The Alberta Approved Farmers’ Market Program was started in 1973 as a way to provide an opportunity for local Alberta businesses to sell their products. Farmers’ markets are a critical channel for business incubation – entrepreneurs start in markets, test market their products and develop business skills. The Program creates an operational framework, providing direction and guidance to approved farmers’ markets in Alberta through provincial [guidelines](https://open.alberta.ca/publications/alberta-approved-farmers-markets-program-guidelines-2021) that outline minimum requirements and best practices.

**Minimum Requirements**

The following requirements must be met in order for the proposed market to be approved under the Alberta Approved Farmers’ Market Program:

1. Must operate on a non-profit basis. This can be achieved in a number of ways:

**sponsored** by**:**

* Registered not-for-profit community group or organization;
* Registered Chamber of Commerce;
* Municipality; or
* Agricultural society formed under the *Agricultural Societies Act* (Alberta)

OR

**incorporated** specifically for the purpose of operating an approved market under the legislation of the:

* *Societies Act* (Alberta); or
* *Cooperatives Act* (Alberta) as a new generation cooperative operating on a Reduced Profit basis.

1. Insured against liability.
2. Operate for a minimum of five (5) market days per season.
3. Abide by the **Minimum Vendor Rule**: operate with a minimum of five (5) vendors averaged over the market season.
4. Abide by the **80/20 Rule**:

*Markets must maintain a minimum annual average vendor ratio of 80/20 where 80 per cent of the vendors are Albertans selling Alberta products, which they, an immediate family member, staff member or member of a producer-owned cooperative or their staff knowledgeable of the production process have made, baked or grown.*

*A maximum of 20 per cent of the vendors may be resellers of Alberta products, sell products from out-of-province or sell commercially available products.*

1. Must be issued a food permit by Alberta Health Services.

**Instructions for Completion**

1. Complete the following application in full. Incomplete applications will be returned to the applicant.
2. At least three letters of support from local community leaders/businesses must accompany this application.
3. Vendor rules must be submitted for review with this application.
4. Click on grey rectangle       to add text.
5. Single click on  to add check mark.

**Additional Information**

1. The manager should not be a member of the market’s board of directors. The organization’s board of directors is responsible for overseeing the manager’s activities, making membership on the board of directors a conflict of interest.
2. Completion of [*Market Manager Training*](https://www.alberta.ca/resources-for-farmers-market-managers.aspx) and [*Alberta* *Food Safety Basics for Farmers’ Markets*](https://www.albertahealthservices.ca/eph/page3151.aspx) online home study course are requirements for every manager within the first year of managing the market and are a condition of approval.
3. Submitting a certificate of insurance to Program staff before the first market date is a condition of approval.
4. Obtaining a food permit for the market from Alberta Health Services is a condition of approval.

**For more information:**

Eileen Kotowich

Farmers’ Market Specialist

Alberta Agriculture, Forestry and Rural Economic Development

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)

**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, Forestry and Rural Development at [ab.approvedfarmersmarket@gov.ab.ca](mailto:ab.approvedfarmersmarket@gov.ab.ca) or telephone: 780-853-8223.

|  |  |
| --- | --- |
| Date: Click or tap to enter a date. | |
| Name of Market: | |
| Market Manager: | |
| Market Mailing Address: | |
| Email: | |
| Telephone: | Cell: |
| Market Website : | |
| Market Facebook: | |

1. **This Approved Farmers’ Market will operate under the direction of a non-profit sponsoring organization.** Yes  No  If No, proceed to next question.

Sponsoring Organization Legal Name :

1. **This Approved Farmers’ Market will be forming its own non-profit society under the Alberta *Societies Act*.**

Legal Name of Society:       Number:

**A copy of the certificate of incorporation from Corporate Registries must be submitted before the market will be approved.**

1. **President of Farmers’ Market Board if non-profit or Sponsor’s President if sponsored.** Note: This information is collected for our internal database only and is not publicly distributed.

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| --- | --- |
| **President** | |
| Name: | |
| Address: | |
| Telephone: | Email: |

1. **Details of proposed market:**

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| --- | --- |
| Location (Name of the building and street address for website/mobile app placement): | |
| Indoor  Outdoor  Both | Number of market days per year (minimum of 5 required): |
| Opening Date in Year 1: Click or tap to enter a date. | Closing Date in Year 1: Click or tap to enter a date. |
| Day(s) of the week (e.g. Saturday): | Does market run weekly, bi-weekly, monthly? |
| Time of Day: Start time:       Closing time: | |

**Additional Information about Proposed Market and Location:**

Note: the box will expand as you type.

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

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| --- | --- |
| Name: | |
| Telephone: | Email: |

1. **Business Case – Market**:

Your Alberta approved farmers’ market will have a better chance of success if careful planning is undertaken during this development phase. It will help you to focus on the specific steps necessary to form the market and to be strategic about its growth.

