

# GASOLINE ALLEY FARMERS' MARKET

## Rules & Regulations

Updated September 2024. This document guides the operations of the Gasoline Alley Farmers' Market and the conduct of all vendors and staff.

1. Operational Guidelines:

*a. Hours of Operation*

- i. The Hours of Operation for the Market are as follows: Friday & Saturday, 9:00 a.m. to 5:00 p.m. and Sunday, 10:00 a.m. to 4:00 p.m.
- ii. Market Kitchen Hours of Operation are as follows: Thursday, 11:00 a.m. to 8:00 p.m., Friday & Saturday, 9:00 a.m. to 8 p.m. and Sunday, 10:00 a.m. to 4 p.m.  
Hours of Operation are subject to change with adequate notice from the Market Manager.
- iii. All vendors shall ensure that they are operational a minimum of 15 minutes prior to the opening of the farmers market and remain operational until the close of the market each day.
  1. If your booth is not open at the opening of the day, you will be given a first-time warning by email, and a fine of \$25.00 every day thereafter that you are open late, payable to the market. If a vendor leaves the market before closing time, there will be a first-time warning and a fine of \$25.00 every time thereafter.
  2. Notice must be given to the Market manager as to reasons for tardiness, to be approved.
- iv. All vendors shall ensure that they maintain continual service to the public during market hours of operation, while also ensuring the following:
  1. Proper maintenance and upkeep of the vendor's stall, including cleanliness and hygiene.
  2. Adequate staffing measures and product availability.
- v. All vendors and staff are representing the market brand.
  1. Appropriate Business attire must be enforced.
  2. Clean, modest and family friendly attire.
  3. Profanity, verbal or written, is forbidden.
  4. Respectful to every human that enters the market.

5. All staff members of the vendor adhere to the rules and regulations set out in this document.

*b. Location / Season*

- i. The market will operate year-round, located at 558 Laura Avenue, Gasoline Alley, Red Deer County. The Gasoline Alley Farmers' Market will be closed on Christmas and additional dates as specified by the Market Manager.
- ii. The Manager shall provide notice of closure dates to vendors a minimum of one month in advance of the closure date unless otherwise specified.
- iii. All vendors are permitted to close their business two (2) weekends of the year, however not consecutively.
- iv. If a vendor chooses to close its stall on a market business day, the vendor must do the following:
  - v.
    - i. Provide written notice of the vacation request to the Market Manager no later than two (2) weeks prior to the proposed closure date.
    - ii. Provide adequate signage for the stall to notify customers of the closure.
    - iii. Ensure documentation has been received from the Market Manager confirming the approved stall closure for the specified dates.
    - iv. Only a maximum of three vendors will be allowed to close on the same day, determined on a first come, first serve basis.
- vi. The Market Manager may consider other requests at their discretion.
- vii. If a stall cannot be operational during business hours for extenuating circumstances, the vendor must call the Market Manager. If a vendor closes their stall without consent, and without good reason, they could be subject to Penalties (2.b. Breach).

*c. Parking and Entry*

- i. All vendors shall ensure that any vehicles associated with their stall / business are parked within the designated parking area (South side of Market) for vendors as specified by the Market Manager.
- ii. All loading and unloading of goods must occur in the designated loading area. We have two loading and unloading docs on the south end of the market.

- iii. Vehicles must not be driven into the market for loading or unloading.
- iv. Loading and unloading must not occur during market opening hours or when customers are present.
- v. Main glass doors are not to be used by vendors.
- vi. Maps of the designated parking and loading areas can be obtained from the Market Manager's Office upon request.

d. *No Conducting of Business in Parking Area*

- i. Conducting of vendor's business out or in the parking area around the building in which the Market is located is strictly prohibited. Vendors shall only conduct or operate the vendor's business in the vendor's stall.

e. *Permitting*

- i. All vendors shall ensure that they have obtained all necessary licences, certificates and permits prior to commencing business operations at the market. Any documents required will be obtained at the vendor's expense. Copies of all permits, certificates, licences and insurance shall be given to the Manager and updated copies prior to expiration.

