

# Cariboo Homesteaders' Market

## Guidelines for 'Growers'

Below you will find an overview of the guidelines for all Farmers/Producers/Artisans (hereafter referred to as Growers) who sell on this Market. While every effort is made to avoid stringent regulation, we still have to ensure a level playing field for all Growers and to meet the general objectives of the Market. Please carefully read these guidelines before you sign up, and then use them as a guide once you are approved as a Grower on the site.

Given that the main objective of this market is to encourage local, home-based production of food and household goods, our first guideline requires that everything you offer on the Market be grown and/or produced from your home. More specifically, grown or produced from your home means just that. Therefore, we don't allow the reselling of anything grown or produced elsewhere, nor do we allow you to sell items grown or produced by someone else. Naturally, some leeway in defining a home-based business is permitted. For example, produce grown on nearby land you own or lease, but don't actually live on would be okay. But, on the other hand, a product produced on a commercial or industrial site that you don't live on, isn't okay. Ultimately, in any 'grey-area' instances, the Market Manager has the final say on eligible products.

Relatedly, the following guideline will be used to define 'local'. The first criterion is a 100-mile radius of the Market in 100 Mile House. However, given that this area would technically include both Williams Lake and Kamloops, preference for producers closer to 100 Mile House will be given. In practical terms, only 'out-of-town' Growers providing something generally unavailable around most of the South Cariboo, for example, large quantities of field tomatoes will be invited to participate on the Market.

All farmers and gardeners selling through the Market are encouraged to focus on sustainable production of local food. Artisans who create household goods or processed foods are encouraged to make an effort to obtain materials and/or ingredients from local sources. While all approaches to food production are eligible, if a Grower carries the *Certified Naturally Grown* or the *Certified Organic* designations, please submit a copy of the Certificate to the Market Manager. Also, we encourage you to mention these designations on your Grower Page!

Growers are solely responsible for the safe, legal distribution of all products, food or otherwise, that requires a license, certification, or is regulated in any way. The **Cariboo Homesteaders' Market** is in no way responsible for compliance with any such regulation. In signing this 'Guidelines for Growers' you are absolving the **Cariboo Homesteaders' Market** and its Market Manager(s) of any responsibility for the distribution of your products. In addition, all Growers are independent entities and as such are responsible for paying all applicable taxes and/or Federal, Provincial, or Local fees.

Any conflict or dispute, or potential conflict/dispute, which may arise between a Grower and a customer, must be brought to the attention of the Market Manager. Please notify the Market Manager as soon as possible so that we may help resolve the issue. To minimize problems, you are encouraged to be as transparent, fair and accommodating as possible with customers.

Since Growers don't have the opportunity to talk to customers every time they order, the details of how you describe your products is critical to your success. Be chatty, be descriptive! Your pictures and your text are all the new/potential customer has to make a decision whether or not to purchase your product. Use pictures wherever possible. To that end, all photos must be of the actual product – only photos of the actual product you are selling are allowed. For example, if you are selling potted lettuce plants, you must show a picture of the plants, not a photo of the harvested lettuce and vice/versa. This eliminates confusion as many customers will assume they are purchasing what is in the photo and will not always read all the small details. Of course, all photos must be of your products, not an image found on the web or elsewhere.

All Growers are expected to deliver their ordered product(s) to the Market on Saturday, prior to the opening. Please check with the Market Manager to determine the earliest time for drop off. Given that one of the objectives of this Market is to connect local farmers, producers and artisans with the broader community, we encourage you to attend the Market whenever possible. This gives you an opportunity to build rapport with your customers and meet potential new customers. To further encourage Grower attendance, each week we will have a "Grower of the Week" display. This will allow the designated Grower to bring a selection of their products and sell directly to the customers picking up their orders. These items will be exempt from the "Table Fee" of 5% charged on gross sales mentioned below. Designation as Grower of the Week will be allocated on a rotational basis to those Growers expressing an interest in this opportunity.

Participation in this Market is membership based, with every household paying an annual fee of \$50 (taxes included). Although Growers pay the same fee as customers, to help cover the operating cost of the market, Growers are charged a flat 5% of gross sales. You must therefore account for this fee when pricing your items. For example, a list price of \$5.00 is going to give you a net payment of \$4.75. In the spirit of full transparency, this 5% "Table Fee" covers a 3% surcharge paid to the **locallygrown.net** site operator. The other 2% helps cover any amount paid for the Market facility and the related costs incurred by the Market Manager. If this very modest fee later proves to be inadequate to cover these costs, the **Cariboo Homesteaders' Market** reserves the option to adjust the fee accordingly. To do so, three months' notice will be provided to all Growers.

I have read and understand the above Guidelines and by signing this document, I/we agree to comply with the Guidelines set forth by the **Cariboo Homesteaders' Market**. Intentional failure to do so will be grounds for my removal as a Grower on this market.

Signed \_\_\_\_\_

Date \_\_\_\_\_

Please return the completed copy to the Market Manager with copies of any Certifications, Licenses, or other documentation that you are required to have for the distribution of your products.