



**Community
Services**

Welland Farmers' Market Vendor's Handbook

November 2024



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Welcome to the Welland Farmers' Market!

The Welland Farmers' Market is a community staple where vendors and patrons support each other and encourage local sustainability. Vendors at the Welland Farmers' Market foster community pride and sell quality products. At the market, we endeavour to create an environment which promotes creativity, feasibility, and cooperation. We also celebrate the local talent and expertise that is showcased at the Market.

Welland is Home to one of the largest Farmers' Markets in the Niagara Region.

Mission Statement

To provide a community marketplace that encourages patrons to support a '**Buy Local**' philosophy, while allowing them to experience the rich tradition of the Welland Farmers' Market.

Vision Statement

To raise community awareness surrounding the benefits of eating fresh, local, healthy food and the importance of supporting a sustainable agricultural community and local businesses.

What we are striving for

- To help strengthen the foundation of a healthy community by offering a safe, relaxing and enjoyable place for families and individuals to come together to visit and socialize.
- To stimulate and support our local economy by providing a venue for local producers to sell their goods.
- To create an opportunity for community groups to convey information to the Welland community concerning important local, social, agricultural and environmental issues.
- To encourage a sustainable agricultural food system in Niagara, and our local communities.

WHY BUY LOCAL?

Buying locally grown food is better for multiple reasons. It is better by:

Taste / Quality

Locally grown food is usually picked at the peak of ripeness for better flavor, freshness and nutrition. In addition, it is nice to know the source of where the products come from.

Local Economy

Provides Farmers an opportunity to grow more crops, add more jobs and revitalize rural and urban communities to keep the dollars circulating within the community.

Environment

Reducing distances food travels from the farm to our homes.

Community Involvement

Visiting our local market supports our vendors, supports community opportunities, and brings a sense of support and value to the Welland Farmers Market.

GLOSSARY OF TERMS

Council refers to Welland City Council.

Annual Fee is the fee charged to vendors for each stall they rent on a calendar year basis.

Farmer/Producer refers to an individual who grows or produces items for sale.

Local or Locally means first the Niagara Region, secondly Ontario.

Local Food is usually defined as being produced within a 160 km radius. The term "local food" does not have one definition. The meaning can change depending on the organization, the commodity being discussed, and the current growing season.

Market refers to the Welland Farmers' Market.

Recreation Coordinator and Market Attendant refers to the staff positions appointed by the City of Welland to coordinate the Market Square activities when open.

Patron/Customer refer to any person(s) visiting the Market to purchase or socialize.

Reseller refers to a vendor who purchases goods and resells the goods.

Reserved Space is a prepaid, reserved space issued by permit to a Vendor by the City of Welland.

Artisan refers to a vendor who creates, manipulates or transforms their own product before selling it.

Vendor refers to a person who sells (with a permit issued by the City of Welland) a product at the Market.

HOURS OF OPERATION

The market is open year-round, with special events, festivals, and themed markets happening periodically. Check the City of Welland Events Calendar (<https://www.welland.ca/Events>) for upcoming events and holiday market schedules.

- The Welland Farmer's Market is open year-round every Saturday from 7:00 am to 12:00 pm.
- The Market Cafe serves food and beverages from 7:00 am to 12:00 pm.
- The market does not run should Christmas Day or New Year's Day fall on a Saturday.
- Vendor set-up is between 6 and 7 am and all vehicles must be removed from Market Square by 7 am.
- Tear down commences at 12 pm and must be completed in a timely fashion.
- Cars can re-enter the Market Square at 12 pm in a safe and orderly manner.

CONDITIONS OF PARTICIPATION

WELLAND FARMERS' MARKET

The day-to-day conduct, operation and coordination of the Welland Farmers' Market continues to be a success due to the following standards and procedures.

1. A rental permit is issued by the City of Welland to a Vendor for an assigned space. Rental fees are approved annually by City Council. Terms and Conditions are provided with the rental permit and must be followed. There is only 1 vendor per permit and sharing is not permitted.