f. *Signage*

- i. All signage shall be approved by the Market Manager and is subject to review based upon size, colour, and overall appearance. Any signage required is the sole responsibility of the vendor. Vendors are required to have signs on both sides if the vendor is located in the middle of the market.
- ii. Front Facing market sign insert, measures 19.5" x 43", back of sign insert, measures 23" x 46".
- iii. Signage in the Market Kitchen measures 28" x 62".
- iv. All signs need to be put onto the Market Sign provided without damaging the original.

g. *Stall Requirements*

All vendors shall ensure the following guidelines are followed for the construction, maintenance, and operation of their stall:

- i. All signage and materials used for the stall shall be attractive and complementary to the market aesthetic.

- ii. All stalls must meet the rules and regulations of the Red Deer County Land Use Bylaw 2006/6 and the Alberta Safety Codes Act.
- iii. The vendor shall ensure all materials associated with their business remain within their designated stall area.
- iv. All stalls shall have a height restriction. Exceptions will be considered and must be approved by the Market Manager.
- v. The vendor shall not disturb adjacent stalls with any obtrusive lights, noise, or odours.
- vi. The vendor shall ensure any alterations or upgrades to their stall is approved by the Market Manager prior to any installation.
- vii. No renovations or repairs shall be done during market hours.
- viii. Only energy efficient appliances/display coolers and display freezers in new or new condition will be allowed.

*h. Waste Disposal*

All vendors shall ensure that they are responsible for any waste generated from their stall. Vendors shall supply their own waste receptacles for any product samples. All vendors shall:

- i. Ensure all waste is disposed of correctly – including recyclables and organics.
- ii. Ensure that generated waste is disposed of in the vendor's garbage area and not in public use garbage bins.
- iii. Recycling for cardboard is available, flattened in the appropriate bin.
- iv. The Garbage is locked and there is a key by the door that needs to be returned to the designated place.
- v. Do not leave pallets or garbage anywhere in the market.
- vi. Do not block any entrances or egresses.

*i. Deliveries*

- i. Vendors shall not at any time park delivery vehicles in the Customer Parking areas. Unloading and loading should be done in a timely manner to ensure safety and availability to others.
- ii. Vendors shall receive, ship, take delivery of and allow and require suppliers and others to deliver or take delivery of supplies, fixtures, equipment, furnishings, wares, and merchandise only through service doors.
- iii. The Gasoline Alley Farmers' Market and its management and staff are not authorised to sign for vendor deliveries and will not accept responsibility for vendor's product

## 2 Membership Guidelines:

### *j. Allocation*

The Market Manager shall be responsible for the allocation of stall locations and locations shall be at the sole discretion of the Market Manager. Allocation will be based upon efficient use of space to best maximise the Market aesthetic.

### *k. Breach*

All vendors shall ensure that their employees and stall adhere to the rules and regulations of the Gasoline Alley Farmers' Market. If there is failure to comply with these regulations, revocation of the rental agreement may occur. The penalties shall be specified as follows:

- i. First Infraction: A written warning and/or a \$100.00 charge
- ii. Second Infraction: A \$200.00 charge
- iii. Third Infraction: A \$500.00 charge
- iv. Fourth infraction: Cancellation of stall and removal from the market and no refund will be provided for loss of stall(s).

The market is not liable or responsible to the vendor for any non-compliance with these regulations by any other person or vendor within the market.

### *l. Arbitration*

The Market Manager shall ensure the resolution of all disputes between vendors operating within the market.

### *m. Appeal of Breach*

If a vendor does not agree with a decision made by the Market Manager as specified under Section 2.c) of this document, there is opportunity for appeal upon receipt of a written letter of appeal, along with a \$100.00 appeal fee. The appeal will be heard by the Board of Directors. If the appeal is successful, the \$100.00 appeal fee will be returned to the vendor.

### *n. Default*

The Gasoline Alley Farmers' Market, notwithstanding any other provision in these rules and regulations, may terminate the vendor and

associated contracts pending the refusal of the vendor to comply with any regulations, sanctions or orders as issued by the Market Manager.

