



"An enduring and cooperating community fostering diverse and conscientious local production and consumption."

The focus of the Fireweed Community Market Society has always been to work together as a community towards a common goal. That spirit of sharing and cooperation within our membership and with the public has resulted in increased membership and expansion from a weekly seasonal outdoor market from mid-May to mid-September, to include a year-round office space, retail outlet and an annual Christmas market.

**Vendor Guidelines:**

1. Vendors are persons who have paid their yearly membership dues (\$15) and volunteer fee (\$50) in the Fireweed Community Market Society, rented market space, agreed to comply with the Community Market Society's regulations and agreed to sell only farm, domestic products, jewellery or arts and crafts as defined under Market Products.
2. Vendors can bank at least 5 volunteer hours during 2012 to offset the volunteer fee in the 2013 season. Any vendor who volunteered at least 5 hours with the Fireweed Community Market Society during 2011 should speak to the office manager to have the 2012 volunteer fee (\$50) waived.
3. At the Outdoor Market a relative or friend with knowledge of the product being sold can be the person in the stall representing the vendor.
4. The person in the stall shall be available at all times to answer questions from the public about their product. For example, how it was grown, processed or made.
5. No more than 50% of the product on a vendor's table can be from another vendor.

6. Vendors are responsible for arranging their shelter and tables. Those renting space under the FCMS tents must reserve a space by contacting the FCMS office/Yukon Made Store. Spaces are reserved when payment is received.
7. Vendors are expected to be in attendance at the market from opening to closing. No cars will be allowed within the market area during the market and extending to 5 minutes before opening and 5 minutes after closing.
8. Selling prior to opening is discouraged but left to the discretion of the vendor.
9. Prices of all products must be clearly marked. Remember that these community markets feature quality and not bargain prices.
10. It is recommended that nametags be worn. (For example, a business card in a plastic name card folder or a button.)
11. Vendors cannot extend into the market space with signs or other items. Signage above the peak of the tent is allowed, but must be secure and safe.
12. The vendors must cooperate with the Market Manager regarding the use of property, use of parking spaces and these rules & regulations.
13. Vendors are responsible for the safety of the products being sold.
14. Vendors shall hold the Market Manager, Fireweed Community Market Society and the City of Whitehorse harmless from any liability whatsoever that result from their activities at Fireweed Community Market events.
15. Vendors shall help fellow vendors by sharing space if needed, by offering unconditional expertise and by helping new vendors feel welcome.
16. Vendors must comply with the market regulations as well as all other regulations, codes and statutes that govern the growing, preparation, and sale of products defined by this regulation. In addition, after reading these rules and regulations the vendor is required to sign the registration form.
17. A maximum of two warnings will be issued to a vendor upon rule infractions before they are asked to leave the Market for the season with no refund of

fees. Warnings will be issued by the Market Manager and a Society Director(s).

18. Media contacts or Market related questions should be referred to one of the Society Directors or the Office/Store Manager.

19. Yukon Made Store/Office 393-2255 [yukonmadestore@yukonfood.com](mailto:yukonmadestore@yukonfood.com)  
Frank Slim Building - Shipyards Park  
Tuesday and Wednesday (11 am - 5 pm)  
Thursday and Friday (11 am - 6 pm) and  
Saturdays (11 am - 4 pm)

Outdoor Market Manager [outdoormarket@yukonfood.com](mailto:outdoormarket@yukonfood.com)  
May 17<sup>th</sup> to September 13<sup>th</sup> 2012

Fireweed Community Market Society Directors for 2011

Co-Chair: Carolyn Campbell 668-4448 [midsunalpacas@northwestel.net](mailto:midsunalpacas@northwestel.net)  
Co-Chair: Simone Rudge 393-4628 [auroramountain@yahoo.ca](mailto:auroramountain@yahoo.ca)  
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Director: Stephane Aucoin [stephane.aucoin@gmail.com](mailto:stephane.aucoin@gmail.com)  
Director: Daniel Halen [danielhalen@gmail.com](mailto:danielhalen@gmail.com)

**Additional Resources for vendors can be obtained from the FCMS website:**

<http://fireweedmarket.yukonfood.com>

- Information Sheet for Fireweed Community Market, Home-Prepared Food Product Vendors. (only for Outdoor Market or 12 Days of Christmas Market)
- Guidelines for Home-Prepared Foods. (only for Outdoor Market or 12 Days of Christmas Market)
- Yukon Farm Products guide.