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) of the proposed market.
  + Strengths and Weaknesses: This is an analysis of the market as an organization and describes things that you have some control over. Consider the skills of your board members, the manager’s skills, your location, date and time, etc.
  + Opportunities and Threats: This is an analysis of the external environment that will impact the market. You take advantage of opportunities and protect against threats but you can’t change them. Consider things such as:
    - the role the farmers’ market will play in your community;
    - the benefits the market will provide to the community, an assessment of the pros and cons of having the market as well as any potential risks that you foresee;
    - the seasonality of your proposed market, 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. Please provide the results of any surveys or other engagement methods used with stakeholders.
* Target market:
  + Describe the target market for the proposed market.
  + Will the target market find the market day, hours and location convenient?
  + How do you know there is sufficient customer demand for the proposed market to be successful?
  + Provide copies of surveys or other tools used to collect information about your target audience.
* Describe how the population in the trading area is sufficient to support a viable market.
* If the proposed market is operating on the same day as another market in the area (either approved or public), describe how the population in the trading area is sufficient to support your proposed market without negatively impacting the other market(s).
* Vendor and product mix:
  + Surveys indicate that 80 per cent of the money spent at a farmers’ market is on agricultural or food products. Describe your plans for securing and maintaining an appropriate **product** mix for the market.
  + Minimum Vendor and 80/20 Rules: A requirement of approved farmers’ markets is to have a minimum of five vendors at each market, where a minimum of 80 per cent of those vendors are Albertans selling Alberta products which they, a family member, a staff member or a member of a producer-owned cooperative or their staff knowledgeable of the production process 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.
* Describe how the proposed market will be promoted.

**Note**: space will expand as you type.

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1. **Business Case – Sponsoring Organization (if applicable)**

The sponsoring organization plays an important role in the development and long-term success of an approved farmers’ market in the community. Since the farmers’ market is a **committee** of the sponsoring organization, it is critical the approved farmers’ market’s goals align with the goals of the sponsoring organization. The sponsor is ultimately responsible and accountable for the activities of the approved farmers’ market.

The sponsor completes this section, addressing the following questions:

* Describe how sponsoring a farmers’ market fits the mandate of your organization and explain WHY you want to sponsor the market.
* Indicate where the farmers’ market fits into the current strategic plan for the organization. **Provide a copy of the sponsor’s strategic plan with this submission, if applicable.**
* Describe how your organization will support the farmers’ market. *Refer to the* [*Alberta Approved Farmers’ Market Program Guidelines*](https://open.alberta.ca/publications/alberta-approved-farmers-markets-program-guidelines-2021) *for a list of some of the expectations of being a sponsor.* Each sponsor supports their market in different ways. The list found in the Guidelines is not all-inclusive. If your organization can and will support the approved farmers’ market in different ways, please note them here.

Note: space will expand as you type.

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1. **Vendor List**

A lot of time and effort goes into planning a farmers’ market and we want the market to be successful. 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.

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 information is used to calculate the average vendors (Minimum Vendor Rule) and average vendor ratio (80/20 Rule) for the market as described on page 1.

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

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

No flea market or used items may be sold at an Alberta approved farmers’ market at any time. Refer to the [Guidelines](https://open.alberta.ca/publications/alberta-approved-farmers-markets-program-guidelines-2021) for additional prohibited items.

**Make It-Bake It-Grow It (MBG) Vendors**

This includes those vendors who fall into the 80 per cent side of the 80/20 Rule. These vendors sell the following types of products:

* Agricultural: produce, meat, eggs, honey, plants, fruit wine, etc. produced on the vendor’s Alberta farm
* Food: Includes both low and high risk food products such as baking, processed foods such as jams, jellies, pickles and other processed ready-to-eat food products. These products are made by an Alberta vendor and may be made in an uninspected home kitchen or a commercial facility.
* Crafts: Handcrafted or artisan products made by an Alberta vendor
* Other-Make It Bake It Grow It: This category includes those Alberta vendors whose products don’t fit in one of the previous categories. It includes products such as pet food, beer/spirits, cosmetics, books written by the vendor, personal services like massage, psychic readings, etc.

**Other Vendors**

This includes those vendors who fall into the 20 per cent side of the 80/20 Rule and must not exceed 20 per cent of your overall vendor mix. It includes:

* Alberta residents who are reselling a product, even if that product was made, baked or grown in Alberta.
* ALL out of province vendors such as those selling BC fruit, Quebec maple syrup, etc.
* Commercially available products such as Avon, Tupperware, Watkins, etc.

**Confirmed MAKE IT-BAKE IT-GROW IT Vendors**: (please add pages as needed)

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

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

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| E-mail: | Telephone: | How often will attend: |

**Confirmed OTHER Vendors**

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

This application was completed by:

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| --- | --- |
| Signature of Individual Making Application | Date (month, day, year) |
| Print Name of Applicant | Contact Phone Number: |
| Signature of Representative from Sponsoring Organization | |
| Print Name of Representative | Contact Phone Number: |

**NOTE: Submit this application a minimum of four weeks before the proposed market opening date to ensure adequate time for processing and the Alberta Health Services’ inspection.**

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

Eileen Kotowich

Alberta Agriculture, Forestry and Rural Economic Development

Approved Farmers’ Market Program

4701 52 Street, Box 24

Vermilion, AB T9X 1J9

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

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