

# UBC Farm Saturday Farmers' Market

Vendor Guide  
2020



ubcfarm  
CENTRE FOR SUSTAINABLE FOOD SYSTEMS

## Mission

To explore and exemplify healthy and sustainable food systems by hosting a seasonal, weekly multi-vendor market that supports the local food economy and increases food sustainability literacy within the UBC campus and the broader Vancouver community

# 2020 UBC Farm Saturday Farmers' Markets

**Where:** UBC Farm, 3461 Ross Drive, Vancouver BC

**When:** Saturday June 6 – November 28, 2020

**Times:** 10:00AM – 2:00PM

## Contact us:

3461 Ross Drive ([location map](#))  
2357 Main Mall (mailing address)  
Vancouver, BC V6T 1Z4  
Weekday Phone: 604-822-5092  
Market Day Phone: 604-822-0812  
[ubcfarm.market@ubc.ca](mailto:ubcfarm.market@ubc.ca)  
[ubcfarm.ca](http://ubcfarm.ca)



## Follow us on social media:

Twitter: [@ubcfarm](#)  
Instagram: [@ubcfarm](#)  
Facebook: [/ubcfarm](#)

## Visit us:

Our site is open to the public  
9:00AM-5:00PM Monday-Saturday  
from April-November and 9:00AM-5:00PM Monday-Friday from  
December-March. Come walk around, have a picnic, visit the chickens,  
and see our market setting!

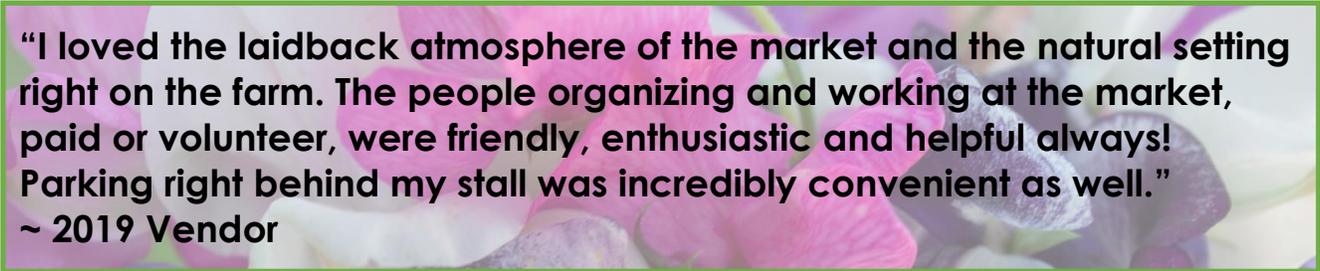


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## Introduction

Welcome to the only Farmers' Market located on a working farm in Vancouver! Our market, serving the community since 2004, offers great opportunities for new and returning vendors with a growing and untapped customer base, ease of access, promotional support, low fees, fantastic community, and an unparalleled experience on a beautiful farm setting in the city. Join the market and see for yourself why vendors and shoppers alike love spending their Saturdays on this picturesque farm, with all the amenities and activities of a bustling city market alongside berry and pumpkin u-picks, chef demos, live music, and fun activities for kids and families.



**“I loved the laidback atmosphere of the market and the natural setting right on the farm. The people organizing and working at the market, paid or volunteer, were friendly, enthusiastic and helpful always! Parking right behind my stall was incredibly convenient as well.”**  
~ 2019 Vendor

The UBC Farm is a 60-acre university farm run by the Centre for Sustainable Food Systems and home to certified organic food production, children's and Indigenous community programs, land-based research and teaching, workshops, private and public events, and more. Learn more about the UBC Farm [here](#).

As a member of the [British Columbia Association of Farmers' Markets](#) (BCAFM), our market adheres to the Association's leading principle, which states that **all products sold at the market must be made, baked, grown, or raised in BC by the vendor**. We are seeking vendors who provide complementary products to our current offerings and who are a good fit for our market; we choose vendors whose products align with our mission and provide diversity for our shopper community.

