

Cranbrook Farmer's Market

Vendor Selection Guidelines



First and foremost, products **MUST be locally made, baked, raised or grown**. With a view to providing quality and diversity within the Cranbrook Farmer's Market (CFM), applications by vendors will be considered for acceptance based on the following criteria:

Eligibility:

1. Vendor/business must ONLY offer 100% locally* made, baked and grown product;
2. Vendor/business must be involved or, at least supervise, the production of 100% of the finished products for sale at the market. We do NOT allow resale;
3. Vendor/business must be at least 51% locally*-owned.
4. Vendor/business cannot have more than 15 non-seasonal employees or/and cannot be a local branch of any business chain or franchising (provincial, national or international).

*The term local refers to food, farming, artisanal, artistic and business activities, operations and ownership structures that are located within a **maximum 300km radius** from the Cranbrook Farmer's Market and located in British Columbia.

IMPORTANT: Being accepted to become a vendor in the market does NOT imply confirmation of attendance in all requested market dates. As we have a limited number of vendor spaces for each market, the vendor might be in the waiting list in some dates. The market manager will determine the vendors who will attend each market, as well their stall location based on the combination of the following criteria:

Criteria for Vendor Stall Allocation Priority:

(For attending the market and/or most desirable stall location)

	1 st Priority: Product	2 nd Priority: Membership	3 rd Priority: Location	4 th Priority: Distribution Channels
1 st Priority	Farmers and Growers*	Platinum members	Less than 100km radius	Does NOT have the same products available in others location/channel
2 nd Priority	Food/Liquor Vendors	Premium members	100 to 200km radius	The vendor has the same products available in others location/channels
3 rd Priority	Artisans/Cosmetic Vendors**	Basic members	200 to 300km radius	

* Farmers and Growers = Those vendors who their primary products are fresh vegetables, fruits, meat, dairy, eggs, nuts, and honey.

** It might be a rotation among artisans/cosmetic vendors to maintain the market product's variety and to provide opportunity to many vendors as possible.

We also consider the following criteria:

- A.** Past COMPLIANCE with Cranbrook Farmer's Market Guidelines and Rules of Operation.

- B.** HISTORY of market participation, including the number of years, frequency of attendance, and number of cancellation requests and/or no-shows.

- C.** The UNIQUENESS of the product, considering:
 - The overall mix and balance of all the vendors;
 - Actual producer and/or staff with involvement/knowledge of product staffing the booth in the market;
 - Seasonal availability;
 - Perceived consumer demand;
 - Number of vendors with the same or similar products; and
 - Limited opportunity to obtain the product elsewhere.

- D.** The QUALITY of the goods or services offered, in the opinion of the Vendor Selection Committee and/or of the Board of Directors.

- E.** Any other consideration thought relevant by the market manager, Vendor Selection Committee or Board of Directors.

OBSERVATION:

For regular outdoor Saturday markets, our goal is to have:

60% of vendors offering produce and value added food products, and

40% crafts, art, health and beauty products and other types of items for sale.

That percentage will not necessarily apply to the indoor markets, or other special markets.