*o. Insurance*

- i. The market shall be named on all insurance policies in effect for the farmer's market.
- ii. All vendors are responsible for obtaining comprehensive general liability insurance of not less than \$2,000,000.00 in the event of any injury or death or property damage.
- iii. Any insurance policies shall be enacted with the consent of the market and the Market Manager.
- iv. If an insurer fails to renew their insurance, the Farmers Market shall obtain such insurance at the cost of the vendor.

*p. Lease Rent*

- i. Vendor contracts shall be set out as follows:
- ii. If the Vendor fails to pay, when same is due and payable, any Rent or other amounts due in accordance with this Lease, then such unpaid amounts shall bear interest from the due date thereof to the date of payment at the rate of eighteen (18%) percent annum.
- iii. In addition, the Vendor shall pay upon demand a penalty fee of Fifty (\$50.00) Dollars for the processing for each late payment.
- iv. NSF charges will be \$50.00 per.

*q. Marketing and Merchandising*

- i. To ensure the integrity of the Market, all promotional, marketing materials, including the market brand or logo must be approved by the Marketing Manager prior to distribution.
- ii. Products listed in Schedule "C" of the contract must be approved by the manager and any additions or deletions must be submitted in writing to the manager for approval.
- iii. All merchandise sold at the Farmers Market must adhere to our high standards.

*r. Marketing Expectations*

- i. The Marketing Manager shall facilitate the use of promotional and marketing materials on social media and in our building to ensure the overall success of the Market.

- ii. Vendors are expected to actively participate in events and promotions of the Market, including their own products and business.
- iii. All vendors must have Gasoline Alley Farmers' Market mentioned as a place of business on their website, social media channels and Google listings. Vendors must be active on social media. Tagging the market in social media posts is advised.

*s. Misconduct*

Each vendor and vendor's staff, agents and contractors shall not engage in any unethical business practices such as accosting and or badgering members of the public or other vendors or engage in any business conduct or practice which might harm or harm the reputation of the Market, the market occupants or other vendors. Any vendor who engages in such conduct may have their space terminated at the Market Manager's discretion.

*t. Special Events*

- i. All Farmers Market annual members shall get first right of refusal for any special events held within the Market. Additional fees may be required for special events at the discretion of the Market Manager.

*u. Vendor Meetings*

- i. There will be an annual meeting of the market membership. Additional meetings will be scheduled at the discretion of the Market Manager.

*v. Vendor Committee*

- i. All vendors have the opportunity to join the Vendor Committee.
- ii. The committee operates independently of the market board, management and staff.
- iii. The vendor committee meets regularly and shares notes at their discretion with the market board and the market management.

2. Product Guidelines:

*a. Types of Vendors*

- i. Gasoline Alley Farmers' Market will maintain an annual average of vendor ratio of 80/20 where 80% of the vendors are Albertans selling Alberta products which they, an immediate family member, staff member or a member of a producer owned cooperative have made, baked or grown. Preference will be granted to Alberta producers who make, bake, or grow their own products.
- ii. Non-Alberta producers who make, bake, or grow their products as well as those who offer resale items, or vendors selling commercially available products fall into the 20% category.
- iii. Out of province products must be labelled as to their origin.
- iv. Gasoline Alley Farmers' Market strives to have multiple kinds of vendors including Farm Fresh, Artisan, Prepared Foods, Eat-on-site Foods, Alcohol, Spa and Beauty Products, Edible Pet Products and Other, which includes businesses offering services or products not produced by the seller.
- v. Vendor collectives will be allowed; however, all members must submit individual applications along with a write up of why and how the collective works.
- vi. Prohibited vendor products are as follows: Used, antique or flea market items, live animals, whether for sale or customer interaction, uninspected meat or meat products for human or animal consumption, raw milk or raw milk products with the exception of cheese made from unpasteurized milk that meets federal standards, hatching eggs, E-cigarettes or vapour cigarettes, cannabis and cannabis products.
- vii. All applicants must submit an application and forward all relevant documentation to the Gasoline Alley Farmers' Market.
- viii. Gasoline Alley Farmers' Market reserves the right to refuse any vendor for any reason. Applications are available online and from the Market Manager.
- ix. No vendors have the right to product exclusivity. The Market Manager reserves the right to allow multiple products of the same category into the market, always with the best interests of the market and our customers. Any and all items for sale MUST be approved by the Market Manager before being offered for sale in any vendor booth, No exceptions.