## Outdoor Market Rules and Regulations 2012

In order for the outdoor market to flourish and maintain the community's support it takes a consistent effort from a stable group of regular vendors. This means arriving on time and helping others set up. It means setting up during inclement weather and staying until the closing time. It means the ability to relate openly and honestly with fellow members and customers. With co-operation and a common goal, the market can be fun and the community's social gathering spot.

### Dates and Times:

The Outdoor Market will be held on Thursday evenings beginning May 17<sup>th</sup>, 2012 and continuing through September 13<sup>th</sup>, 2012 in the Shipyards Park on the riverfront in Whitehorse. The market will be held rain or shine from 3 pm to 8 pm. Set up will begin at 1:30 pm.

### Rent & Stall Space for the Outdoor Market:

#### Daily rate:

\$19 adult vendor with own shelter\* (\$36 using FCMS shelter)

Half price for youth or non-profit organization  
(with own shelter or using FCMS shelter)

#### Seasonal rate:

\$190 adult vendor with own shelter

Half price for youth or non-profit organization

There is no seasonal rate for using the FCMS shelter.

*\*At the start of the fourth daily rental, a vendor has the option to switch to seasonal rates and at that time pay the balance (\$133), otherwise a vendor will continue to pay daily rental rate (\$19).*

1. Tents or other free-standing shelters should be brought to the Outdoor Market and secured against the wind.
2. An 8' space (with table and chairs) can be rented under a Society Tent on a daily basis. Bookings will be taken starting on Thursday night for the following week. Payment must be made to reserve your spot. Payment can be dropped off at the Yukon Made Store which is open 11 am to 5 pm Tuesday and Wednesday, 11 am to 6 pm Thursday and Friday and 11 am to 4 pm Saturday, the store phone number is 867-393-2255. When the Society

tents are full there will be a waiting list. Refunds for cancelled bookings will only be made if the vendor calls to cancel at least 24 hours (by 3:00 pm on Wednesday) before the market. Vendors booked into the Society tent need to be on site by 2:30 pm.

3. Members in good standing (\$15 yearly membership and \$50 volunteer fee or volunteer hours credit) with the Fireweed Community Market Society are eligible to rent a booth space at the market. Booth space is up to a maximum 10x10 foot space.
4. If vendors feel they will require more space, they should rent a second booth space.
5. Vendors may share shelter. Each of the vendors must pay the appropriate vendor fees.
6. If a vendor has other vendors' products for sale, each of those vendors must pay the appropriate vendor fees.
7. Booth space at the Market is on a first come, first serve basis. Vendors are not allowed to reserve particular spaces. In choosing set-up locations, please keep tents close together to allow for proper tying of tents to prevent wind damage. A community atmosphere of sharing and helping is encouraged.
8. Booth location, based on weather (wind) will be decided upon by the Market Coordinator.
9. Maintain a clean and attractive vending area. Dispose of all garbage at the end of the market day and take care not to deface or damage any property.

#### **Outdoor Market Products:**

1. All items sold at the market must be made, grown or substantially value-added in the Yukon.
2. **Farm Products** - Locally grown vegetables, fruit, grains, eggs, plants, plant cuttings, flowers, seeds, herbs, honey, fleece, hides, compost... If specific fruits and vegetables aren't available in the Yukon at the time of the market, growers from outside of the Yukon may be allowed to sell them at the Market Manager's approval.