In 2020, we encourage applications especially from the following vendor types:

- **Farm** - Producers growing vegetables, herbs, mushrooms, fruit, eggs, honey
- **Organic Farm** - Certified organic producers growing vegetables, herbs, fruit, mushrooms, eggs, honey
- **Beverage Service** - Selling non-alcoholic beverages made onsite
- **Food Service** - Selling food made on-site (may include beverages)
- **Meat/Seafood** - Ranchers, fishers, producers of beef, poultry, pork, seafood, etc.
- **Alcohol** - Both processors and primary producers of alcohol
- **Dairy** - Producers of cheese, milk and other dairy
- **Wild Harvest** - Foragers of wild harvested mushrooms, seaweed, etc.
- **Nursery** - Producers growing flowers, potted plants, trees
- **Services** - Bike tune-ups, knife sharpening, massage, etc.
- **Community Table** - Non-profit organizations for outreach and information

We also welcome applications from the following vendor types, but new vendors may be waitlisted depending on date availability:

- **Bread** - Producers of bread
- **Craft** - Producers of locally-made crafts, made by hand by the seller
- **Prepared Food** - Ready-to-eat goods made by the seller

Entertainers and musicians are also welcome to busk at our markets. We will put a call out for busker applications later in the spring!



# Why Vend at the UBC Farm Saturday Farmers' Market?

- 1. Untapped shopper base.** Located on the UBC Point Grey Campus in Wesbrook Village, the UBC Farm Saturday Farmers' Market is the only market west of Macdonald Street, providing easy access to local food for residents of UBC, Point Grey, Dunbar, Southlands, Kerrisdale and Kitsilano (which surveys show are our main shopper base). When they visit our market, shoppers spend on average \$45.96 per visit, which is more than double their average spend per visit at nearby farmers' markets. The neighborhoods around the UBC Farm are in an intense growth phase, currently housing over 23,000 residents and growing every year as new housing is built.
- 2. Ease of access.** The UBC Farm Saturday Farmers' Market is easily accessible via public transit, on foot, or by bike or car. With a large lot for free parking across the street, a bus stop at the market entrance, dedicated car share parking nearby, and plenty of bike racks at the market entrance, it is easier than ever before for shoppers to access the Farm. Vendors benefit from free parking behind their stalls.
- 3. Quality vendor experiences.** Our vendors report that they love the location and surroundings, that our set-up and vendor support is convenient and helpful, that the shoppers are engaged and friendly, and that the market is well-organized. The vendor-shopper relationship our market is noted as exceptionally high quality due to the engaged and committed community members that frequent the UBC Farm. The comfortable and relaxed environment of the market provides the space and time to cultivate these important relationships, both between vendors and shoppers and among the vendor community.
- 4. Minimal costs.** We are able to offer low fees, a more equitable percentage-of-sales stall fee, and discounts for both committed vendors and new businesses. All of this is intended to provide local food businesses with a financially accessible market with minimal financial risk and a sustainable long-term solution to sell to the growing community surrounding UBC Farm.
- 5. Promotion.** Your attendance at our market will be advertised in our weekly newsletter that reaches thousands of shoppers, on the UBC Farm website and other online listings, through our social media outlets, in print ads, signs, posters, and more. Regular vendors will also be highlighted as featured vendors on our blog and will have their stories and products shared through our channels.

**6. Un-met demand.** As many as 1,200 people visit the Farmers' Market on a market day; and the average visitors per market is up since 2018, so we can expect shopper visits to grow. In the last two years, the number of vendors at our market almost doubled, and since then the diversity of products available has increased alongside a significant growth in vendor sales. We are pleased to see these vendors experience a high level of demand for their products. If you are already attending a Saturday market elsewhere, consider sending another family member or employee to sell at the UBC Farm.



**“UBC Market Staff do an amazing job and we encourage a lot of small/new businesses to reach out to them because they’re very reasonably priced and the table and tent rentals are extremely helpful ~ 2019 Vendor**

**7. Site amenities.** The UBC Farm Saturday Farmers' Market provides power hook-ups and running potable water for vendors directly in the market area alongside both portable and flush toilets, hand-washing sinks, waste bins (garbage/recycling/compost), and free parking for vendors directly behind their stalls or nearby within the market area.

**8. An unparalleled experience.** Participating in our market is a unique opportunity to experience a farmer's market on a working farm within a city. At the UBC Farm Saturday Farmers' Market, market goers are encouraged to join our free weekly farm tour, walk amongst the farm fields and forest trails, enjoy a picnic lunch, visit our chickens, and more. This family-friendly Saturday farm experience is enjoyed by shoppers and vendors alike.



