

The Fresh Community Market

Rules & Regulations

Fresh Community Markets' goal is to unite producers so that consumers can purchase locally grown & made products in ONE place in Whitecourt while promoting agriculture business and small business growth in Whitecourt & District.



The Fresh
Community Market

Saturday Farmer's Market



VENDOR RULES AND REGULATIONS

- Products should be homemade, handcrafted, or home grown in Alberta.** All products sold at the Fresh Community Market must meet the Alberta Farmers Market Association (AFMA) guidelines of 80% of the vendors are Albertans selling Alberta products that they have made, baked, grown or raised. The only exception is B.C. Fruit, seafood, and not-for-profit. No wholesale, resale, commercial retail business or distributors are permitted.
- The Fresh Community Market is an all-weather market. Vendors are required to operate in a variety of weather conditions including rain, snow, or shine.**
 - In the event of extreme weather (ex: severe lightning, tornado, etc.) vendors will be notified and the market will be closed.
- For vendors selling any type of food products:** Vendors selling food must meet all Food Safety guidelines as outlined by Alberta Health Services. For more information, please contact AHS at 780-460-4751 or at www.albertahealthservices.ca.
Food vendors are required to:
 - Have completed a Farmers' Market Home Study Course or a Food Safety course meeting Section 31 of the Food Regulation: A copy of this certificate must be submitted with your application OR two weeks prior to the first market attended.
 - Units selling food to be eaten at the market must obtain Food Handling Permits for concessions issued by Alberta Health Services and must be on hand and displayed at all times.
 - Meet all Food Handling Requirements including labeling, food samples, hand washing stations and sanitation.
- Vendors are only permitted to sell approved items listed on their vendor application.** Any changes or additions to product lines must be approved by the Market Manager in advance.
- The Fresh Community Market keeps records of product types as we accept vendors to have a healthy balance of products available. We do not offer exclusivity of any product. We endeavor to manage varying product competition through strategic placement. Our vendor goal is to achieve 30% agriculture, 25% baking, 25% craft, 20% other; however, we will always strive to grow the market.

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6. Vendors are responsible for the stall they have been assigned. There are **NO refunds** for missed or canceled days for vendors.
7. A minimum of **one weeks' notice** is required for cancellations. Payments will only be deferred to another market date when proper notice is given.
8. To confirm attendance, **payment is due upon booking to reserve their spot.**
 - a) Payment Secures your spot for the market and confirms your attendance.
 - b) Registration is not considered complete until payment is received.
Vendors who have not paid are not guaranteed a spot at the market.
 - c) E-transfers are the preferred method of payment and can be made to manager@whitecourtchamber.com.
 - d) This policy replaces any previous payment deadlines as stated in the Stall Rates section.
9. Vendors are not permitted to loan, sublease, or give away the stalls they are assigned.
Stalls cannot be shared (only one business may operate per stall).
10. The Farmers' Market Manager, at their discretion, reserves the right to change vendor locations within the market at any time.
11. All booths must be run by someone who is 18 years or older, **unless the vendor qualifies as a Youth Vendor.** Please see Youth Vendor Section.
12. Smoking, vaping, remote-controlled cars, bikes, scooters, skateboards, and live animals are strictly prohibited in market bounds. This policy applies to the vendors and their stall areas as well.
13. Stalls are defined as 10 ft. by 10 ft.
 - a. Vendors are required to provide their own tent and table(s).
 - b. No product, signs, or stands shall be displayed outside of your 10×10 space.
 - c. Vendors are responsible for bringing weights to anchor their tent in the event of inclement weather. ALL tents **MUST** be weighed down during the market with a minimum of 25 pounds per tent leg.
 - d. Vendors are responsible for any damage that occurs at or around their stall (eg: town or other vendor's property, damaged trees, grass, etc.).
14. Tardy vendors will be required to pack their materials into the Farmers' Market area.
15. Vendors must be set up and ready to operate 30 minutes prior to market open.
16. Public selling begins at the scheduled and advertised event time. Vendors are not permitted to sell to the public outside of event operation hours.
 - a. Vendor-to-Vendor sales are permitted at any time.
 - b. Concession vendors are permitted to sell to the vendors at any time before, during and after the event.
17. Sold out vendors must display a "sold out" sign on their table and remain completely set up until the end of each event. Vendors are not permitted to pack up and leave the

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market early. Vendors may NOT drive out of the barricaded area until the barricades are removed and the last horn sounds.

