

Westside Community Food Market 2019 Vendor Guidelines

Last updated March 15, 2019

About the market:

The Westside Community Food Market is a weekly market in the heart of Kitsilano, brought to you by Kitsilano Neighbourhood House & the Society Promoting Environmental Conservation (SPEC). For 12 Thursdays from June 27 to the end of August, or possibly mid-September (depending on resources available), the intersection of 7th & Vine transforms into a community market space. The market creates opportunities for small and new farmers, food processors, and artists who are committed to sustainability and have recently launched their own business. The market also increases access to local, sustainably produced foods to the Kitsilano community and offers a subsidy coupon program for low-income community members.

Dates & time

Dates

The market takes place every Thursday from June 28 to September 13. The 2018 season has 12 market dates:

- June 27
- July 4, 11, 18, 25
- August 1, 8, 15, 22, 29
- September 5, 12 (TBC)

Time

The market runs from 3 to 7 pm.

- Vendors are expected to arrive between 2:20 and 2:45 pm. Arriving on the earlier side (2:20-2:30) provides more time to set up your booth if you have a large inventory of products, but as booth locations are predetermined, arriving earlier will not influence booth or tent allocation.
- Vendors should have their booth ready to go by 2:55 pm
- Vendors must stay at their booth for the duration of the market, and may not dismantle their booths until after 7 pm. While we suggest having enough product to last the duration of the market, if you are sold out, please stick around to connect with potential customers for future markets, and keep booth information on the table. Gaps in table set up and empty tables do not leave a good impression on customers.
- Vendors are not permitted to make sales before 3 pm or after 7 pm

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Location

The market is located in the Vancouver Courier Courtyard outside of Kitsilano Neighbourhood House at 2305 West 7th Avenue (at the corner of Vine Street).

Vendor Fees

Vendor fees are paid weekly at the end of each market, during take-down (between 7 and 7:30 pm). Vendor fees are prorated based on weekly sales. They are set at 10% of weekly sales, up to a maximum of \$35. A receipt will be provided for each payment.

At the end of each market day, market coordinators or an assigned volunteer will ask vendors what their total revenue was for the day. This helps us keep track of the success of the market and the consumer trends, and provides input to improve our promotion and marketing strategy for the benefit of vendors and the community.

Market coupons

The market offers a coupon program to support access to local sustainably grown and prepared food for low income community members. Vendors might receive payments from customers that include coupons (each coupon is worth \$1). Coupons should be accepted as cash, except change should not be given for coupons. Vendors should keep these coupons and return them to the market coordinators at the end of the market (at the time of vendor fee payment), where they will be reimbursed.

Vendor criteria

- **Products:** During the vendor application process, vendors are asked what products they will be selling. Should a vendor want to add another category of products sold later in the season, they will need to check with the market coordinators to make sure the product does not conflict with others. We look for a variety of vendors, and have a maximum of 3 produce vendors (equivalent to a maximum of 6 large [6-foot] tables), 3 dessert/sweet vendors, and 2 artist vendors each market.
- **Local:** Vendors must be local (priority given to farmers or processors operating in Vancouver, Burnaby, Richmond, and the North Shore).
- **Willingness to contribute to volunteer appreciation:** While we do not use this as a selection criterion, we are thankful for vendors who show their appreciation for our hard working market volunteers. In previous years, they put in over 300 hours of unpaid work to make the market happen! Volunteers appreciate donated end-of-day goods and/or a discount on products.
- **Guidelines pertaining specifically to food vendors:**
 - **Environmentally sustainable:** Vendors must be contributing to a sustainable community food system. We understand there are many different practices of sustainable food. We are looking for food with a light environmental impact. For produce, farmers may be doing some or all of the following: growing food without the use of pesticides, using diverse cropping methods rather than monocultures, using water and organic

fertilizers sparingly, and limiting packaging, for example. Non-produce food products can be sustainable in variety of ways, for instance, grown locally and with environmentally friendly practices. Using organic, local and non GMO ingredients are also examples. We ask that vendors let us know what makes their food practices sustainable.