# Market Fees

## Discounts

*These discounts apply to stall fees only*

1. Ten or More In-Season. Vendors who **attend ten or more** markets during the season will receive their eleventh market stall fee for free and receive 10% off all remaining market stall fees for that season.
2. New Business. Vendors in their **first ever market year** of operations receive a 50% discount on their stall fees. This includes pre-established businesses attending their first-ever farmers market in the 2020 season. Vendors who qualify for this discount are not eligible for the ten or more discount.

## Fee Summary (tax included):

### Application Fees

Annual application fee: returning vendors	\$20.00
Annual application fee: new vendors	\$30.00

### Weekly Fees

Weekly vendor stall fee: 7% of your sales that market day	From a minimum of \$15.00 to a maximum of \$30.00
Weekly vendor stall fee for community tables	No charge
Optional Equipment Rental: 6' table (limited supply)	\$4.00
Optional Equipment Rental: 10' x 10' tent (limited supply)	\$6.00

### Penalty Fees

Cancellation with more than 72 hours' notice <i>Week of: before 10AM Wednesday</i>	\$10.00
Cancellation with less than 72 hours' notice <i>Week of: between 10AM Wednesday and 10AM Friday</i>	\$20.00
Cancellation with less than 24 hours' notice/no-show <i>Week of: after 10AM Friday</i>	\$30.00
Early Takedown Fee charged to anyone that packs up or leaves the market before 2PM	\$20.00
2 <sup>nd</sup> late arrival and thereafter <i>Arrival at market after 9:30AM</i>	\$15.00
Late payment fee <i>Three weeks from date of invoice</i>	\$15.00

## Payments

You have the following options to pay your fees:

1. Application fees only can be paid online by credit card [here](#)
2. By mail to UBC Farm Saturday Farmers' Market, 2357 Main Mall, Vancouver BC, V6T 1Z4
3. In person dropped off at the UBC Farm Centre Office at 3461 Ross Drive, Vancouver BC (M-F, 9-5)
4. Weekly stall fees, equipment rentals, and penalty fees may be paid on market day during take-down, directly to the Market manager

**Payment Deadlines:** For any fees owed, you will receive an invoice through Manage My Market viewable online and sent to your e-mail. Fee payments are due within three weeks of the date of the invoice. The annual application fee for all vendors must be paid before we will consider your application.

## Cancellations

1. Cancellations should be made by contacting the Market manager directly by e-mail ([ubcfarm.market@ubc.ca](mailto:ubcfarm.market@ubc.ca)) or by phone on market day (604-822-0812); fees will be based on the day and time at which your voicemail or e-mail was sent
2. Cancellation fees apply beginning May 9, 2020: four weeks before the first market day
3. Exceptions for fees may be made for extenuating circumstances such as for farmers experiencing crop loss or late crops
4. Two no-shows/cancellations with less than 24 hours' notice within a market season will mean forfeiture of future market dates



# Guidelines & Policies

Our market season runs every Saturday beginning June 6, 2020 and ending November 28, 2020 and markets run 10:00AM-2:00PM. Our shoppers come rain or shine and so do our vendors.

**Assigned dates.** Market attendance dates will be finalized only after you pay your application fee and if your application on Manage My Market is accepted. Vendors may not be approved for all dates they apply for. Once accepted to the market, it is your responsibility to [log on to Manage My Market](#), look under *UBC Farm Saturday Farmers' Market*, and check what dates you have been approved for (these dates will have stall numbers next to them). Decision-making for vendor dates and stall assignments takes into account product mix and balance, vendor seniority, space in the market area, traffic flow, access to electricity, proportions of different vendor types per market day, and vendors' history of compliance with market guidelines.

**Weekly stall allocations.** To view the layout of stalls at our market, [see our market map here](#). We cannot accommodate vendors who show up the morning of the market hoping for a stall, so please apply and coordinate your bookings ahead of time. We aim to offer vendors a consistent stall location but vendors must review the weekly vendor e-mail to know which stall they are in. Weekly or bi-weekly vendors will be given priority for consistent stall locations, while occasional vendors' stall locations are more likely to change. Community groups can apply for stalls through our online application process and will not be required to pay application or weekly stall fees.