Vendor's Handbook

2. Non-reserved stalls are distributed on a first come, first served basis each year. Vendors are responsible for maintaining a safe environment for patrons and surrounding vendors.
3. The number of Market Stalls is limited. The Welland Farmers' Market Layout is attached.
4. To ensure a full and vibrant market, the Recreation Coordinator/Market Attendant must know in advance which reserved vendors will not be attending. Vendors must notify market@welland.ca by no later than 4pm Wednesday if they will not be attending the following Saturday. The Recreation Coordinator/Market Attendant will place another vendor in the reserved spot whenever possible and at their discretion.
5. Welland Farmers' Market permits are non-transferable and are not pro-rated.
6. The City of Welland reserves the right to define the number of vendors and reserved spaces. The City will use its discretion to balance the types of products and services at the Market and give preference to local Farmers and Vendors. While not guaranteeing exclusivity, and encouraging financial success for everyone, we strive for a wide variety of products and try to limit repetition.
7. Washroom facilities are open to the public during Farmers' Market hours. An accessible washroom is also available in the New Building during these hours.
8. An ATM machine is in the New Building. The Recreation Coordinator/Market Attendant must be notified if the unit is damaged or malfunctioning.
9. Vendors must not interfere with the access to and use of other vendors' stalls. Vendors must confirm by emailing market@welland.ca when and if they can use other vendor stalls to load/unload their wares.
10. Vendors must always conduct themselves in a respectful manner when interacting with patrons, other vendors, market staff, etc., at all times.
11. Vendors are encouraged to provide comments, questions, ideas or concerns regarding the Welland Farmers' Market operation to the Recreation Coordinator and/or Market Attendant at market@welland.ca.

INSURANCE & HYDRO

General Liability Insurance is provided to vendors by Farmers Markets Ontario (FMO). The cost for this insurance is included on the rental permit every year and in daily permits. Not for Profits attending the market must provide their own General Liability Insurance.

Hydro is included in all C stalls and is included in the permit cost. Hydro is available in select A, B, D and E stalls for an additional charge.

GENERAL VENDOR CONDUCT

1. There shall be no hawking, accosting, leafleting or badgering of the public.
2. The success of the market is dependent upon the goodwill of Vendors, patrons and neighbours. Please be aware of where you park, do not block driveways and vehicles, and follow signs where applicable.
3. We are dedicated to fostering a community where every individual feels safe, valued, and respected. Our goal is to maintain an environment where everyone's dignity is upheld, and where violence, vandalism, and inappropriate behaviour are prohibited. Any vendor who expresses or promotes prejudice, hate, or harassment will not be tolerated and will be asked to leave the Market Square area immediately. Such behaviour may result in disciplinary action, including the potential termination of your permit without a refund.
4. Vendors shall not affix advertising or promotional signs or material to any surface of the market buildings/assets in any manner without prior consent from the Market Attendant.
5. Vendors must ensure that their stalls remain clean, free of litter and any safety concerns identified by the Recreation Coordinator/Market Attendant. All vendors must be in compliance with applicable Niagara Health Department and Welland Fire Department regulations.
6. Any concerns a vendor may have about another vendor are to be brought directly to the Recreation Coordinator/Market Attendant and should not be addressed directly with the vendor

NOT-FOR-PROFIT ORGANIZATIONS

1. Not-for-profit organizations that contribute to community wellness may apply to reserve a stall at the market free of charge. They must provide their own General Liability Insurance for the days they are approved to attend.
2. Attendance must be pre-approved and pre-booked with the City of Welland. Priority will be given to organizations that have not been allocated a stall during the current season.
3. Organizations or individuals promoting a political party, personal agenda or religious perspective will not be considered.

GENERAL SALE OF PRODUCTS

1. The City of Welland encourages vendors to adopt a 'Buy Local' or 'Support Local' philosophy and embrace this philosophy when promoting and selling.
2. All approved vendors must sign their Welland Farmers' Market Rental Permit which verifies acceptance of the rental Terms and Conditions and the Vendors Handbook.
3. Vendors determine their own prices.
4. The Recreation Coordinator/Market Attendant will relocate vendors during the off-season to better situate the market including inside the buildings if applicable. Reasonability and sensitivity will be used in making the decision.
5. The Recreation Coordinator/Market Attendant will provide a 'lost and found' service within and dispose of items in accordance procedures established by the Recreation & Culture Division.

ARTISAN/TRANSFORMER PRODUCERS

An artisan or transformer is a skilled manual worker who makes or alters items that may be functional, edible, or strictly decorative, including tea, chocolate, honey, household items, clothing, and even tools. An artisan is therefore a person engaged in or occupied by the practice of a craft, who may through experience and talent reach the expressive levels of an art in their work and what they create.

