

Alberta Approved Farmers' Market Program Application Form

Complete the following application in full. Incomplete applications will be returned to the applicant.

Date : _____

Name of Market :	
Contact Person :	
Address :	Postal Code :
Telephone :	Cell :
E-mail :	Fax :

- 1. This Approved Farmers' Market will operate under the direction of a sponsoring body.** Yes No If No, proceed to question 2.

Sponsoring Body :	
Contact Person :	
Address :	Postal Code :
Telephone :	Fax :
E-mail :	

- 2. This Approved Farmers' Market will be forming its own non-profit association under the Societies Act.**

Official Society Name: _____ Number: _____

A copy of the certificate of incorporation from Corporate Registries must be submitted before the first market date.

Notice of Collection:

The personal information on this form is collected under the authority of Section 33(c) of the *Freedom of Information and Protection of Privacy Act* (FOIP) and will be used for the purpose of administering the Alberta Approved Farmers' Market Program. If you have any questions about the collection and use of your information, please contact the Farmers' Market Specialist, Alberta Agriculture and Rural Development at 4701 – 52 St, Box 24, Vermilion AB T9X 1J9 or fax: 780-853-4776 or telephone: 780-853-8223.

Market Manager:

Name:	
Address:	
Telephone:	Email:

Provide a description of the Manager's relevant experience, which will assist in his/her farmers' market manager duties:

1. Relevant employment/community/volunteer experience
2. Previous farmers' market experience (specify market, location and duration)

Completion of Market Manager Training and the Farmers' Market Food Safety Home Study Course is a requirement for every manager within the first year of managing a market. Both of these courses provide the manager with a strong foundation of knowledge in order to successfully manage the market. They can be found at www.sunnygirl.ca.

Executive of Farmers' Market Board if non-profit or Sponsor's Board if sponsored:
(THE MANAGER IS NOT ALLOWED TO BE A MEMBER OF THE EXECUTIVE.)

President	
Name:	
Address:	
Telephone:	Email:
Describe relevant experience	

Vice-President	
Name:	
Address:	
Telephone:	Email:
Describe relevant experience	

Secretary	
Name:	
Address:	
Telephone:	Email:
Describe relevant experience	

Treasurer	
Name:	
Address:	
Telephone:	Email:
Describe relevant experience	

Details of proposed market:

Location (Name of the building and street address):	
<input type="radio"/> Indoor <input type="radio"/> Outdoor	
Number of market days per year:	
Opening Date:	Closing Date:
Day(s) of the week.	Does market run weekly, bi-weekly, monthly?
Time of Day:	
Expected number of vendors:	Expected number of vendor tables:

Vendor rules must be submitted for review with this application.

Indicate when vendors at this market will receive copies of these rules:

Additional Information about Proposed Market and Location:

Who is the target audience/market for the proposed market?	
Population of Community:	Population of Surrounding Area:
Demographics of your community: % Seniors _____ % Families with young children _____ % Working People _____ % College students _____ % Tourists _____ Other (please specify) _____	
Maximum vendor capacity of proposed location:	
Proposed market location accessible to: <input type="radio"/> Foot traffic <input type="radio"/> Local businesses <input type="radio"/> Car traffic <input type="radio"/> Public transit	

Existing farmers' markets, both approved and non-approved, operating in the area:

Town	
Day(s) and time of market operation	Distance from proposed market
Town	
Day(s) and time of market operation	Distance from proposed market
Town	
Day(s) and time of market operation	Distance from proposed market

Public Health Inspector serving the area where the proposed market will be located:

Name:	
Address:	
Telephone:	Email:

Additional Questions:

1. How will you ensure your market will regularly consist of a minimum of 10 vendors, 80% of whom sell Alberta products which they, a family member, a staff member or a member of a producer-owned cooperative or their staff have made, baked or grown?

2. Will your market operate a minimum of two consecutive hours per market, for a minimum of 10 calendar days per year?

Yes No

3. Does your town council and/or local merchants' group support the idea of a farmers' market located in or near their town? Yes No

At least 3 letters of support from local community leaders/groups must be provided with the application.

4. Proof of liability insurance is a condition of approval.

A certificate of insurance must be received in this office before the first market date.