**Stall size & equipment.** Vendors must provide their own stall equipment and supplies; however, the Market has a limited quantity of 6' tables and 10' x 10' tents for vendors to rent. Vendors must request the use of these items at least 7 days prior to the market.

**Stall sizes are:**

- 10 x 10 feet
- 10 x 20 feet
- 10 x 30 feet

For food trucks and trailers: please measure width when service window is closed.



**Arrival & parking.** The farm gates will be open by 8:00AM and vendors are expected to arrive between 8:00-9:30AM. Vehicles must be parked directly behind the respective vendor's stall or removed from the market area by 9:30AM. For the safety of pedestrians and other vendors, **no vehicles will be allowed in the market area after 9:30AM.** Vendors arriving after 9:30 will have to park outside the market, unload, and walk items to their stall. The first time a vendor arrives later than 9:30AM, they will be given a warning. The second time (and thereafter) they will be charged the late arrival fee. If a vendor is late regularly they may be suspended from future market dates. Vendors are expected to know which stall they are allocated before arrival (via the weekly e-mail update). If you are delayed and running behind schedule, you must contact the Market manager at 604-822-0812 to inform them of your estimated arrival time.

**Stall set-up & clean-up.** Our market location is on a working farm so it can be both windy and wet! Vendors are expected to set up their tents so they are secured to the ground with stakes or weights (milk jugs filled with water or sand work well); we will provide vendors who are renting tents from us with ground stakes. Each vendor is responsible for keeping their stall space clean while the market is open and for cleanup at the close of the market. Garbage, compost and recycling disposal facilities are available on-site; vendors must provide their own waste receptacles at their stall if selling single-use food/drink containers and may empty them into on-site receptacles. We strongly encourage vendors to package their products or offer samples in material that is recyclable or compostable.



**“Market logistics, location, ambiance, fee structure, management team are all top notch. UBC Farmers Market in my view is the gold standard on how to run a market. First class!” ~2019 Vendor**

**Market takedown.** Vendor stalls must remain set up until the market closes at 2:00PM. If you sell out before the market ends, you are welcome to display a “sold out” sign and leave your stall, but you may not pack up, take down, or leave until 2:00PM. Vehicles coming from offsite may re-enter the market area after 2:15PM to allow shoppers time to safely exit the market area. Staying until the end of market is very important for the success of vendors, and in order to make the market accessible to all customers. Therefore, if a vendor packs up or leaves early they will be charged the Early Takedown fee. **Note:** if a vendor is to takedown early from any given market, they may be subject to suspension from future market dates- the fee does not permit you to leave early from any market. Exceptions can be made for medical emergencies and other extenuating circumstances that the Market Manager is made aware of.

**Product suitability.** The suitability of any product for sale at the market is at the discretion of the market team. Products for sale may be inspected and/or sampled

by market staff prior to sale at the market and may be rejected for sale if not of reasonable quality and freshness. Farm vendors may be contacted for a farm visit to verify their product listing. Only products that have been listed and approved through a vendor's Manage My Market application can be sold at the market. If you would like to sell additional products you did not include on your original application, contact the market manager first.

**Re-sale guidelines.** Re-sale is prohibited for all vendors except primary producers (which includes farms, meat, dairy, seafood, nursery, and wild harvest). Our [Farm Friend Policy](#) allows these vendors the option to sell products on behalf of another primary producer, provided both businesses apply to the market and agree to the terms of the policy. Food and beverage service vendors may provide limited re-sale



items (eg. beverages at a food truck) but must run these by the market manager first. For other vendors looking to save costs, please see Vendor Stall Sharing below for options to share market stalls and fees.

**Equity & justice.** The UBC Farm Saturday Farmers' Market is committed to equity and justice as central to working towards food systems sustainability. We commit to "dismantling structural racism in food systems, and [to] challenging the multiple forms of oppression—class, race, gender, nationality, among others—that serve as interrelated barriers to equity."<sup>1</sup> This includes actively working against racism, classism, sexism, homophobia, religious prejudice and other forms of oppression in our policies and guidelines, vendorship, organizational structure, and within our community of shoppers and vendors. This means:

- We will ask vendors who are wild harvesting their products about their relationships with or permissions from the Indigenous peoples whose territories they gather within.
- Vendors may be asked about their relationship to particular cultural food products, practices or crafts to ensure we are working against cultural appropriation.
- We are dedicating resources to marketing materials, programming and staff who support the diverse communities that access our market and those that may not because of structural barriers. This includes printing signage and hiring staff that include the languages most represented by our shopper base (Mandarin/Cantonese), positive space training, student discounts, donations to [Quest Food Exchange](#) and the [AMS Food Bank](#), and more.
- Our management meets regularly with our organization's equity circle to learn, unpack our privilege, and address the ways oppression continues to function in our work.