The following are standards in which artisans and transformers that are selling goods at the Market should be aware of:

1. To be considered an artisan/transformer, the handcraft component must dominate the commercial component.
2. Items must be original work or design.
3. The starting material must be significantly altered and enhanced by the artisan.
4. All products should be complete and manageable before selling.

FARMERS/PRODUCERS

A farmer/producer provides food and items that are fresh on a regular or seasonal basis. A farmer/producer is a person engaged in agriculture, raising field crops, orchards, vineyards, poultry, or other livestock such as produce and grain.

The following are additional standards which vendors selling fresh produce at the Market should be aware of:

1. Stall preference will be given to local farmers producing a range of crops.
2. In keeping with the Market's cooperative philosophy, pricing of produce at below fair market value is strongly discouraged.
3. The market value of farmer's produce should reflect the farmer's labour and knowledge as well as quality, specialty, time of season and variety of crop grown.
4. All products must be safe for consumption, properly packaged and stored.

PROCESSED AND PREPARED FOOD

The following are additional standards which vendors selling processed and/or prepared food products at the Market should be aware of:

1. A vendor shall immediately cease to sell and remove any product upon the request of an official or representative of the Niagara Region Health Unit and/or Fire Department regulations.
2. We encourage the use of unrefined, locally grown ingredients. Non-local ingredients should be kept to a minimum and imported products must be identified appropriately. Major ingredients and flavourings should be local. We encourage the purchase of

ingredients from Market vendors.

3. Vendors are encouraged to inform patrons about the ingredients in food products. Every effort should be made to distinguish between organic and non-organic ingredients as well as local and imported ingredients.
4. All open prepared food must be covered at all times. Open prepared food must be served using appropriate, clean tools (ex. tongs, napkins, etc.), and kept at an appropriate temperature where required. Vendors handling cash must wash their hands before touching open prepared food.
5. Prepared packaged foods and preserves must have a contact name and number on the packaging. This is a mandatory regulation by the Niagara Region.

NIAGARA REGION PUBLIC HEALTH

1. Niagara Region Public Health is committed to meeting the public health needs of our community through health protection, disease prevention, health promotion, and injury prevention programs.
2. Guidelines for Farmers' Market Vendors from the Niagara Region Public Health
 - a. Department can be found on www.niagararegion.ca by searching 'Farmers' Markets' or by calling 905-688-8248 ext. 7590 or 1-888-505-6074.

MARKET – INCLUDED SERVICES

PARKING

1. The City of Welland permits free vehicle parking on the designated lots surrounding the Market. Accessible (Handicap) parking is clearly marked and multiple spots are available for use.
2. Vendors with reserved stalls hold entitlement to the parking spaces attached to those stalls. Stalls E 1-12 and E 29-40 as well as all stalls in Zone F provide one vendor parking spot for each permitted stall.
3. You may not purchase a vendor stall for the simple use of parking your vehicle.

