



Centre for Sustainable Food Systems at UBC Farm  
Location: 6182 South Campus Road  
Mailing Address: 2357 Main Mall, Vancouver, BC V6T 1Z4  
Phone: 604-822-5092  
Fax: 604-822-6839  
[www.landfood.ubc.ca/ubcfarm](http://www.landfood.ubc.ca/ubcfarm)

Contact: Kayla McIntyre, Market Manager  
[ubcfarm.market@gmail.com](mailto:ubcfarm.market@gmail.com), cell: 604-312-3182

## UBC Farm Market Vendor Information 2011

### About the UBC Farm

The UBC Farm is a 24-hectare teaching, research, and community farm located on the University of British Columbia's Vancouver campus. As the only working farmland within the city of Vancouver, the UBC Farm is an urban agrarian gem, featuring a landscape of unique beauty.



Managed by the Centre of Sustainable Food Systems, the Farm is an unparalleled agricultural site where students, faculty, staff, and the local community work together to retain and re-create existing farm and forest lands at UBC into an internationally- significant centre for sustainable agriculture, forestry and food systems.

### About the UBC Farm Market

We host a farm market on site every Saturday, 9:00 am – 1:00 pm from June through October. The market provides an opportunity for the surrounding community to purchase local food, and it attracts community members to come experience our model sustainable farm. We grow more than 150 varieties of produce and this – combined with a wide array of other local vendors – offers the community a large variety of local produce and products. We also host a number of market festivals throughout the summer. These often draw large crowds and feature bee tours, blackberry picking and fun activities for kids and families.

The UBC Farm Market has been consistently expanding since it started in 2001. We are a small but growing market with enthusiastic customers and growing demand from vendors who want to sell at our market.

As a member of the British Columbia Association of Farmers' Markets (BCAFM), our market adheres to the Association's primary guideline, the make/bake/grow/raise policy. All products sold at the market must be made, baked, grown, raised, wild harvested or caught in BC. We are always looking for vendors who provide complementary products to our

current offerings and who are a good “fit” for our market. We are especially interested in incorporating vendors who offer the following products:

- Produce
- Cheese/Dairy
- Meat/Seafood
- Mushrooms
- Prepared food
- Honey
- Whole Grains/Flour
- Craft products (soap products, knitwear, jewelry, wood crafts, pottery, etc.)
- Nursery products
- Service vendors (knife sharpening, massage, bike repairs, etc.)

Entertainers & musicians are also welcome to busk at our markets. Please contact us if you're interested in this opportunity.

## Six reasons to sell at the UBC Farm Market

- 1. Access to an untapped customer base.** Located on the UBC Point Grey Campus, the UBC Farm Market is the only market west of MacDonald Street, providing easy access to local food for residents of UBC, Point Grey, Dunbar, Kerrisdale and Kitsilano.
- 2. Unmet demand.** On an average market day, we have 400-600 visitors. Our market has traditionally only offered UBC Farm produce and a handful of other items, and our customers have indicated they would like to see more variety at our market. Last year we consistently had eight to twelve vendors which helped expand the product base at the market and most vendors experienced a high level of demand for their products. We welcome new vendors to apply as our market has capacity for growth and more variety. If you are already attending a Saturday market in Vancouver, consider sending another family member or employee to sell at the UBC Farm.
- 3. Competitive advantage.** Your attendance at our market will be advertised in an e-mail that goes out to our market customers each week, advertised online through Manage My Market and on the UBC Farm website.
- 4. An unparalleled experience.** It's a rare opportunity to be able to hold an urban farmers market on a working farm! At the UBC Farm, visitors are



encouraged to walk amongst the farm fields and forest trails, bring a picnic lunch and visit our free-range chickens, demonstration cob building and medicinal garden. This farm experience is a huge selling point with customers.

5. **Quality Vendor-Customer Relationships.** Past vendors repeatedly express their appreciation for the quality of interactions they have with the UBC Farm Market's customers. The vendor-customer relationship at the Farm is noted as exceptionally high quality due to the engaged, interested visitors that are generally drawn to the UBC Farm as well as the environment created by the market.
6. **Site amenities.** The UBC Farm Market has access to power and running water for hand washing. Washrooms are available near the market site for your use on market days. Parking is provided free of charge.

## Market Logistics

**Market dates.** Our first market of the season will be Saturday, June 25<sup>th</sup> and we will run through October. We have seasonal market festivals, with exact dates to be determined.

**Market fees.** The vendor fee for each market is \$25. Vendors who sign up for eight or more markets will receive a 10% discount on their total vendor fees. It is strongly preferred for vendors to pay through PayPal, but cheques made out to UBC Farm are also accepted. Market fees are due once your dates are confirmed.

**Stall bookings.** Market attendance dates will be finalized after your application on Manage My Market is accepted. We will not be able to accommodate vendors who show up the morning of the market hoping for a stall, so please apply and coordinate your bookings ahead of time.

**Stall size.** Stall size at our market is flexible and we will discuss with you in advance of the market what your space requirements are and if we can accommodate them. **Vendors are required to provide their own stall equipment and supplies** (tent, canopy, umbrella, table, chair, signage, scale, etc.). The farm has a limited quantity of tables and tents for vendors to rent for \$10 and \$20, respectively. Vendors must request the use of these items prior to the market date as quantities are limited.

**Product suitability.** The suitability of any product for sale at the market is at the discretion of the UBC Farm staff. Products for sale are subject to inspection and may be rejected for sale if not of reasonable quality and freshness. All products for sale must meet the Vancouver Coastal Health guidelines. A vendor may be removed or have their selling privileges suspended or revoked at our discretion. Re-sale items are strictly prohibited and if a vendor is found to be re-selling any products, all of the vendor's following market dates will be revoked.

