



# MARKETS in NORDEGG

## 2024 VENDOR GUIDELINES

### MARKETS in NORDEGG – OVERVIEW

**Markets in Nordegg** is sponsored by the **Nordegg Community Association (NCA)**. The **NCA** and **Markets in Nordegg** are run entirely by volunteers; all proceeds from the markets go back into the Nordegg community and our surrounding areas.

**Markets in Nordegg** has established the following guidelines and standards to uphold the success of our special event markets as effective, equitable and enjoyable outlets for artisans, producers and community groups to sell their products directly to consumers. It is the Vendor's responsibility to familiarize themselves with the guidelines as the basis for decisions concerning vendor participation in the Market. Adherence is respectfully requested and required.

Guidelines and standards pertaining to the operation of the markets will be implemented and enforced in a fair and equitable manner. **Markets in Nordegg** has the right to change, delete or modify its policies, procedures, standards and guidelines as deemed necessary. The Market Management reserves the right to make exceptions to any guidelines.

### PART A – CRITERIA FOR VENDOR SELECTION

#### 01 - General

**Markets in Nordegg** is proud to be an **Alberta Approved Farmers' Market**. To maintain this designation, the Market must adhere to guidelines established by Alberta Agriculture and maintain an annual average vendor split of 80/20. 80% of the vendors are Albertans selling Alberta products which they, an immediate family member, a staff member or member of a producer-owned cooperative or their staff have Made, Baked or Grown (MBG).

Vendor acceptance is dependent on several factors;

- Type of product being offered, product quality, uniqueness, as well as point of origin.
- The products ability to fit within the Market's objective to provide a diverse product mix across all categories.
- Length of participation in Nordegg's previous markets is taken into consideration.
- Vendor conduct, behaviour and attitude, product quality and presentation, as well as customer service will be heavily weighted in vendor evaluation.
- Availability of space in the markets.

Not all applicants are guaranteed space; it is the right of the Market Manager as the organizer and the NCA as the sponsor, to set policy and vendor selection criteria.

#### 02 - Vendor Selection – Product Category

Priority will be given to Vendors in the following order;

- Nordegg, Bighorn, Cline River & Smallboy residents, followed by Rocky Mountain House, then the greater Clearwater County and Central Alberta zones.
- Vendors & Artisans that Make, Bake or Grow (MBG) the products they are selling.
- Vendors of agricultural products where they are the grower / producer. Top priority given to regional farmers and producers who bring product that is 100% grown and harvested on farmland in Alberta that they own and /or operate. Also to those who use environmentally responsible and sustainable growing, breeding raising and harvesting methods.

For inquiries please contact the Market Manager via email [ROADHOUSEarts@gmail.com](mailto:ROADHOUSEarts@gmail.com)

- Vendors that sell value-added products that source ingredients or components locally (Alberta) and directly from the producers.
- Vendors of out-of-province agricultural products. Again, priority will be given to farmers, growers and producers, where similar products are not available locally.
- Artisans from out-of-province, where they can demonstrate their personal involvement in the production of the products offered for sale.
- Lowest priority will be given to Vendors selling commercial, franchise, multi-level or ‘resale’ items, ie. Vendors that do not grow, raise, process, gather or make the product themselves. Products must be determined to enhance the overall market mix. Approved products are at the Market Management’s discretion.

**Buskers.**

Buskers must be approved by the Market Manager. Placement and duration of performance at said location is at the discretion of the Market Manager.

**Community Groups.**

See Community Guidelines.

**03 - Exclusivity**

**Markets in Nordegg** does not offer exclusive rights to any one Vendor to sell any specific product type.

In conjunction with non-exclusivity, **Markets in Nordegg** makes every effort to maintain a market mix that deters oversaturation of vendors in any product category. In this case, Vendors applying for popular product categories may be denied entry despite their product meeting market criteria.

**04 - Prohibited Products**

Under Alberta Agriculture guidelines the following products are not allowed at any time;

- Used, antique or flea market items.
- Live animals, whether for sale or customer interaction. Hatching eggs.
- Uninspected meat or meat products for human and/or animal consumption.
- Raw milk or raw milk products for human and/or animal consumption (with the exception of cheese made from unpasteurized milk that meets federal standards).