WASTE DISPOSAL

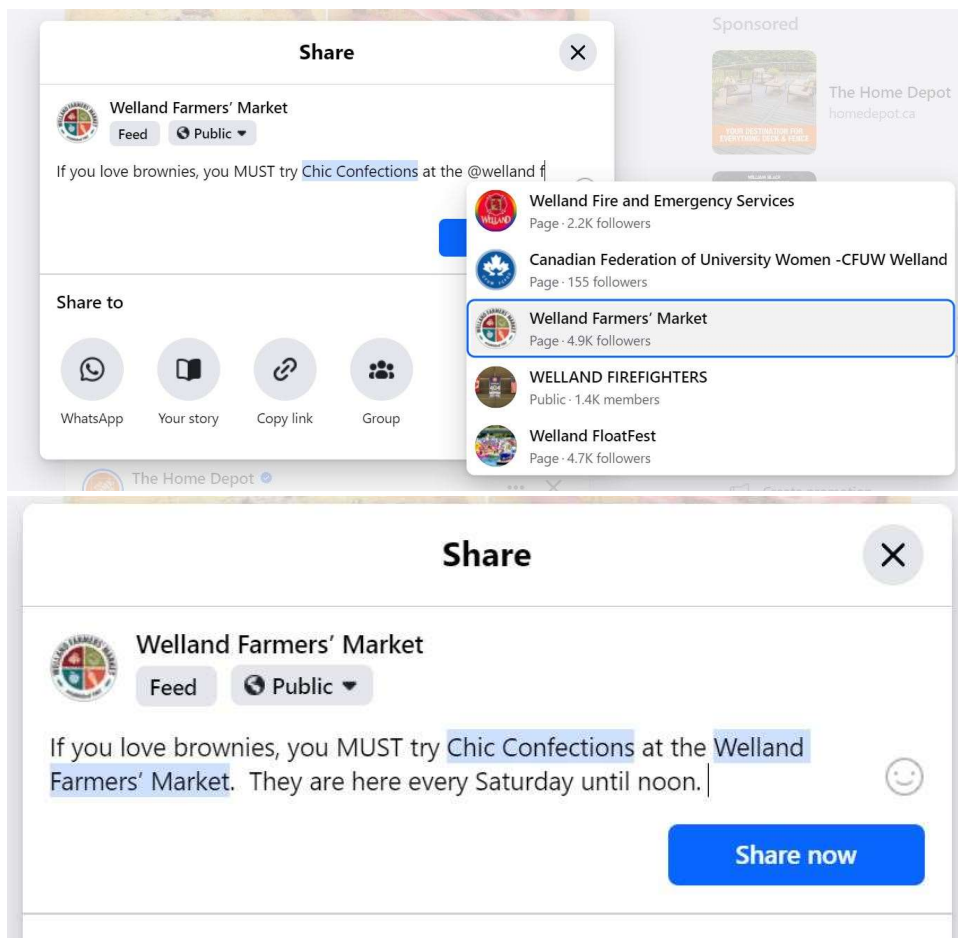
1. Vendors are responsible for keeping their stall space and surrounding area clean, tidy and free of refuse at all times.
2. Vendors are also responsible for clearing up any litter around their stall at the end of each market.
3. Vendors are encouraged to limit the amount of packaging sold with their products.
4. Cardboard materials are to be broken down first, and then disposed of in the garbage bins. We do not have a recycling program currently.
5. Garbage is not to be left outside the garbage bins. If the bins are locked, please notify the Recreation Coordinator/Market Attendant to have them unlocked.

WEBSITE, SOCIAL MEDIA AND OTHER PROMOTION

1. The use of The City of Welland and Welland Farmers' Market logo is strictly prohibited without express permission. Any authorized use must adhere to the guidelines provided to ensure consistency, professionalism, and brand integrity. The logo must not be altered, distorted, or used in any way that could misrepresent our organization. Only approved versions of the logo should be used, and it must be displayed according to the prescribed color schemes, proportions, and clear space requirements. Failure to comply with these guidelines or unauthorized usage may result in revocation of permission to use the logo.
2. All vendors are listed on the City of Welland website to help promote their goods and services with a link to their website or social media if provided. If you would like your information updated, please email market@welland.ca.
3. The City of Welland strives to effectively promote the market and its vendors with special events, promotional materials, giveaways, social media and newspaper articles. Additional marketing strategies and research is applied on a continuous basis, to ensure that the Welland Farmers' Market continues to attract Vendors, patrons and visitors.
4. We encourage all vendors to promote their goods/services on social media. We primarily use Facebook and Instagram for online promotion. To help us assist you with promotion

and sharing online posts, please make sure to do the following:

- a. Please make sure you are following the Welland Farmers' Market Facebook page. When you are creating a post for Facebook, make sure to tag [@wellandfarmersmarket](#) in your post so we are notified of your post so we can share it. You can do the same for Instagram.
- b. Per the graphic below, once you start typing [@wellandfarmersmarket](#) your pop up should appear where you can select the Welland Farmers' Market. This is a 'tag' and when we are tagged in your post we can see it and share it to our page further promoting it. You can do the same when you are creating a post on Instagram. If you are successful, [Welland Farmers' Market](#) should be displayed in a different colour (blue).



- c. If you need assistance, please email at market@welland.ca at any time.

MARKET RESTRICTIONS

SMOKING

Under the [Smoke-Free Ontario Act, 2017](#), smoking and vaping are prohibited in all enclosed public spaces, as well as in any areas designated as smoke-free or vape-free. Smoking or vaping is also prohibited on the outdoor grounds of community recreational facilities, and in any public areas within 20 meters of these grounds.