- **Food safe:** Vendors must practice food safe guidelines as developed by Vancouver Coastal Health. Please refer to the following document for complete details:
http://www.vch.ca/media/Guidelines_Sale_Of_Foods_At_Temporary_Food_Markets_April_2014.pdf. Several main points are listed below.
 - For low risk foods (foods which have a water activity (Aw) of 0.85 or less, or a pH value of 4.6 or less), vendors do not need approval by the local Vancouver Coastal Health to sell their products, but they will need to ensure that food is prepared in a clean area and practice good hygiene when handling food.
 - Vendors who are selling higher risk food are required to have approval by the local Health Authority and by the market coordinators.
 - Vendors handing out samples are required to follow Vancouver Coastal Health's guidelines, and have a 22.7 L plastic water jug with a spigot, soap in a dispenser, and paper towels at their booth (or share with another nearby vendor).
 - Bread and baked goods will have to be covered, for example, by a plastic cover/sneeze guard or in a clean tote.
 - FoodSafe or MarketSafe courses are recommended for vendors.
 - For home-prepared goods, have a sign reading: "This food has been prepared in a kitchen that is not inspected by a regulatory authority" (or equivalent wording).
- **Guidelines pertaining specifically to vendors selling art or handcrafted products:**
 - We are offering up to 2 market spaces a week to showcase local artists and artisans. We would like to make this available to as many vendors as possible, and thus will rotate artists throughout the summer.
 - Vendors sell products they have made themselves (or that a business partner has made). This may include:
 - Paintings, sketches
 - Greeting cards
 - Sewn or knit goods
 - Jewelry
 - Skincare products that are considered sustainable and that follow federal regulations on cosmetics, namely the *Food and Drugs Act* and the *Cosmetic Regulations*. More information on these regulations can be found at: <http://www.hc-sc.gc.ca/cps-spc/cosmet-person/regulations-reglements/index-eng.php>
 - For artists only, we are also offering an opportunity to have a collaborative art table where several artists' works would be featured. This would be

managed by artists themselves but market coordinators and a volunteer will help facilitate conversations and structure to develop a market schedule. Artists would sell work on behalf of each other and be responsible for boothing occasionally. The application form asks artists if they are interested in joining a collaborative table and will convene artists who indicate an interest in this.

- We will prioritize vendors who make an effort to be environmentally sustainable in their work.
- All vendors must sign a liability waiver on their first market day.

Vendor selection

There are spaces for 9 food vendors and 2 art/handcrafted product vendors each week. These spaces will be allocated according to the following guidelines, assuming all vendors meet our vendor criteria:

- Market coordinators will look for a variety of vendors. The following quotas apply:
 - A maximum of 3 vendors a week sell produce.
 - A maximum of 3 vendors a week sell dessert or sweet products.
 - A maximum of 2 vendors a week sell art or handcrafted products.
- Priority for vendor selection is given to vendors in their first 5 years of operation; vendors who have demonstrated reliability at previous Westside Community Food Markets; and vendors who do not have their own storefront.
- Vendors will be assigned to a booth on a weekly basis. They will rotate locations throughout the market, with produce and non-produce vendors following two separate rotations since their booth sizes differ. If a vendor would prefer to be at the same booth # each week, and the other vendors in their category are agreeable to this arrangement, this can be arranged. Please see draft vendor booth set up in appendix 2.

Vendor Booths

Vendors are required to observe market aesthetics.

- All vendors will need to have a tablecloth on their booth. Preferably the table cloth will be set up so as to hide the legs of the table and any products underneath the table from the front. The table cloth also makes cleaning the tables easier.
- Vendors should have signage to indicate their booth name as well as product names and prices
- Vendors are not permitted to sell products on public property – products must stay in the designated booth area on Kits House property.
- Vendors who have prepared food in a non-commercial kitchen will need signage indicating “This food has been prepared in a kitchen that is not inspected by a regulatory authority” (or equivalent wording).