5. **Business Case:** This section **must** address the following questions:

- Describe your vision for the market, how it fits the mandate of your sponsoring organization, if applicable, and explain WHY you want to start the market.
- Provide a SWOT analysis (strengths, weaknesses, opportunities and threats) on the proposed market. What role will the farmers' market play in your community? Describe the benefits to the community, an assessment of the pros and cons of having the market as well as any potential threats that you foresee. Be sure to address the seasonality of your proposed market in your analysis, i.e. seasonal market only or year-round market.
- Successful markets impact many stakeholders and businesses in the community. Planning discussions for a market should include these stakeholders so that all points of view are considered. Describe how **community leaders, customers and potential vendors** have been consulted in the planning for this market.
- How do you know there is sufficient customer demand for the proposed market to be successful? What tools were used to collect information about customer demand?
- Convenience is very important to today's customers. Will the target audience/market identified above find the market day, hours and location convenient? Provide copies of surveys or other instruments used to collect this information.
- Elaborate on the demographics and population in the trading area noted on Page 4. Describe how the population in the trading area is sufficient to support a viable market.
- A successful farmers' market has a strong vendor base consisting primarily of agriculture and food products. Describe your plans for securing and maintaining an appropriate product mix for the market.
- Describe your plans for maintaining the vendors submitted with this application. Describe how additional vendors will be recruited.
- Describe how you will work with vendors to ensure compliance with the Guidelines and regulatory requirements.
- If planning a year-round market, describe how you will maintain an appropriate vendor mix and ensure the "80/20 Rule" is adhered to for the entire market year.
- If the proposed market is operating on the same day and at the same time as another market in

Vendor List

The information on the following pages is used to ensure the market is going to meet the minimum requirements of:

- 10 Vendors Rule– There must be at least ten vendors listed or the application will not be approved
- 80/20 Rule – Where 80% of the vendors are Albertans selling Alberta products which they, an immediate family member, a staff member or a member of a producer-owned cooperative or their staff have made, baked or grown. The remaining 20% of the vendors can be made up of out-of-province vendors, resellers or vendors selling commercially available products.

When including vendor information on this application, it is important the vendors are confirmed as attending as well as provide you with an indication of how often they plan to attend during the upcoming season. This intention will then be used to calculate the average vendors and average 80/20 breakdown for the market.

A lot of time and effort goes into planning a farmers' market and we want the market to be successful. In addition, vendors rely on a market to contribute to their overall income. It is important that a new market is starting out with the expectation of success for all those involved.

Approval status is conditional upon both the above rules being achieved in the first year of operation.

Confirmed Vendors: (please add pages as needed)

Agricultural Products

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

Baked Products and/or Home-Processed Foods

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

Handcrafted Products

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

Other

Alberta Approved Farmers' Markets must adhere to the 80/20 rule: 80% of your vendors must make, bake, or grow their product; 20% (called "Other") include retailers, wholesalers, brokers, distributors, etc. Please note all out-of-province vendors fall into the Other category including BC fruit vendors. **No flea market or used items may be sold at an Alberta Approved Farmers' Market at any time.**

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

Name of Vendor:	
Product(s) to be sold:	
Address:	
Telephone:	
E-mail:	How often will attend:

This application was completed by:

Signature of Individual Making Application	Date (month, day, year)
Print Name of Applicant	
Signature of Representative from Sponsoring Organization	
Print Name of Representative	

NOTE: Application takes **TWO – FOUR WEEKS** to process. An additional two weeks is required by Alberta Health Services to process the farmers' market food permit application. **ENSURE YOU ARE SUBMITTING THIS APPLICATION A MINIMUM OF FOUR WEEKS BEFORE THE PROPOSED MARKET OPENING DATE.**

For more information:

Eileen Kotowich
Farmers' Market Specialist
4701 52 Street, Box 24
Vermilion, AB T9X 1J9
Phone: 780-853-8223
Fax: 780-853-4776
Email: eileen.kotowich@gov.ab.ca

Return completed form to:

Alberta Agriculture and Rural Development
Approved Farmers' Market Program
4701 52 Street, Box 24
Vermilion, AB T9X 1J9
Fax : 780-853-4776

Note: FOIP statement made on the first page of this document applies to all pages inclusively.