3. **Prepared foods** - All prepared foods, jams, pickles, sauces, baked goods... foods processed in some way by the vendor, for reasons of public health safety, must have approval from Agri-Food Canada (667-5272). All canned or packaged foods need full and complete labelling. Labels must include name of the product, ingredient statement (ingredients listed in order of predominance), name/address of the producer/vendor. (\*For the Yukon Made Store, products must meet requirements for retail sale.)
4. **Food Concessions** - must comply with 3) as above. Preference will be given to the concessions using as much Yukon Product as is reasonable. The Society will provide the Farm Products guide - to help the vendor source local food. All food concession vendors must obtain the appropriate permits from Environmental Health Services (667-8387). The only exception to selling packaged product will be made for beverages (The policy is that this be fruit juice rather than pop).
5. **Art & Crafts** - Paintings, pottery, jewellery, textiles... The Market's aim is to sell handmade products with no less than 50% value-added content. A product may be made with manufactured materials provided that most of the product's value results from the crafting by the vendor. Remember that our market focuses on quality, locally made, hand-crafted products. No products are to be bought and resold by the vendor.
6. Products from retail outlets are not appropriate for sale at the market unless they were made by the owner/vendor and not regularly available at their retail outlet. (Testing of new products prior to adding to the product line in the store, for example, would be appropriate.)
7. For non-profit organizations, fund-raising items made specifically for them by a Yukon business may be allowed.
8. Performing artists - dancers, musicians, buskers... are allowed to perform within the Market space upon prior arrangement. Performers must be market members (\$15 yearly membership fee).

## Yukon Made Store

From stunning jewellery, fine art, and unique crafts to quality prepared foods and personal care products the Yukon Made Store provides an opportunity for a low-cost, year-round retail space to local producers. All products are hand-made, grown or produced by Yukon artisans.

### Store Hours:

The Yukon Made Store is open 11 am to 5 pm Tuesday and Wednesday, 11 am to 6 pm Thursday and Friday and 11 am to 4 pm Saturday in the Frank Slim Building in Shipyards Park. Hours may be extended seasonally and for special events.

### Space Rental:

4 foot space	2 foot space	4 foot shelf	2 foot shelf
Annual \$1080 (\$90/month)	Annual \$540 (\$45/month)	Annual \$288 (\$24/month)	Annual \$144 (\$15/month)
Semi-annual \$600 (\$100/month)	Semi-annual \$300 (\$50/month)	Semi-annual \$180 (\$30/month)	Semi-annual \$90 (\$15/month)
Monthly \$110	Monthly \$55	Monthly \$40	Monthly \$20

Space fees must be paid in advance. Renewals are due before current space fee expires. For annual and semi-annual space fees, reminders will be sent one month prior to expiration.

As well as space fees, 15% will be deducted from each vendor's sales total. This amount is used to pay Visa and debit costs as well as offset the other costs involved in maintaining the retail space.

### Prepared Foods:

Because the Yukon Made Store is a retail outlet, Canadian Food Inspection Agency regulations for prepared foods apply. All labels must be approved by the Canadian Food Inspection Agency. Foods must be prepared in an inspected kitchen and must have nutrition facts panels.

The Genesis SQL Nutrition Database is available to create nutrition facts panels for Yukon made products. The office/store manager can provide contact information for members of the Yukon Food Processors Association trained in using the software.

The Fireweed Community Market Society advertises the store as the Yukon Made Store in Shipyards Park. While individual vendors are welcome to place their own ads advertising the availability of their product at this location, we ask that, to avoid confusion, ad wording be discussed with the store manager (867) 393-2255. This will help us give a consistent message to the public and avoid confusion.

### **Adjudication:**

To maintain a high quality image for the Yukon Made Store and provide widely varied products for customers, vendors who wish to place their products in the store are asked to provide a sample for adjudication committee approval. Assistance in display and product improvement will be provided by the committee. The adjudication committee will be made up of three current market members and membership will rotate on a regular basis.

## **12 Days of Christmas Market**

The 12 Days of Christmas Market will be held from December 11<sup>th</sup> to December 22<sup>th</sup>, 2012 in the Old Fire Hall at the end of Main Street.

Membership in the society is based on the calendar year. For members who participate exclusively in this Fireweed Community Market Society event, ensure membership and notification by purchasing your yearly membership early. Current members will be sent registration notification by email after the end of the summer Outdoor Market.

Vendor fees are calculated based on costs and vendor participation.

Vendors who respond to the email indicating their desire to participate in the Christmas market will be sent a registration package which will include volunteer requirements, vendor fees, and registration details.