If you smoke or vape in areas where it is not permitted, you may be charged with an offence and face a fine: \$1,000 for a first offence, and \$5,000 for any subsequent offences, if convicted.

PETS, ANIMALS AND LIVESTOCK

Due to food safety restrictions, pets/live animals are not permitted inside the market buildings per Provincial Regulation O. Reg 493/17 : Food Premises Section 14 (1):

Every room where food is prepared, processed, packaged, served, transported, manufactured, handled, sold, offered for sale or displayed shall be kept free from live birds or animals.

Also, per Section 14 (2) dogs are allowed in the outdoor eating area:

4. Live dogs in an outdoor eating area of a food service premise as long as food is not prepared in the eating area.

City staff reserves the right to request that any dog be handled in an appropriate, safe and responsible manner or officials may be engaged to ticket and/or remove the pet and custodian from the grounds.

Vendors may not bring and/or host livestock to/at the Welland Farmers' Market.

STORAGE

Vendors are not permitted to store any materials, bins, carts, etc. at the Market. Whatever vendors bring to the Market on Saturdays, they must also take home with them. Vendors in Zone C are permitted to store equipment within their stall location at their own risk.

The City of Welland does not accept responsibility for Vendor equipment, materials, products or supplies in the event that something is stolen, goes missing or is damaged.

DEMONSTRATION KITCHEN/MARKET CAFE

The demonstration kitchen at the Farmers' Market was built in August 2010. This fully accessible kitchen offers an attached multi-functioning pavilion that can house visitors in the warmer months while enjoying their breakfasts and fresh purchases. From Friday 12 pm until Saturday 2 pm the kitchen is reserved for the Market Café.

1. The demonstration kitchen is leased to a Food Service Provider that serves breakfast and some lunch items from 7:00 am to 12:00 pm every Saturday (subject to change).
2. Vendors are not permitted to sell "Breakfast Items". The Market Square Restaurant has exclusive rights to sell breakfast items such as eggs, eggs and bacon, eggs on a bun/muffin, bagel, cereal, or related items ("Breakfast Items") but said exclusivity shall not include peameal on a bun.
3. The demonstration kitchen has all accessible doors enclosed with glass and windows for easy viewing of the rest of the market. It also has a fridge, sinks, convection oven, microwave, dishwasher, stove top range, and counter space.
4. The occupant load of the kitchen is a maximum of 38 people.
5. The demonstration kitchen can be rented outside of the stated hours of use for the Market Cafe. For more information, simply call 905-735-1700 extension 4000.

MARKET ATTENDANT

Position Objective:

In conjunction with the Recreation Coordinator, to coordinate and implement the operational requirements related to the Market Square facilities; assist with the planning and execution of special events, performances, festivals, community celebrations and market promotions; gather information and submit weekly reports (i.e. public and vendor attendance, incident reports, work orders, etc.) and provide information and assistance to vendors and patrons.

Duties and Responsibilities:

1. To assign stalls to Farmers' Market vendors.
2. Ensure that all City by-laws, policies, procedures, rules, and regulations pertaining to the Market Square operation are implemented.

3. Ensure awareness and compliance of safe practices for the protection of staff, vendors, volunteers, and the public.
4. Conduct tasks associated with the opening, operation, and closing of the Farmers' Market: facilitate vendor set-up; set-up equipment, tables and chairs (if needed); remove safety hazards and/or engage parks staff for assistance; assist with the control of parking and pets and engage bylaws officers where required; secure the facility.
5. Inspect buildings, grounds, and equipment, submit work orders, and arrange for repairs, if necessary, with the Supervisor of Facility Operations.
6. Assist with the execution of special events, performances, festivals, community celebrations and market promotions.
7. Provide information and referrals to citizens that require assistance.
8. Gather information and submit weekly reports (i.e. public and vendor attendance, incident reports, work orders, etc.) after closing the Farmers' Market.

