located within the Fraser Valley.

Primary Producer - Seafood and Wild Harvest

- Products must be caught or harvested within BC Fish, seafood and wild harvested products are subject to the Fraser Health’s [Guidelines for Sale of Food at Temporary Food Markets](#).
- In addition, fishermen wishing to sell “fresh fish” must refer to and follow the Fraser Health’s [Guideline for the Sale of Fresh Fish at Farmers Markets](#).
- To ensure that seafood is caught by the vendor, ownership of vessels and licenses must match name of vendor on record with the VFF.
- Fish vendors must provide the following prior to each VFF market season:
 - a) commercial fishermen’s license for all fishermen
 - b) Provincial fish vending license(s) for fisherman and staff
 - c) federal species license for each species sold
 - d) Initial Quota Allocation and License Fees report for all vessels
 - e) processor letter with processing number for processed product (fillets, smoked, canned)

Note - Due to the location of the Fraser Valley and the lack of local access to seafood and certain wild harvest products primary producers from across BC will be given equal access to market dates.

Prepared Food

- Vendors who sell prepared foods or sample edible products are required to have FoodSafe or MarketSafe.
- Prepared food vendors and their products are subject to the Fraser Health’s [Guidelines for Sale of Food at Temporary Food Markets](#).
- Vendors are expected to be aware of these guidelines prior to market.
- Vendors who use a home-based uninspected kitchen for the production of low risk products are required to display a sign that is clearly visible to the consumer at the point of sale stating that: “This food has been prepared in a clean home kitchen and not in a kitchen inspected by a regulatory authority.”

- Certified organic or biodynamic prepared food products that have a current copy of their certificate on file with VFF may be labeled as “organic” or “bio-dynamic”. The vendor must submit their documents within their application and should have their certificate publicly displayed at their stall.
- All required permits and licenses, such as FoodSafe and MarketSafe certificates, must be brought to the market and made available upon request.

Craft or Non-Food Vendors

All craft products must be made locally by the vendor who will be representing them at the market. We expect high quality goods, and priority will be given to artisans who utilize Fraser Valley products in their craft.

Alcohol

Alcohol sold at the VFF market must be made in BC using as much BC agricultural product as possible. Preference will be given to Fraser Valley producers. Alcohol vendors must obtain Farmers Market Authorization from the Liquor Licensing Branch for Abbotsford and abide by the guidelines of this authorization. Farmers Market Authorizations must be posted at the front of the vendor’s stall.

Alcohol vendor stall fees will be subject to a surcharge to account for additional permitting required for alcohol sales. The additional fee will be included on invoices for market dates at time of scheduling.

Staff offering samples at the market must have Serving It Right. Serving it Right certificates must be posted at the front of the vendor’s stall.

Sampling alcohol at markets requires a hand washing station.

Food Trucks

All food trucks must have a permit to operate and City of Abbotsford business license. At least one operator must have completed the Food Safe program. Food trucks must carry a minimum of \$2 million liability insurance including product liability naming The Valley Food + Farm Collective Association additional insured. Food Trucks are encouraged to provide their own power, such as batteries, silent generators (inverters), propane, and battery power packs. Conventional generators require prior approval before use and must be less than 85dB as measured at the source. Food Trucks that utilize Fraser Valley ingredients in their product will be given priority.

DOCUMENTATION GUIDE

See below for a detailed chart of the documents that you are required to submit to VFF with your application. If you require further clarification on any of these documents, please contact us.

Category	Proof of Insurance	Land Title or Lease Agreement	Food Safe or MarketSafe	Dairy Worker Certification	Serving it Right	Organic Certification (if applicable)	Processor Letter*	Permit to Operate or Inspection Report	Farmers Market Authorization
Farm – Produce – raw only, no sampling	x	x				x			
Farm – Produce – with value added or sampling	x	x	x			x	x		
Farm – Nursery	x	x				x			
Farm – Dairy	x	x	x	x		x			
Farm – Meat/Seafood – no sampling	x	x				x	x		
Farm – Meat/Seafood – sampling	x	x	x			x	x		
Wild Harvester – no sampling	x								
Wild Harvester – sampling	x		x						
Prepared Food – home kitchen	x		x			x			
Prepared Food – commercial kitchen	x		x			x		x	
Craft	x								
Alcohol – Processor	x				x	x			x
Alcohol – Farm	x	x			x	x			x
Food Truck	x		x					x	

Market Day Guidelines

Vendor Set-up

- Vendors are expected to arrive **no more than 2 hours and no later than 45 minutes prior to market opening.**
- If you are experiencing an unexpected delay, you must contact the Market Manager.
- Vendor display should be assembled and ready by market opening.
- Per Fraser Health Authority's guidelines, food should be displayed at least 6" off the ground to prevent contamination by liquids/materials on the roadway or sidewalk.

Vendor Take-down

- Stalls are to remain assembled until the official closing of the market.
- Vendors must stay within their allotted space while vending. This includes offering samples of product.
- A vendor who has sold out prior to the end of the market may place a sign saying, "sold out" in their stall if they choose to leave their stall.
- Vendor stalls must be packed out completely no later than 60 minutes after market closing.

Note: Please wait for direction from market staff when driving your vehicles back into the market area for loading. This time can be chaotic -please drive slowly and be patient with other vendors and drivers.

Sampling

- Samples portioned off-site must be transported in clean, sealed containers.
- Any vendor serving unwrapped prepared food or portioning food on-site must have a hand washing station setup and accessible for the duration of the market.
- Vendors must use tongs, or gloves to handle samples or remove products from packaging.
- Samples of foods requiring refrigeration should be made available in small amounts and replenished frequently to ensure food safety standards.

Alcohol vendors that offer samples must:

- Obtain Farmers Market Authorization from the Liquor Licensing Branch and abide by the guidelines of this authorization.
- Farmers Market Authorizations must be posted at the front of the vendor's stall.
- Alcohol Vendors staff offering samples at the market must have Serving It Right. Serving it Right certificates must be posted at the front of the vendor's stall.

Vendor Report

Submission of an accurate and anonymous report of gross sales from the market day must be submitted to market staff prior to leaving market grounds. Case-by-case arrangements can be made to email in your report within 48 hours of market closing.