**Additional products.** Only products that have been listed and approved through a vendor's application are allowed to be sold. Unapproved products are not permitted to be sold at the market. If a vendor sells products that have not been approved, the vendor will be asked to immediately remove the product from their table. The vendor will be issued a warning. If this happens consistently the vendor may be suspended. If you would like to sell additional products you did not include on your original application, speak to the Market Manager well in advance of your market date. New items may take 1-2 weeks for approval.



**Health regulations.** It is the vendors' responsibility to ensure they are in compliance with all local health regulations. Prepared food vendors are required to have FoodSafe Level 1 certification and must receive approval from Vancouver Coastal Health (VCH) to sell their product. If you plan to offer samples of your products, this must be done in accordance with VCH regulations which require vendors to have a hand washing station in their stall. If applicable, copies of VCH approval letters and FoodSafe certificates must be uploaded and included in the online vendor application.

These papers must also be on-hand at the market if such documentation should be requested by a health inspector or Market Manager.

**Signage & labeling.** All vendors must have a visible sign stating their business name and location. All products must be clearly priced. Prices must either be affixed to individual items or may be listed on a large sign. Prepared foods must have their ingredients clearly labeled.

**Signage for farmers.** Because many customers coming to the UBC Farm have expectations that the produce available at our market is grown following organic principles, we have additional signage requirements for produce. Produce must be clearly and explicitly labeled as either '**Conventionally Grown**', '**Grown Using Natural Growing Methods**' with a notarized affidavit stating that "at no time during the growing season or post-harvest handling of this commodity have any synthetic pesticides, fungicides, herbicides, or fertilizers, been used", or '**Certified Organic**'. We will provide the signs stating growing practices. The vendor is responsible for displaying your certification or affidavit. Signage must be displayed clearly so that customers can easily read it while at your stall.

**Arrival & parking.** Vendors can arrive between 8:00 and 8:15. Vehicles must be removed from market area by 8:30 or parked directly behind the respective vendor's stall; please speak to the market manager about parking options prior to arrival at the market. Please be on time as many of our customers arrive early to line up early for the market. Vendors are expected to know which stall they are allocated or ask the market manager which stall is theirs before parking and set-up. If a vendor is delayed and running behind schedule for

set up on market day, the vendor is expected to contact the market manager to inform them of their estimated arrival time.

**Stall set-up & clean-up.** Our market location can be very windy; vendors are expected to set up their tents and tables so they are secured to the ground with weights or stakes. Each vendor is responsible for keeping their stall space clean while the market is open and for clean-up at the close of the market. Garbage and recycling disposal facilities are available on-site.

**Market closing.** Vendors are expected to stay on site with their stall set up until the market closes at 1:00 pm. Vendors will be asked to fill out an anonymous vendor report form at the close of the market.

**Cancellation.** 48 hours notice is required if you are not able to attend a market that you have signed up for. If you do not give at least 48 hours notice, you will be required to pay your vendor fees in full for that market. If possible, we would appreciate notification by the end of the business day on the Wednesday prior to the market. Vendors will not be permitted to attend subsequent markets until fees are paid from the missed market date. If there is an emergency that permits you from attending market, please call Kayla at 604-312-3182. Cancellations without any notice (no-shows) will be charged an additional \$15 – \$40 in total – to account for the adaptation and reorganization of the market layout that is required when vendors don't show up.



**Insurance.** Vendors (especially those selling food products) are strongly encouraged to purchase individual liability insurance to cover activities and products sold at the market. UBC Farm is not able to provide insurance for vendors. BCAFm offers vendor insurance; please visit their website to learn more about their group insurance plan: <http://www.bcfarmersmarket.org/ind/insurance.htm>

**Vendor Conduct.** All vendors are expected to be cordial toward and respectful of market customers and fellow vendors. Please direct any concerns about other vendors, customers, situations or management policies to the market manager. Pets must be leashed at all times and kept under control.

## **Application Process**

We use an online vendor management system called Manage My Market (MMM). The 2011 application fee is \$20 and the application registration will open on March 19<sup>th</sup>. Our market has a rolling application; vendors are encouraged to apply throughout the season, with the understanding that vendors who commit to at least 8 markets are given priority for stall

space. Vendors who have their application submitted by April 1<sup>st</sup> will be notified by April 15<sup>th</sup> whether or not their application is accepted.

To apply to the UBC Farm Market, follow the link below. Please complete the general application and the additional questions on the website and upload copies of appropriate certificates and approval letters. Once your application is processed, an email will be sent to you regarding your application status. If your application is approved, the \$20 annual application fee will be due. If you are a returning vendor and you are approved, the market manager will contact you to inform you of the dates you are accepted for and the products you are able to sell. If you are a new vendor to our market and you are approved, the market manager will contact you to inform you of the date of your trial first market and pending successive market dates, and also whether further information or a sample of your product(s) is required.

Please note that a majority of vendor communication will be conducted via e-mail.

**UBC Farm Market Vendor 2011 Application:**

<http://www.managemymarket.com/landing.aspx?orgID=117>

All vendor applications are assessed by the UBC Farm staff and approved at our discretion. Once approved, future market dates may be cancelled based on poor fit, tardiness, or non-compliance with regulations. We want you to have a good experience at our market, so please ask us any questions you may have before applying or before your first market date.

**Thanks for your interest in the UBC Farm Market - we look forward to working with you!**