18. Exit Procedure:
 - a. For all vendors, the horn will be sounded three times over the course of the day:
 - i. The first horn signifies the market is open and sales can begin.
 - ii. The second horn signifies the market is closed and that sales must stop.
 - iii. The third is to signify that vendors are now permitted to enter/exit the market with their vehicles.
 - b. No vehicles are permitted to enter / exit until the third horn is blown, the Market Manager will be verifying that members of the public are not lingering in the barricaded area and that it is safe to leave.
19. Power is NOT available. If a vendor decides to use a generator, they must have an inverter to minimize generator noise (as it is disruptive to other vendors and market patrons) and must tape down all cables.
20. Vendors are responsible for their own stall clean-up and for removing and **TAKING AWAY** their own garbage. Garbage cans provided in the Fresh Community Market are for customer use only. The use of town or other businesses' garbage bins is strictly prohibited. Vendors offering samples must supply garbage containers for their customers in an easily accessible/visible location.
21. The Fresh Community Market recommends ALL our vendors carry Liability Insurance for a minimum of \$1 million. However, it shall be the vendors' decision to carry such insurance.
22. All vendors must conduct themselves in a kind and professional manner. There will be zero tolerance for bullying.
23. Non-profit organizations
 - a. Non-profit organizations that are members of the Chamber of Commerce may request and be granted one free stall per market season.
 - b. There shall not be more than one free non-profit organization stall per market.
 - c. Non-profit organizations can apply and pay for concessions multiple times per season.
24. Lemonade Stands are welcome at The Fresh Community Market.
 - a. All the above rules apply, meaning children must be accompanied by an adult with the AHS Food Safety certification, the lemonade must be made by the seller (from concentration is okay, but no resale bottled juice), and lemonade stands must register in advance.
 - b. Only one lemonade stand will be allowed at each market; if more than one lemonade stand registers, the first stand to register more than one week in advance, who has not already attended a market this season will be offered to attend. You are welcome to sign up as many times as you'd like, however you

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may be asked not to come if someone else signed up first, or if you have already attended a market and someone else who registered a week in advance has not.

25. Failure to comply with Fresh Community Market Rules and Regulations may result in the following (not necessarily in this order):
 - a. A written warning
 - b. A \$50.00 fine
 - c. Cancellation of stall and removal from The Fresh Community Market
 - d. No refund will be provided for any loss of stall(s).
26. The Whitecourt & District Chamber of Commerce reserves the right to change, interpret, and enforce these rules and regulations as deemed necessary.

YOUTH MENTORSHIP RULES, REGULATIONS & GUIDELINES

The Fresh Community Market is proud to support emerging youth through a mentorship program that encourages learning, leadership, and entrepreneurial growth. These guidelines outline the expectations for both mentors and youth participants.

1. The goal of the mentorship program is to:
 - o Support youth vendors and volunteers as they learn market operations
 - o Encourage leadership, responsibility, and professionalism
 - o Provide real-world experience in customer service, business planning and community engagement
 - o Build long-term relationships between experienced market participants and younger members of the community
2. Who can be a mentor?
 - o Experienced vendors, volunteers, or market staff
 - o Approved adults who are knowledgeable, reliable, and willing to guide youth
 - o Required to complete a brief orientation, provide a Vulnerable Sector Criminal Record Check, and sign a mentor agreement.
3. Mentor Expectations
 - o Provide guidance in areas such as product setup, pricing, customer service, and market etiquette
 - o Offer construction feedback in a supportive and respectful way
 - o Model professionalism, punctuality, and kindness
 - o Report concerning our progress to be the market coordinator as needed
 - o Committing the agreed upon time frame as outlined in the onboarding documentation.
4. Youth Mentee Expectations:



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- Be open to learning and receiving feedback
- Community respectfully with their mentor
- Take initiative in their learning and demonstrate a willingness to grow
- Attend all required training, shadow days, or mentor meetings
- Follow all market rules and responsibilities

5. Mentor-Mentee Pairing

- Mentors and mentees will be rotated to ensure that the mentee is receiving a rounded education
- Type of business or volunteer interest
- Compatibility in communication and learning style
- Availability and commitment level.

6. Mentorship may take place through:

- One-on-one support on market days
- Pre-market training or preparation sessions
- Ongoing communication throughout the season

7. Program Oversight

The mentorship program will be coordinated by the Market Manager or designated Youth Engagement coordinator, who will:

- Monitor the progress of mentorship pairings
- Offer additional support and resources as needed
- Handle any conflicts or adjustments required

8. Recognition & Growth Opportunities

Youth who complete the mentorship program may be eligible for:

- Certificates of completion or letters of reference
- Highlight features on market social media
- Priority access to vendor space or volunteer roles.

YOUTH STARTER STANDS- VENDOR RULES AND REGULATIONS

The Fresh Community Market encourages entrepreneurship and community involvement by welcoming youth vendors.



