

FREQUENTLY ASKED QUESTIONS – ELORA FARMERS MARKET: Spring-Summer-Fall Season

Q. Where is the Elora Farmers' Market Spring-Summer-Fall Location?

A. **Summer 2019** in Bissell Park, 127 East Mill Street in Elora. Bissell Park is a lovely park beside the Grand River with good parking and plenty of space for vendors. Our summer season starts Saturday, **May 4th** this year and runs to **October 26th** from 9:00 a.m. to 1:00 p.m. We also operate as a winter market indoors at Grand River Raceway from Nov 1st to Dec 22nd.

Q. How much does it cost to be a vendor and what size is the space?

A. Full time vendor rate is set annually. Currently it is assumed \$20 per week and if paid fully in advance if the season here is a discount. There is an additional \$10 per week fee per booth. Part time vendor rate is \$30 per booth per week. All vendors must pay an annual membership fee of \$15 at the start of the season. Each booth is a 10' x 10' space.

Q. What is the structure of Elora Farmers' Market?

A. We are a not for profit Farmers' Market Vendor Association and a member of Farmers' Market Ontario. We are vendor operated. Vendors share the responsibilities of operating the market through electing an executive and hiring a market manager.

Q. How do you promote the Elora Farmers' Market?

A. As follows

- Social media, Facebook, Twitter and Instagram and our website, www.elorafarmersmarket.ca
- The Grand 101.1 radio ads. Print ads in the Gorge Guide, press releases etc.
- Community calendars online and in print media.
- We plan events and food demos that help promote the market and create value-added interest.

Q. What about signage?

A. Presently we have 5 heavy A-frames and a large horizontal banner at Bissell Park throughout the season. We are presently investigating other signage options.

Q. How many vendors are signed up for the summer season?

A. Last year we had 25 vendors for the summer market. Some are part time but the majority is full time vendors.

Q. What is the vendor mix?

A. We can never have less than 51% grower/producers (farmers) to other types of food vendors. We are a predominantly local food based market and watch the balance of non-food vendors to keep the quality of market products high. We do welcome original local crafters and artisan makers.

Q. How are vendors chosen?

A. We have a Vendor Committee. We ensure applicants are a good fit for our market mix. Food vendors (including growers and producers) must also complete a WDH Public Health form and be approved by them before we can accept them. You will be informed as soon as possible after you application has been received. We may need to contact you for more information.

Q. Are there public washrooms at Bissell Park?

A. There is a public washroom facility in Bissell Park that includes an accessible washroom.

Q. Is there somewhere to store tables and tents?

A. We have a small storage shed on site. There's an extra fee to use the storage shed.

Q. Do vendors require insurance?

A. Yes. The Elora Farmers' Market does carry basic liability and property damage insurance through Farmers' Markets Ontario, any additional insurance coverage is the responsibility of the individual vendor. The Elora Farmers' Market bears no responsibility for any vendor property at the market.