CONTACT INFORMATION

All inquiries related to the Welland Farmers' Market:

Preferred: market@welland.ca

Recreation Coordinator (905-735-1700 x4012, cell 905-714-3831)

Market Attendant: cell 905-658-7706

General Inquiries: recreation@welland.ca, 905-735-1700 x4000

Appendix A – Market Terms and Conditions

TERMS & CONDITIONS Welland Farmers' Market

1. The Licensee shall indemnify and save harmless the City of Welland from and against all and any demands, liabilities, fees, charges, or royalties arising from this Permit.
2. The Licensee undertakes to abide by all applicable government regulations and conduct its affairs in strict conformity with the law and in such a manner as not to bring any disrepute on the Corporation of the City of Welland or in any way offend, annoy, or interfere with City employees, customers, or tenants.
3. The Licensee shall not assign this permit to another person/organization or sublet their stall/location to another person/organization without prior permission.
4. The Corporation of the City of Welland reserves the right to cancel this permit at its' sole discretion at any time without prior notice or warning. (i.e. resume control of the premises during a public emergency). The Licensee disclaims any recourse in the event of such cancellation and agrees to cease operations immediately upon being so directed by the Recreation, Sport and Culture Division.
5. The Licensee shall not affix advertising or promotional signs or material to any surface in any manner without prior consent of the Recreation Coordinator.
6. Any deliberate damage that occurs to the facility by the Licensee shall be paid in full by the Licensee.
7. The Licensee shall not make structural changes to the facility without written consent from the Corporation of the City of Welland.
8. The Licensee agrees to abide by the Regional Municipality of Niagara Smoking By- Laws 22-2002 and 112-2013.
9. Only service animals are permitted in the market buildings.
10. Payment for rent of the Market Stall is payable upon receipt of this permit and this permit will become void if payment is not received.
11. Please make cheques payable to the 'City of Welland'.
12. Market Stalls are non-refundable, are not pro-rated, and are not transferable.
13. The Licensee shall abide by the standards and procedures as described in the "Welland Farmers' Market Handbook."
14. Vendors are not permitted to store items at Market Square beyond rental time (6am-12pm Saturdays). Lost or stolen items are not the responsibility of the City of Welland.
15. The Licensee shall not sell breakfast items. The Market Square Restaurant/Cafe has exclusive rights to sell breakfast items such as eggs, eggs and bacon, eggs on a bun/ muffin/bagel, cereal, pancakes, or related items ('Breakfast items') but said exclusivity shall not include peameal on a bun.

Please refer to site map to determine zones.

Zone A (Pavilion) Vendor must provide own table/chair/tent as needed. Vendor must set up and take down in assigned space. Some stalls have access to hydro.

Zone B (Pavilion) Vendor must provide own table/chair/tent as needed. Vendor must set up and take down in assigned space. Some stalls have access to hydro.

Zone C (Inside Heritage Building) Indoor vendors must not place merchandise beyond their designated stalls. Access to hydro and water is included. Coolers owned by the City will not be repaired/replaced.

Zone D (Inside New Building) Folding tables and chairs are provided.