*b. Health Guidelines*

- i. Vendors shall ensure that products adhere to regulations set out by Health Canada, the Canadian Food Inspection Agency (CFIA) and Alberta Health Services or any other regulators.



- ii. Vendors need to be compliant with both federal and provincial legislation. Best practices shall be enacted to provide a safe and hygienic indoor Market.
- iii. Staff members shall ensure best practices are followed for food preparation to ensure product safety.
- iv. Food vendors must adhere to Alberta Farmers Market Regulations as well as AHS regulations.
- v. All certificates must be present in each vendor booth.

*c. Product Approval*

- i. Vendors will obtain approval from the Market Manager for all products sold within the Market prior to the first sale. If a vendor wishes to add, remove or change any products during business operations, prior approval must be obtained.

*d. Defective Goods*

- i. A vendor shall only have and deal in produce, products, merchandise and goods of high quality. It is expected vendors will willingly replace all defective goods sold to customers and refund within reason the purchase price of items sold that were returned by the customer as defective.

*e. Product Labelling*

- i. All Gasoline Alley Farmers' Market members shall label any food products in accordance with the Food and Drugs Act, Safe Food for Canadians Act, the Consumer Packaging and Labelling Act, Food Regulation and meet the Alberta Approved Farmers' Market Program Guidelines.
- ii. Any vendors selling foods as organic must provide inspection certificates to the Market Manager. Vendors must visibly post a registration number in their stall for all products listed as organic.
- iii. All food items must adhere to any additional regulations and standards as set out by the Canadian Food Inspection Agency (CFIA). The price of product shall be visible and legible and shall be located on each individual product where possible.

*f. Product Preference*

- i. The Gasoline Alley Farmers' Market will take preference to items that are grown and made locally, specifically within the Central Alberta Region and Alberta.

3. Overall Facility Guidelines:

*a. Emergency Procedures*

- i. All vendors must obtain a copy of the evacuation and emergency response plan from the Market Manager for their stall. There will be designated Market Fire Marshals to help direct traffic out of the building. Vendors or customers will not be permitted to re-enter the Market until the Fire Department has given clearance.
- ii. In the event of an emergency, all vendors must cease business operations and leave the premises immediately to meet at the muster point. Any further sales or purchases after a fire alarm are strictly prohibited.

*b. Farmers' Market Management Team*

- i. Gasoline Alley Farmers' Market Management staff will consist of a Market Manager and Market Staff: In this document, "Market Manager" may refer to the Farmers Market Manager or any designated subordinate at the discretion of the Farmers Market Manager. Gasoline Alley Farmers Market staff shall visit vendors during business operations to ensure the stall is being operated within the parameters as set out in this document and any contracts between the vendor and the Farmers Market.

*c. Staff Management*

- i. All vendors shall ensure that any staff members or individuals associated with their business conduct themselves in a professional manner. Staff representing a vendor must be present in the booth and aware of guests in the Market.
- ii. No smoking, vaping, recreational drugs or consumption of alcohol by vendors will be permitted on the premises.
- iii. Vendors shall ensure that staff members are well versed in the rules and regulations of the Market and have received sufficient training to operate the stall if required.

*d. Conduct*

- i. All vendors and staff members or individuals associated with Gasoline Alley Farmers' Market must conduct themselves in all avenues of social media in a respectful and kind way referring to other vendors or the market.
- ii. Slander or perceived slander, in the media, on social platforms, Facebook, twitter, Instagram, written or verbal is strictly prohibited.

*e. Use of Phones*

- i. We understand that sometimes it is necessary to use phones to conduct work however the following use is unacceptable:
  - 1. Watching or streaming TV or movies, gaming.
  - 2. Listening to music or podcasts with or without earbuds or headphones.
  - 3. Any situation where you are completely distracted from customers.
- ii. The use of headphones and earbuds is not appropriate during opening hours.

*Thank you for reading and complying with these Rules and Regulations as they help make us awesome!*