- We will not tolerate harassment at the market and will work to support shoppers and vendors alike in creating a safe market space where everyone can be treated with dignity and respect.
- We acknowledge that we are learning and so is our community, and will both give and seek out feedback to learn from our mistakes and strengthen our commitment to equity and justice.
- [Learn more about our organization's commitment here.](#)

**Signage & labeling.** All vendors must have a visible and weatherproof sign stating their business name and location (visible from at least 20 feet away), displayed by the time the market opens at 10:00AM. This is important as shoppers often look for the vendor they bought from on a previous visit. All products must be clearly priced. Prices must either be affixed to individual items or may be listed on a large sign or board. Prepared foods for home use or to eat on site must have their ingredients clearly attached or displayed. Prices may not be changed during the market hours.

**Organic, biodynamic, & other signage.** We are proud to have a diversity of growing methods represented at the UBC Farm Saturday Farmers' Market. Please respect this, and other vendors, in your conduct with shoppers and other vendors. *Organic, biodynamic* or *first, second* or *third year transitional to organic* certification must be submitted to the market manager and a copy kept on file at your market stall. Please avoid the terms "no spray" or "spray-free" in your signage or when speaking to shoppers, as they are misleading. As per the [organic policy update](#) of September 1 2018, only certified products may be labeled as *organic*: for example, a sign could state "Cookies made with organic flour" but not "Organic cookies". Misrepresentation of non-organic products can lead to penalties or fines by the Canadian Food Inspection Agency. More information regarding organic labeling at farmers markets [can be found here](#) or by calling 604-666-6513.



**Vendor stall sharing.** Two vendors who have been accepted to the market can share a stall if the two are selling a product from the same category (eg. two craft vendors). Both vendors are required to be present at the shared stall. Each vendor needs to submit separate applications and, if accepted, pay the application fee for the market individually. Each vendor pays half of the weekly stall fee per market. Stall sharing arrangements require prior approval by market staff. Vendors who share a stall must have clear signage as to which products are made by each vendor.

**Vendor report.** Vendors are asked to submit an accurate report of their gross sales to the market staff at the end of each market day and to do so with honesty and integrity. Not only is this necessary to calculate your stall fee (based on a percentage of your sales), it is used for the market to better understand shopping habits and seasonal fluctuations. Your sales information will be combined with other vendors to create totals to quantify our market's impact on the local food economy and guide our promotions and marketing efforts. Individual vendors' sales numbers will be collected directly by the market team will not be disclosed publicly.



# Health & Safety

**Health regulations.** It is the vendors' responsibility to ensure they are in compliance with all local health regulations. All vendors should review the [Guidelines for the Sale of Foods at Temporary Markets](#).

- **Samples.** Prepared Food, Farm, Meat, Dairy, Seafood, Food/Beverage Service, and Wild Harvest vendors offering samples at market are required to have at least one person with active [FoodSafe](#) or [MarketSafe](#) level 1 certification at their stall and must have a portable hand washing station set up at their stall (see page 5).
- **Low-risk foods.** Vendors from any category who are selling products considered low-risk under the [Guidelines](#) require active [FoodSafe](#) level 1 certification on file but do not need to have a person with that certification at market if they are not offering samples. Vendors are recommended to display a sign at their stall stating "This food has been prepared in a kitchen that is not inspected by a regulatory authority" or equivalent wording.
- **High-risk foods.** Vendors from any category who are selling products considered high-risk under the [Guidelines](#) require either a Letter of Confirmation (if they do not own/operate the premises where their products are prepared) or a Permit or License to Operate if they are the owner/operator of the premises where the products are prepared. Both should be obtained from [Vancouver Coastal Health](#). All vendors involved in preparation of high-risk foods in approved premises should have active [FoodSafe](#) level 1 certification.
- **Alcohol vendors.** Vendors from this category, whether providing samples or not, must have a person with active [Serving it Right](#) certification at their stall.