Equipment

Tables & chairs

Tables & chairs for vendors are provided and are set up by market staff & volunteers. The following table sizes and formats are available (must be decided in advance):

- 1 card table (~34"x34")
- 1 rectangular table (6')
- 1 rectangular table (6') and 1 card table (34")
- 2 rectangular tables (total of 12' across, often in a corner formation)

Please note:

- In general, only produce vendors are allocated more than 1 table
- In general, vendors of art/handcrafted products are allocated 1 card table

Tents

Kits House and SPEC have a limited number of tents that are used to support the market. The organizations aim to support vendors by sharing these tents with the vendors. However, because there are not enough tents for each vendor, no vendors are guaranteed a tent. Vendors who have their own tents are encouraged to bring them.

- Allocation of tents provided by Kits House & SPEC:
 - Tents are first allocated to provide coverage of general market stations (ie: information/welcome booth and musician stand when needed) and stations for Kits House and SPEC volunteers.
 - On sunny days, priority for additional tents goes to those whose booths are in direct sunlight as well as those who have products that could be damaged by excessive sun.
 - On rainy days, priority for additional tents goes to those who have products that could be damaged by the rain.
- Tent set up and take down:
 - Vendors will need to help set up tents for their booths and take them down at the end of the day. Volunteers will be on hand to assist with this.
 - Volunteers will also be available to assist with set-up and take down when a vendor brings their own tent.

Other equipment

Electric outlets are available; please let us know if needed.

If you require refrigeration or access to a kitchen, please let us know as this would need to be arranged separately.

Parking:

Parking

For those coming by vehicle, please note that there is no onsite parking. There is street parking on the surrounding blocks – please be sure that you are not parking in ‘permit only’ spaces as these blocks are frequently ticketed.

There is pay parking under Whole Foods located at the corner of 4th and Vine and under London Drugs located at Broadway and Yew.

Loading zone

You may use the loading zone in the Kits House parking lot for 15 minutes during set up if you do not find parking close enough to the market. Please see map below.



Responsibilities:

Kits House and SPEC roles:

Kits House and SPEC staff will:

- Apply for permitting with the City of Vancouver
- Keep track of vendors and process vendor fees
- Staff and coordinate volunteer support of market day operations
- Provide tables, chairs, and tents (when available) to the vendors each market and be available to assist with set-up
- Provide details about the market operating times to its membership
- Provide insurance for relating to the space of the market, for example in the case of a market visitor getting injured at the market. Please note that this insurance does not cover your product liability, if you would like this to be covered you will require separate insurance.

Vendor roles:

Vendors must:

- Complete application forms, sign a liability waiver on their first market day, and submit vendor fees on time
- Recognize and respect Kits House's statement of diversity and values (see appendix 3) and SPEC's core values (see appendix 4)
- Support marketing and promotional efforts

Vendors are encouraged to have product liability insurance, but this is not required.

Cancellation

We require 48 hours advance notice for cancellation, although 1 week is preferable so we can offer your booth to another vendor for the week. We understand that emergencies come up, but failure to attend markets or give adequate cancellation notice may result in you no longer being able to sell at our markets.

Further, failure to abide by the market guidelines outlined in this document may result in you no longer being able to sell at our markets.

Contacts

Market Coordinators

Oliver Lane, SPEC Executive Director

T: 604-736-7732

E: oliver@spec.bc.ca

Zoë Little, Community Programs Coordinator

T: 604 736-3588

E: Zoel@kitshouse.org

Please note that staff are not necessarily available every day of the week to respond to email or phone calls. For urgent requests, please contact Front Desk at 604-736-3588.

Market Facilitator

The Market Facilitator will be the primary contact during most of the market season (from June to August). The Market Facilitator is hired in June by SPEC through the Canada Summer Jobs program. Contact information will be provided to vendors when the Facilitator is hired.

Contacting Staff on Market Day

To reach any of us on a market day, please call 604-736-3588 and the Front Desk worker will direct you to one of us.