Other items which cannot be sold through **Markets in Nordegg** include;

- Tobacco, Vaping products & equipment.
- Marijuana, including edibles.
- Weapons.
- Anything that is illegal to sell, trade or own in Canada.
- Food items that AHS has not approved for sale at Farmers Markets.

**05 - Liability Insurance**

Vendors are strongly encouraged to carry liability insurance for their own protection.

The Alberta Farmers’ Market Association has a vendor group policy in place for its members. For membership information contact AFMA at: [info@albertamarkets.com](mailto:info@albertamarkets.com) or visit [www.albertamarkets.com](http://www.albertamarkets.com)

**PART B – MARKET RULES & CONDITIONS**

**01 - General**

Vendors and their employees are responsible for informing themselves about, and complying with federal, provincial, and local health regulations and licensing requirements governing the production, display, distribution, sampling, and sale of their products.

For inquiries please contact the Market Manager via email [ROADHOUSEarts@gmail.com](mailto:ROADHOUSEarts@gmail.com)

## 02 - Specific Rules for Food Product Vendors

The sale of food products is controlled by Alberta Health Services (AHS) – Items being sold outside of the AHS guidelines may not be sold.

Food vendors are responsible to contact the designated Public Health Inspector prior to coming to the Market to ensure compliance with AHS standards, applicable regulations and safe food practices.

Food vendors must follow all food safety training, permits and paperwork as required by AHS for the items they are selling and must bring a paper photocopy for the Market Manager on their 1<sup>st</sup> market day.

All AHS rules and regulations must be always followed. All claims made about a product must be backed up;

- Organic must be certified.
- Cures and treats must have medical studies recognized by Health Canada etc.

Helpful links;

- <https://www.albertahealthservices.ca/eph/page3151.aspx>,
- <https://albertafarmersmarket.com/faq/labelling-requirements-food/>
- <https://ahs.myabsorb.ca/#/public-dashboard>

The **Mountains & Mines Market & Spring Fling** sites do not have access to potable water; hand wash stations are required for all stalls sampling food products unless otherwise approved by the Public Health Inspector.

## 03 - Market Information

All Market fees to be paid upon arrival, please do not send payment ahead of time.

Vendors to check in with the Market Manager prior to set up, you will be designated a space at that time.

Market set up starts at 8am, you **MUST** arrive no later than 30min. before Market opening time at 10am. Stall must be set-up and ready for customers by market opening time.

Vendors may not share stall spaces with other Vendors/entities selling products except under circumstances approved by the Market Manager prior to the date scheduled.

Vendors are required to stay at the Market for the full duration of market operation (until 15min. after the Market ends) unless prior approval has been requested and received. Vendors shall not dismantle or vacate their space until market closing time. **Packing up early will result in you not being invited back.**

Vendors are responsible to remove all belongings and garbage from their space at market end.

There is no smoking allowed indoors or within the outdoor sales areas.

### Indoor Market.

Vendors will be assigned a table space at the **NCA Annual Christmas Market** by the Market Management, taking into consideration, where possible, Vendor preferences and requests. Please note that the placement of Vendors is entirely at the discretion of the Market Manager.

Vendors will be allocated one table and two chairs. You are to bring your own table linens & display materials.

Vendors are responsible to keep floors clean and safe for shoppers by minimizing the snow and mud tracked in. Please use care when setting up display materials; nails, pins, screws, etc. are not permitted on the walls. You may use removable tapes but ensure that all tape and residue is removed when you leave. No portion of your display may protrude into the aisle or extend beyond the floor space allocated.

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Parking is limited at the Community Hall – Vendor vehicles must be moved to the large County parking lot adjacent to the Nordegg Lodge, as soon as unloaded so that there is space for other vendors to unload & customer parking.

#### **Outdoor Markets.**

A 10'x10' space is provided. You are responsible for your own tent / canopy, tables, chairs and display materials. Canopies must be weighted with 20lbs. per corner minimum, weights should be tethered to the canopy - not just around the legs. Sidewalls / tarps are recommended for wet weather.

Safety is a priority - booth set-up, including signs, must not be a hazard to the public or other vendors. All displays must stay fixed in windy weather. Vendors without sufficient weights or tie-downs will be asked to take down their canopy.

On-site water hook-ups / potable water is not available on site, Vendors must bring their own supply.