All documentation should be submitted at the time of application either by upload to Manage My Market or by e-mail to the Market manager. Your application to the market will not be approved until documentation is secured or a Vancouver Coastal Health representative can confirm it is in process. Please ensure all permits, certificates and licenses are brought to each market and available when requested, as we are visited regularly and without notice by health inspectors.

**Liquor sales.** Alcohol produced and/or processed within BC is welcome at the UBC Farm Saturday Farmers' Market. Read the Liquor Control and Licensing Branch Policy Directives for details regarding eligibility of vendors, and review the policies and procedures for obtaining a Farmers' Market Authorization, [here](#).

**Safety & security.** Vendors are responsible for their goods and belongings at the market. The UBC Farm is not responsible for any theft, loss, or damage to a vendor's products or belongings. If a vendor is managing a stall alone and needs to step away (eg. to use the bathroom), the market staff will be on hand on step in. All necessary safety equipment must be provided by the vendor (eg. a fire extinguisher must be present when hot elements are used for food or beverage preparation).

**Insurance.** Vendors (especially those selling food products) are strongly encouraged to purchase individual liability insurance to cover activities and products sold at the market. UBC Farm is not able to provide insurance for vendors. BCAFM offers vendor insurance; please visit their website to learn more about their group insurance plan: [BCAFM Vendor Insurance Program](#)

## Checklist of Guidelines & Policies

Approved vendors at the UBC Farm Saturday Farmers' Market agree to:

- ✓ Pay all fees within three weeks of being invoiced
- ✓ Check which dates, stalls and products you have been approved for and only sell items approved for the market
- ✓ Provide your own stall equipment and supplies, or request market rentals at least 7 days before market
- ✓ Arrive at the market between 8:00AM and 9:30AM on market day
- ✓ Call the market manager (604-822-0812) in the case of an unexpected delay on market day
- ✓ Park outside the market area and unload stall equipment from there if arriving after 9:30AM on market day
- ✓ Secure tents to the ground with stakes or weights
- ✓ Keep your stall space clean of waste
- ✓ Remain set up until 2:00PM during the market, and not bring outside vehicles into the market space until after 2:15PM
- ✓ Refrain from resale unless you have signed our Farmer Friend Policy or are a food/beverage service vendor who has discussed it with the market manager
- ✓ Display your business name and location on a weatherproof sign visible from at least 20 feet away
- ✓ Display prices for all products and agree not to change prices during market hours
- ✓ Attach or display all ingredients for prepared foods
- ✓ Submit proof of certification for organic, biodynamic, and transitional products if applicable and keep a copy at your market stall
- ✓ Follow Canadian Food Inspection Agency's policy update about organic labelling
- ✓ Submit an accurate report of your gross sales at the end of each market day
- ✓ Review and follow Vancouver Coast Health and Liquor Control and Licensing Branch guidelines, secure relevant documentation, submit documentation to the market, and keep documentation on-hand at your market stall
- ✓ Take responsibility for the safety and security of your goods and belongings at the market
- ✓ Make the market a safe and welcoming space for all, and share any concerns you have with the market team

## How to Apply

To apply to the UBC Farm Saturday Farmers' Market, follow the link below. Applications are submitted through the online vendor system Manage My Market. All vendors must register and log in with Manage My Market (free of charge) to apply. Your completion of the application form on Manage My Market indicates your agreement to the guidelines and policies outlined in this document.

The annual application fee is due within three weeks of the date of your invoice and your application and market dates will not be reviewed until the application fee has been paid. You are welcome to e-mail us at [ubcfarm.market@ubc.ca](mailto:ubcfarm.market@ubc.ca) prior to your application if you have questions regarding the suitability of your product.

If you are approved, the market staff will contact you. It is your responsibility to log in to Manage My Market to see which dates and products you are approved for.

We want you to have a great experience at the market and we appreciate feedback. Please contact us with questions or comments at any time before or throughout your time as a vendor with us!

**All ready to go? [Start your 2020 UBC Farm Saturday Farmers' Market vendor application here!](#)**



**Thank you for your interest in the UBC Farm Saturday Farmers' Market. We look forward to working with you!**