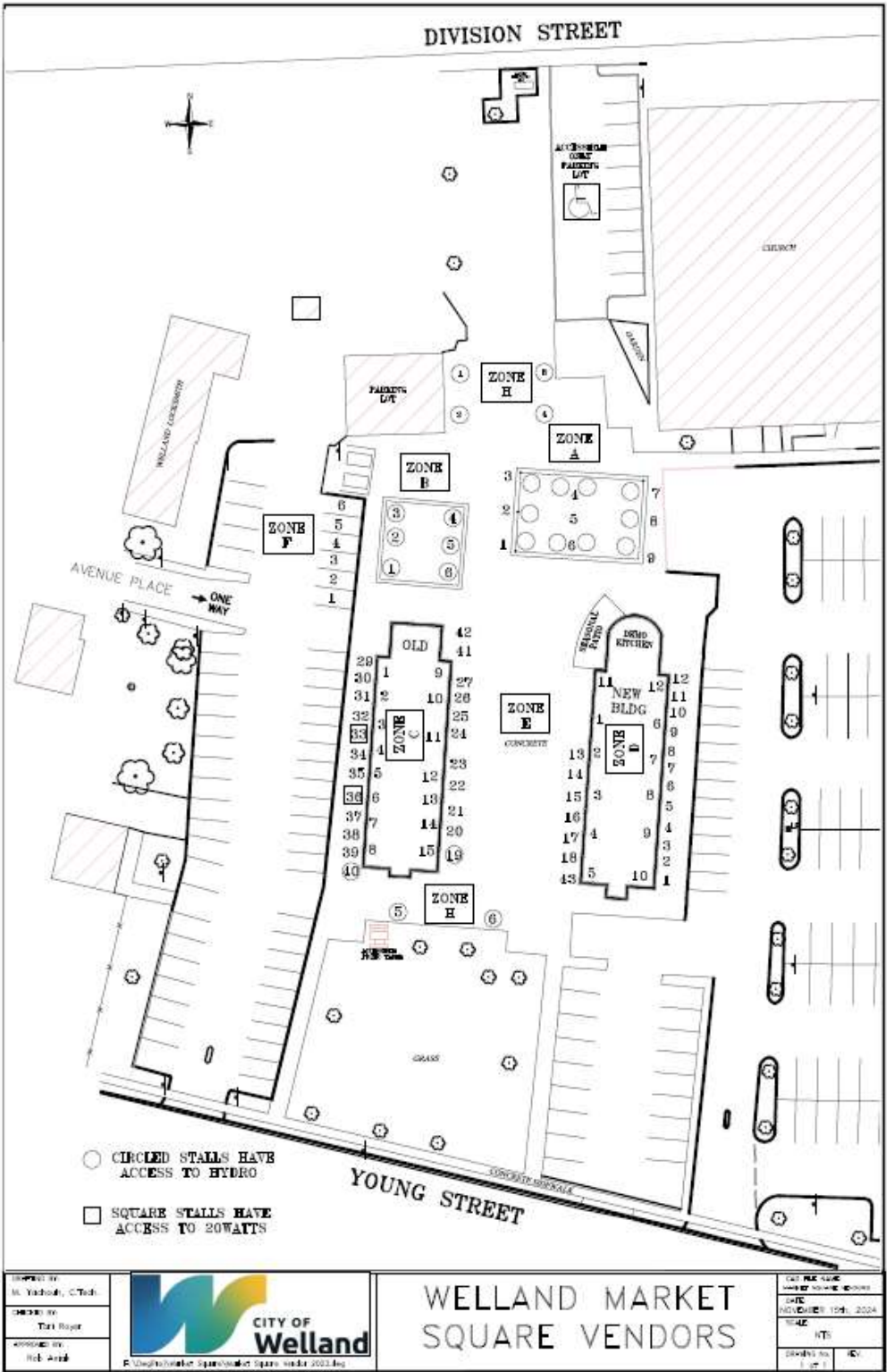
Zone E (Outside Heritage/New Building under shelter) Vendor must use green farmers' table if present. If none present, must use own tables. All green farmers' tables will be removed May 2025.

Zone F (NorthWest side of Heritage Building) Vendor must provide own table and shelter if desired. Vendor's area is limited to assigned parking space and four feet on concrete pad.

Zone H (North side of pavilions and along grassline) Vendor must provide own table and shelter if desired. Spots preferred for food trucks.

Note: In order to receive a 2nd and 3rd stall price reduction, rental stalls must be adjoining.

Appendix B – Market Map



Appendix C – Calendar of Market Events 2025

CALENDAR OF EVENTS FOR 2025

The Welland Market Square each year endeavours to attract more patrons/customers to the Market by planning and advertising special events. All events are posted in advance at the Farmers' Market, on social media and on the City of Welland Website (www.welland.ca/market).

Winter Wonderland	January 18th	Winter Fun
Valentine's Day at the Market	February 8th	Valentine's Day Giveaways
Luck of the Irish	March 15th	St. Patrick's Day crafts
Earth Day at the Market	April 19th	Tree giveaway
Easter at the Market	April 19th	Easter Treats
Mother's Day at the Market	May 10th	'Mimosas' and tulips for mom
Berry Bonanza	June 14th	In Season Berries, crepes
Canada Day at the Market	June 28th	Canada Day festivities
Civic Holiday at the Market	August 2nd	BBQ specials, crafts
Fall Festival	September 20th	Corn and apples
Thanksgiving	October 11th	Thanksgiving specials
Hallowe'en	October 25th	Trick or treating at the market
Remembrance Day	November 1 st	Legion onsite
Remembrance Day	November 8th	Legion onsite
Christmas Market	November 29th	Holiday festivities
Christmas Market	December 6th	Holiday festivities
Christmas Market	December 13th	Holiday festivities
Christmas Market	December 20th	Santa's visit!