On-site electrical hook-ups will not be available;

- Electrical equipment and locations must be approved by Market Management. This includes outdoor extension cords and generators.
- Generators should be in good working order, well maintained and not so loud as to disrupt the operations of adjacent vendors.
- A fire extinguisher must be present when a generator is being used.
- Generators should be placed away from path of shoppers and structures.
- Gasoline canisters must not be stored next to a generator; the area around the generator must be clear of flammable materials and structures.
- Use baffles to direct exhaust fumes away from adjacent vending stalls and shoppers.

Vendors are responsible for keeping their space clean and attractive during market hours and cleaning their space after market closing. Public garbage receptacles at the market are not for vendors; take all garbage off-site for disposal. *If you pack it in, you can pack it out! Please see attached Waste Removal document.*

A-frame signs are permitted in outdoor markets – The Market Manager may adjust the position of the sign to modulate pedestrian traffic flow.

Playing of music at vendor stalls is not allowed without prior permission.

Vendors may not bring pets to the Market - with the exception of service dogs.

Serviced portable toilets will be in place for Vendor & Attendee use.

## **04 - Vehicles in the Outdoor Markets**

#### **Spring Fling.**

Parking is limited at the Community Hall – Vendor vehicles must be moved to the large County parking lot adjacent to the Nordegg Lodge, as soon as unloaded so that there is space for other vendors to unload.

#### **Nordegg Days – Mountains & Mines Market.**

Parking vehicles in the market zone during market operation will be limited; size of vehicle will be a restrictive factor for some stalls. Pre-approved Vendors may park one vehicle behind their designated stall.

Vendor vehicles parked in the Market MUST NOT be moved during the operation of the Market, vehicles must remain in place until 15minute after the market is closed for the safety of all vendors and customers.

Secondary helper's vehicles or oversize vehicles must be parked in the designated Vendor Parking lot, the street parking must be kept open for Market customers and Show & Shine visitors.

ALL vehicles not remaining in the market zone during market operation, must be removed 15 minutes prior to start of the Market at 10am.

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## 05 - Vendor and Product Identification

Food and/or agricultural vendors MUST display their Food Safe and/or Food Safety Basics for Farmers' Market certificates, Food Handling Permits and/or AGLC License during the market.

All descriptions of products must be accurate and truthful. All out-of-province fruits and vegetables must be identified with their place of origin.

## 06 - Cancellations

If you are no longer able to attend the Market, please **notify the Market Manager as far in advance as possible**, but no later than 5pm three days prior to the Market date. This can **ONLY** be done via email to [ROADHOUSEarts@gmail.com](mailto:ROADHOUSEarts@gmail.com) NOT by Facebook or Instagram.

## 07 - Market Set-up / Weather

The **Markets in Nordegg** are open in all weather conditions - rain, snow, or shine - however; the **Markets in Nordegg** reserves the right to close the Market (with or without prior notice) if it is determined that severe weather or other emergency conditions could compromise the safety of vendors, market organizers and customers.

Market organizers will monitor weather conditions when extreme or quickly changing weather conditions are in the forecast. Vendors should be prepared to modify their setup to allow for operations under all possible weather conditions.

When notified that the market is closing due to an emergency, vendors must quickly and safely dismantle and pack up their stall to minimize risk to themselves and others.

## 08 - Vendor Conduct

The market is a public forum and place of business; polite professional behaviour and honest business practices are expected. Vendors are the face of the market; strong customer service and product knowledge is an essential component of the farmers' market experience.

Complaints about other vendors, their products, your sales, pricing issues or the operation of the market are not appropriate for discussion in a public forum such as the Market.

Vendors experiencing difficulty in dealing with customers, health officials, market volunteers, or another vendor should refer the matter promptly to the Market Manager for resolution.

Smoking at your stall is NOT acceptable at any time. Smoking is only allowed away from the main market areas.

Aggressive hawking of products is not permitted. There is to be absolutely no selling of products outside of your 10'x10' space. Failure to adhere to this rule will result in immediate dismissal from the market and any future markets.

Vendors are discouraged from changing product prices during the market. While it may be desirable on occasion to offer reduced pricing to encourage the sale of perishable products at the end of the market it is recommended that vendors bring quantities of product that can reasonably be sold on a given market day at posted prices. Take responsibility for determining prices for your own products and do not influence other vendors.

Provide close supervision of children accompanying you to the market, ensuring they are always under adult supervision. Children must not disrupt or cause interference with other vendors or customers conducting business.