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1. Youth Vendors are individuals **17 years of age or younger** operating their own stall or business.
 - a. Youth between the ages of 5 to 10 must always have parental or guardian supervision in order to participate for in the market.
 - b. Youth Vendors between the ages 10 to 13 require a parent or guardian to be on-site for the duration of the market day.
 - c. Youth Vendors ages 13 to 17 will be assessed during their orientation and training process to determine whether a parent or guardian must be present during market participation. This assessment will consider the nature of their product, level of independence, and ability to manage their booth responsibly.
2. All Youth Vendors must submit their application signed by a parent or legal guardian.
3. A parent or guardian must be present for the Youth Starter Stands- Introductory Course.
4. Youth Vendors must attend the training courses provided by Community Futures Yellowhead East. In addition, youth must attend:
 - a. Additional mandatory training sessions scheduled before the start date of the youth initiative at The Fresh Community Market
 - b. At least one mandatory shadow day, where they will observe and assist at the market prior to their first selling date.
5. Youth vendors must follow all the regular vendor rules, including those relating to setup, payment, product approval, and food safety (where applicable).
6. Products sold must be made, baked, or grown by the youth vendor themselves. Products manufactured outside of Alberta must be brought to the market manager for approval to maintain the 80/20 rule.
7. Youth vendors are eligible for a **discounted stall fee of \$15 per market**.
8. The market may limit the number of youth vendors per market day to ensure adequate space. Space will be granted to youth who have not yet had the opportunity to attend the market first.
9. Youth vendors are expected to always behave respectfully and professionally. Any inappropriate behavior will result in removal from the market.
10. Parents or guardians must provide emergency contact information and be reachable during market hours.
11. We encourage youth vendors to have clear signage and a business name, even if it is informal, to enhance professionalism and recognition.
12. Youth information requirements must be submitted to The Fresh Community Market by the end of the last training session or mentorship date.

YOUTH VOLUNTEER RULES AND REGULATIONS



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The Fresh Community Market welcomes youth volunteers who are eager to support the market, gain experience, and contribute to their community. The following guidelines are in place to ensure a positive and safe experience for all volunteers.

1. Youth volunteers must be 12 years of age or older. Volunteers under the age of 16 must have written permission from a parent or guardian and may require adult supervision.
2. All youth volunteers must complete a volunteer application and waiver form, signed by a parent or legal guardian.
3. Volunteers are required to attend a brief orientation session prior to their first shift. This will cover expectations, safety, conduct, and role responsibilities.
4. Depending on age, maturity and task complexity, some youth volunteers may be required to work under the direct supervision of an adult market staff member or volunteer lead.
5. Volunteers should dress appropriately for the weather and wear close-toed shoes for safety. Volunteer badges must be worn during the shift.
6. Youth Volunteers are expected to behave respectfully, professionally, and courteously towards market visitors, vendors and fellow volunteers. Inappropriate or disruptive behavior may result in removal from the volunteer program and potentially the market itself.
7. Roles and Responsibilities may include:
 - a. Assisting with market setup and take down
 - b. Supporting vendor unloading/ loading
 - c. Greeting and directing customers
 - d. Helping with children's activities or community booths
 - e. Running errands or helping staff as needed
 - f. Assisting with marketing efforts
 - g. Ensuring cleanliness and tidying, when necessary, at The Fresh Community Market
8. Volunteers will be scheduled in advance and are expected to arrive on time and stay for the full duration of their assigned shift. If unable to attend, volunteers must provide 24-hour notice whenever possible.
9. Youth volunteers may request documentation of their hours for school or community service credit. Requests should be made in writing at least one week in advance.
10. We welcome feedback and are committed to helping youth volunteers learn and grow. Volunteers may be offered opportunities for leadership roles, letters of reference, or mentorship throughout the season

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ADDENDUM FOR FARMERS' MARKET DATES, TIME, AND STALL RATES.

STALL RATES

Monthly Stall	
Chamber Member Price	\$35 including GST
Non-Member Price	\$45 including GST
Weekend Markets	
Chamber Member Price	\$100 including GST
Non-Member Price	\$150 including GST
Food Trucks	
Chamber Member Day	\$80 including GST
Non-Member Day	\$100 including GST
Chamber Member Weekend	\$250 including GST
Non-Member Weekend	\$300 including GST
Non-Profit Organizations	
	One Non-profit organization may attend the market at no cost each week. This opportunity is offered on a first-come, first-served basis and may only be used once per organization per season.

- Payment for weekly stalls must be made **upon booking** in order to confirm attendance. **Cash payments will no longer be accepted on the day of the market, unless otherwise specified.** There are no refunds for cancelations. If appropriate notice is given, the payment may be moved to a different market date once.
- To confirm attendance, **all monthly stall payments must be received upon booking.** One reminder email will be sent.
- There are no refunds and stall payments for cancellations or inclement weather causing the cancellation of the market. Rates may be paid via e-transfer to **manager@whitecourtchamber.com**
- Whitecourt & District Chamber of Commerce members will receive a \$10 discount on the monthly market, or a \$50 discount for a 3 day (weekend) market.

LOGISTICS

- **Setup opens 1 hour before the below listed times.**
- Wednesday, 27 May (5:00 PM -9:00 PM)
- Thursday, 25 June (5:00 PM- 9:00 PM)
- Wednesday, 1 July
- Thursday, 23 July (5:00 PM- 9:00 PM)

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- **Rib Fest** August 14 (4:00 PM-9:00 PM) August 15 (4:00 PM- 9:00 PM) August 16 (4:00 PM- 9:00 PM)
- Thursday, 20 August (5:00 PM- 9:00 PM)
- Thursday, 24 September (5:00 PM- 9:00 PM)