Appendix 1: Guidelines for low risk food vendors at markets

This is directly copied from page 5 of the Guidelines for Sale of Foods at Temporary Food Markets by Vancouver Coastal Health.

Vendors are required to read over and be familiar with the guidelines, which are available at:

http://www.vch.ca/media/Guidelines_Sale_Of_Foods_At_Temporary_Food_Markets_April_2014.pdf.

II. Conditions for Sale of Lower Risk Food at Temporary Food Markets

It is recommended that vendors of home prepared foods at temporary food markets ensure that, when selling lower risk food:

1. Food handlers observe good personal hygiene,
2. A sign is displayed that is clearly visible to the consumer at the point of sale stating that "THIS FOOD HAS BEEN PREPARED IN A KITCHEN THAT IS NOT INSPECTED BY A REGULATORY AUTHORITY." or equivalent wording,
3. Food products should be protected from sources of contamination at all times, including contact by pets, during storage and display at the market.
4. Display cases, counters, shelves, tables, and any other equipment used in connection with the sale of lower risk food should be made from easily cleanable material, maintained in good condition and cleaned as often as necessary.
5. A satisfactory means of cleaning hands and utensils (when used by a vendor), should be provided as per the following:
 - a) the use of hand wipes is satisfactory where only prepackaged food or whole fresh fruits and vegetables are sold
 - b) if samples/product tasting is undertaken then running water, soap in a dispenser and paper towels should be provided. A 22.7 liter (5 gal) plastic water jug with spigot is generally acceptable as the water source.

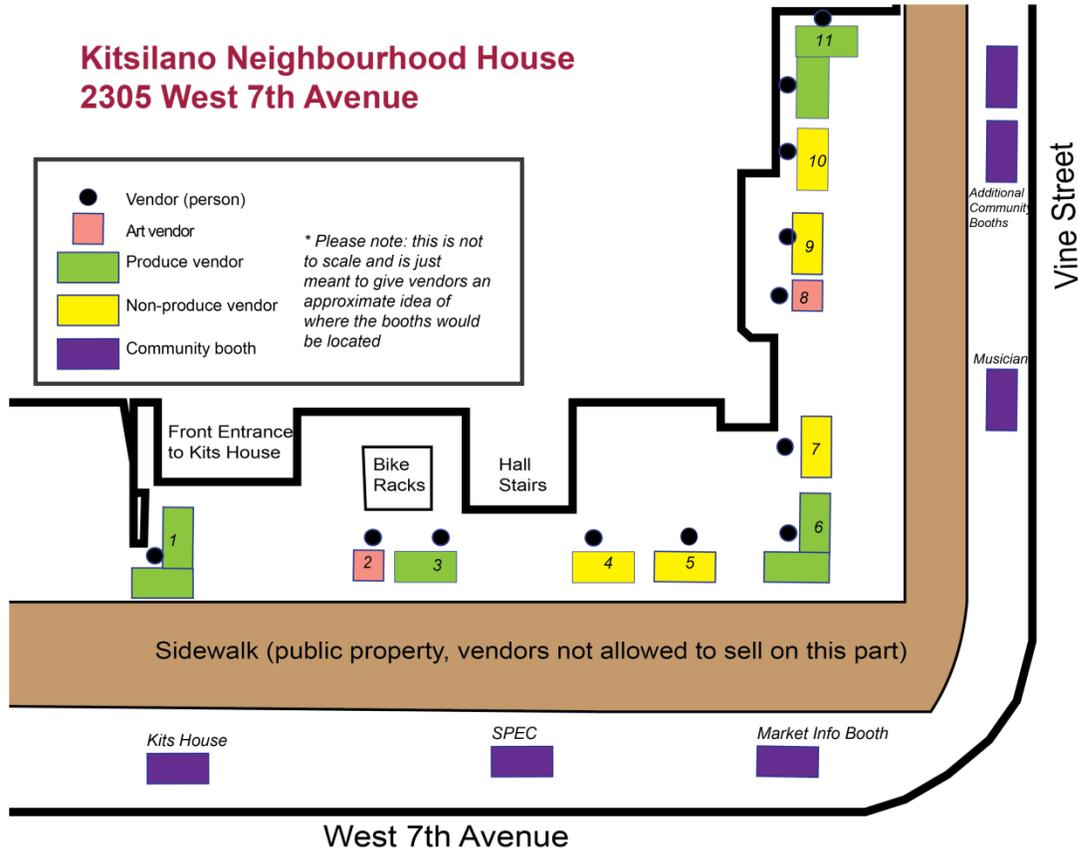
NOTE: Suggested alternative to satisfy hand washing may include:

