

# 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 :
Website :	Facebook :

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 are requirements for every manager within the first year of managing a market and are a condition of approval.

**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.)

<b>President</b>	
Name:	
Address:	
Telephone:	Email:
Describe relevant experience	

<b>Vice-President</b>	
Name:	
Address:	
Telephone:	Email:
Describe relevant experience	

<b>Secretary</b>	
Name:	
Address:	
Telephone:	Email:
Describe relevant experience	

<b>Treasurer</b>	
Name:	
Address:	
Telephone:	Email:
Describe relevant experience	

**Details of proposed market:**

Location (Name of the building and street address):	
<input type="checkbox"/> Indoor <input type="checkbox"/> Outdoor	Number of market days per year (minimum of 10 required): _____
Opening Date:	Closing Date:
Day(s) of the week.	Does market run weekly, bi-weekly, monthly?
Time of Day: Start time: _____	Closing time: _____ (minimum of 2 hours required):
Expected number of vendors:	Expected number of vendor tables:

### Additional Information about Proposed Market and Location:

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="checkbox"/>	Foot traffic
<input type="checkbox"/>	Local businesses
<input type="checkbox"/>	Car traffic
<input type="checkbox"/>	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 Requirements:

1. At least 3 letters of support from local community leaders/groups **must** accompany this application.
2. Vendor rules **must** be submitted for review with this application.
3. Proof of liability insurance is a condition of approval. A certificate of insurance **must** be received in this office before the first market date.

4. **Business Case – Market Committee:** This section must address the following questions:

- Describe your vision for the market and explain WHY you want to start the market.
- Provide a SWOT analysis (strengths, weaknesses, opportunities and threats) on the proposed market. In addition,
  - 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, business owners, 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?
- Describe the target market for the proposed market.
- 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.
- A requirement of approved farmers' markets is to have a minimum of 10 vendors at each market, 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.
  - 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 a minimum of ten vendors 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 the area (either approved or public), describe how the population in the trading area is sufficient to support a viable market without negatively impacting the other market.
- Describe how the proposed market will be promoted.











## Vendor List

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.

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

- **10 Vendors Rule** – The Guidelines require that approved farmers' markets must operate with a minimum of 10 vendors averaged throughout the course of the market season.
- **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. This number is also averaged throughout the course of the market season.

Keep in mind that many vendors will not be able to commit to attending every market so simply having 10 vendors listed on the application form may not be sufficient to meet both of these rules.

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.

**Approval status is conditional upon both the above rules being demonstrated in this application and throughout the lifespan of the market.**

**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. Refer to the Guidelines for additional prohibited items.**

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](mailto:eileen.kotowich@gov.ab.ca)

**Return completed form via mail, fax or email to:**

Eileen Kotowich  
Alberta Agriculture and Forestry  
Approved Farmers' Market Program  
4701 52 Street, Box 24  
Vermilion, AB T9X 1J9

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