Harassment of any kind will not be tolerated. **Markets in Nordegg** is committed to providing a safe and positive working environment where all individuals are treated with respect and dignity. Every customer, employee, volunteer, and vendor have the right to work, shop and sell in an environment free of harassment. Interactions between co-workers, vendors, the market staff, the public and others are to be respectful, professional, and courteous.

Choose to be kind and considerate.

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## 09 - The Role of the Market Manager

Market operations and conduct in the marketplace is under the complete control of the Market Manager, or their designate, during market hours.

**Markets in Nordegg** is not an employer of Vendors and therefore, will only address Vendor issues that are related to the direct operations at the work site during market hours.

Disputes among Vendors or between customers and Vendors must be brought to the attention of the Market Manager. Significant incidents may require follow-up statements by the parties involved so that appropriate measures can be undertaken to prevent future incidents.

Vendors consistently displaying rude, confrontational, disruptive, toxic, or inappropriate behavior will be dismissed from the Market.

The Market Manager has, above all else, the best interests of the market and the vendors in mind when making decisions. Vendors are strongly encouraged to bring their concerns directly to the Manager so that decisions can be made in a collaborative manner with the parties involved.

## 10 - Volunteers

**Markets in Nordegg** is organized and operated by volunteers from the Nordegg Community. Vendors are asked to consider this when working with the market team and are requested to work in a courteous, respectful, and cooperative manner with the Market Management team.

## 11 - Non-Compliance with Vendor Guidelines, Rules and Conditions

**Markets in Nordegg** has established these guidelines and standards to ensure that the Market meets the objectives of the customers, vendors, and the market sponsor. All guidelines and standards pertaining to the operation of the Farmers' Markets will be implemented and enforced in a fair and equitable manner.

**Markets in Nordegg** reserves the right to suspend vendors' participation in markets after violations of guidelines and standards. Suspension is seen as a last resort but will be employed when no other option provides a satisfactory resolution.

Vendors who are deemed in violation of any federal, provincial, municipal, local health or Cochrane Farmers' Market rules and regulations will be given the opportunity to rectify the situation. If unable or unwilling to do so, they will be asked to leave the Market and the following procedures will be taken;

- The Market Manager shall record the violation in a file which identifies the Vendor, the offense, the date of occurrence and any related details.
- A report will be sent to the appropriate regulating authority.

In the event of a vendor being involved in a singular but extreme violation of **Markets in Nordegg's** rules and conditions there will be zero tolerance. The Market Manager and/or the Market committee will have the discretion to permanently revoke the vending opportunity of the vendor.

## PART C – ADVERTISING, PROMOTION AND SOCIAL MEDIA

### 01 - Consent

In compliance with the Personal Information Protection Act, by signing the Vendor Application form, Vendors give consent to the **Markets in Nordegg** for the following;

- to disclose the vendor's name, company name and contact information, to those persons inquiring about their product(s).
- to be added to vendor email or e-news distribution lists for vendor-specific information and updates.

**Markets in Nordegg** will not share vendor distribution lists with other organizations, mail lists or markets.

### 02 - Website

All vendors will be listed on **Markets in Nordegg** website. Unless otherwise requested in writing, the vendor's name, company name, brief description of products, website and/or social media links and contact information will be included.

Vendors wishing to restrict contact information provided on the website are responsible to inform **Markets in Nordegg** in writing of the request.

Website. <https://www.nordegg.ca/markets-in-nordegg.html>

### 03 - Social Media

**Markets in Nordegg** shares information about our markets with;

- Facebook Pages – **Markets in Nordegg** and the **Nordegg Community Association**
- Facebook Event Pages – **Nordegg Days 2024** and **Mountains & Mines Market 2024**
- Instagram - @markets\_in\_nordegg

Vendors approved for attendance for any of [Nordegg's Annual Market Series](#) will be approved to post on Markets in Nordegg Event pages. These pages allow Vendors to share information about their products and business as well as communicate directly with customers. *Posts promoting vendor attendance at other markets will not be approved.*

Current season Vendors are encouraged to share posts about **Markets in Nordegg**. Hashtags:

#NordeggAlberta #NordeggMarkets #NordeggDays #NordeggLife #AlbertaCultureDays

Pictures of the market will be shared on social media throughout the year. Product photographs taken at the Market will be randomly selected for use on social media.

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