- vendors operating side by side may share a washing station consisting of liquid soap in a dispenser, single use towels, a container which holds a minimum 22.7 liters (5 gallons) of water, and a suitable waste holding receptacle

6. In order to minimize direct food handling at the market, with the exception of fresh fruits and vegetables, food samples intended for tasting at the market should be portioned and packed at the home kitchen.

NOTE: Home prepared/packaged food may be subject to Canadian Food Inspection Agency requirements for labeling and weights and measures. Vendors are advised to check with their local CFIA office to ensure their packages/labels comply with applicable federal requirements.

Appendix 2: Vendor booth locations (subject to change)



** Please note: this is a guideline only, and may be changed in the season to respond to community & vendor needs.*

Photos:

Booth 1 location (two views):



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Booths 2 & 3 location (two views):



Booths 4 & 5 location:



Booths 6 & 7 location:



Booths 8 & 9 location:



Booths 10 & 11:



Community tables across from booths 10 & 11:



Appendix 3: About Kitsilano Neighbourhood House

Kitsilano Neighbourhood House ('Kits House'), member of the Association of Neighbourhood Houses BC, is a registered charity organization dedicated to meeting the needs of those most vulnerable as well as providing an opportunity for everybody in our community to get together and be engaged. We offer many different programs such as volunteer-led English Conversation Circles, weekly hot lunches for seniors, and childcare. Kits House is the only Neighbourhood House on the Westside and serves many different communities including Kitsilano, Dunbar, Arbutus Ridge and Point Grey.

Vision

Vancouver's Westside is a healthy, vibrant and connected community where everyone thrives.

Mission

Kitsilano Neighbourhood House creates community for all by connecting people, ideas, and opportunities.

Statement of Diversity

- Our community welcomes people of any age, race, or religion.
- We see value in every person, regardless of physical ability, mental ability, or economic standing.
- We welcome the experience and knowledge of people from other places. Many languages and cultures are heard in the community at Kitsilano Neighbourhood House.
- People of any gender and sexuality are welcome in our community.
- Our staff, board, membership and volunteer community reflect the diversity of our neighbours.
- Any person who transmits or receives our services can expect to be treated with respect.
- Our dedication to diversity means that all people are part of our community; therefore, we act to promote the inclusion of everyone in our House.

Our Values

- respect
- diversity
- collaboration
- compassion
- accountability
- democratic participation
- dignity
- humour
- interdependence
- leadership

Appendix 4: About Society Promoting Environmental Conservation (SPEC)

Founded in 1969, The Society Promoting Environmental Conservation (SPEC) is a non-profit charitable organization that focuses on urban sustainability. For almost 50 years, SPEC has engaged with the Vancouver community through education and advocacy in the areas of local food systems, renewable energy, zero waste, sustainable transportation and protecting our blue and green spaces.

Vision

A healthy, just and vibrant urban life that enhances local and global eco-systems.

Mission

To provide our community with practical solutions for urban sustainability.

Our Core Values

- **Rooted in Community:** We are local, grassroots and volunteer-driven. We collaborate with other community members and organizations as a way to strengthen community and increase our impact.
- **Respectful:** We work with integrity and an open mindset. We listen to others and work to include other perspectives.
- **Empowering:** Through a positive and fun environment we strive to support, nurture, enable and educate community members for action.
- **Purposeful:** We value clarity, focus and a resilient structure that can make our work more effective and productive.