

SARRIETTE BOUTIQUE

Vendor Handbook of Rules & Regulations

2023 Market Season



Operated by the
Bouctouche Farmers' Market (BFM Inc.)

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Contact Persons:

Rachelle Richard-Collette
Executive Director / Market Manager
Telephone: (506) 744-1020
Email: bouctouchefarmersmarket@gmail.com

Nena Van de Wouwer
Boutique Manager
Telephone: (506) 889-6362
Email: bfm.sarriette@gmail.com

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1.0 PURPOSE OF THE HANDBOOK

- 1.1 The purpose of this Vendor's Handbook is to describe the administration of the SARRIETTE Boutique and to provide details on the rules and regulations to be followed by the Management Team and the vendors of the market in order to create a friendly, stable, and profitable environment.
- 1.2 All vendors must go through the application process, abide by the rules and regulations and work in a collaborative manner to create a carefully curated boutique within the Bouctouche Farmers' Market (BFM).
- 1.3 Other items of business not specifically covered by these rules and regulations shall be dealt with by the Management Committee of the BFM at its discretion.

2.0 ORGANIZATION

2.1 Vision:

The Bouctouche Farmers' Market has a bold vision: *We strive to be the Model Rural Market of Atlantic Canada!*

From the ashes of the fire that destroyed the Market in July 2015, arose a progressive social enterprise with new leadership and commitment to redevelop a new dynamic market and local food hub. A new Bouctouche Farmers' Market opened in July 2018 with modern facilities, a demo kitchen and local food boutique.

While building on the Slow Food principles of Good, Clean and Fair food for all, the Bouctouche Farmers' Market is a catalyst for community change, food education and capacity-building.

We are also leading with bold and innovative Zero Waste management tools that will bring our growing market community on an enjoyable, educational, and practical journey towards a Zero Waste Farmers' Market Model, with a regenerative spirit while reducing our collective "Food-Print" in the area.

2.2 Mandate:

The purpose of the Bouctouche Farmers' Market (BFM) is to offer a dynamic and community-oriented market that presents a variety of high quality locally produced farm products, prepared foods, and handcrafted arts & crafts. The Bouctouche Farmers' Market fosters a positive environment that promotes local food and enhances education and awareness around food security for residents and visitors to the Kent region.

The SARRIETTE Boutique is a unique shopping space that promotes the *ART of FLAVOURFUL LIVING*. It gathers a collection of carefully curated locally sourced products and is designed to support small-scale food artisans. The store encourages these micro-entrepreneurs to succeed by providing a location for them to flourish and contribute in their own way to the health of the local economy. The Boutique operates during Market hours on Saturdays from 8am to 1pm during the regular season and during other special Markets.

2.3 Governance:

- a) The BFM facility is leased by The Town of Bouctouche Inc., and the day-to-day operations of the Market are managed by the Management Committee of the Bouctouche Farmers' Market Inc. (herein referred to as the BFM Management Committee).
- b) The Town of Bouctouche shall carry Public Liability Insurance on the market area to protect the market premises and the Management Committee carries Directors & Officers insurance under Bouctouche Farmers' Market Inc.

2.4 Management:

- a) **BFM Management Committee** - The Management Committee is comprised of members representing Town officials, vendors, and consumers.
- b) **BFM Market Manager** - The Management Committee hires a Market Manager to assist in operating the Market. The responsibilities are to work under the Management Committee to promote the Market and to ensure the proper operation of the weekly market during the season. The Market Manager cannot be a vendor and is not a voting member of the committee but attends committee meetings to advise on issues related to the market.
- c) **Boutique Manager** –The Boutique Manager, appointed by the Market Manager, will manage the boutique, its products, and the vendors. The Boutique Manager oversees the daily operations of the boutique.
- d) **Vendor Advisory Resources** – The Management Committee may seek guidance from external resources, such as other neighboring markets and la Société Culturelle de Kent-Sud (SCKS) during the vendor recruitment and selection process as well as advice on vendor-related matters throughout the market season as deemed necessary.

3.0 LOCATION and SEASON

3.1 Location:

The SARRIETTE Boutique is located within the Bouctouche Farmers' Market facility, at 9 Irving Boulevard in Bouctouche, NB E4S 3J3.

3.2 Season, Dates and Hours:

REGULAR SEASON: Saturdays from May 20th – October 14th (22 weeks) - 8:00am - 1:00pm
FALL MARKET: Saturdays from October 21st – November 25th (6 weeks) - 8:00am - 1:00pm
CHRISTMAS MARKET: Friday, Dec 1st from 4:00pm - 8:00pm & Saturday, Dec 2nd from 9:00am - 5:00pm

The SARRIETTE Boutique might be open on other occasions, additional days during the peak season and special events where the vendors will have more opportunities to sell their products.

4.0 ELIGIBLE VENDORS

4.1 Producers / Vendors

The SARRIETTE Boutique specializes in the sale of locally sourced fresh and frozen farm, value-added products from approved growers, producers, processors and individuals, whose name, address, and signature appear on an approved vendor application. The Boutique is searching for items that compliment and add flavour to the product mix sold by the regular vendors at the Bouctouche Farmers' Market.

Non-food or food themed related natural and/or artisanal products, shall be handmade by the vendor using local material where possible and his/her own skill, artistry, and training to produce a new, unique, and original product appropriate for the Boutique. Products must be directly related to food, kitchen, and pantry items.

4.2 Residency:

The main applicants in the SARRIETTE Boutique shall reside in the southeastern region of New Brunswick. However, we will consider vendors from the three Maritime provinces of New Brunswick, Prince Edward Island and Nova Scotia.

4.3 Exemptions:

Special exemptions may be allowed from time to time at the discretion of the Boutique Manager and the Management Committee, according to local supply or productivity and such exemptions are not to interfere with locally produced products. A special provision could be made for items that are not otherwise sold at the market. This would also apply to specialty or unique types of vendors for special programming events that benefit the market and the community.

5.0 PRODUCT CATEGORIES

5.1 Agriculture / Producer:

Products include fruits and vegetables, meat, fish, poultry, eggs, honey, maple syrup, fresh and dried herbs, spices, plants, flowers as well as other sub-products that may be created, such as preserves, sauces, vinegar, dried soup, and other mixes, etc. Agricultural vendors may sell pre-packaged, individual servings for take-home. Vendors who use off-site processing facilities for value-added products must ensure that all presented products are their own.

5.2 Value-added / Transformed

Value-added and Transformed Products include, but are not limited to, chutneys, condiments, dressings, pickles, oils, vinegars, powders, salts, preserves, spice blends, etc. It is understood that not all ingredients in value-added / transformed food can be obtained from a known local source, but ideally the main ingredients of transformed goods should be grown or produced in New Brunswick, if possible.

5.3 Non-food related items:

Non-food and food themed related natural and/or artisanal products, shall be handmade by the vendor using as much local material as possible and his/her own skill, artistry, and training to produce a new, unique, and original product appropriate for the Boutique. Products must be food based or food-themed related. These products would include: beeswax wraps, reusable utensils and straws, FARMACY items such as elderberry syrup, calendula balm and fire cider.

Non-food related natural and/or artisanal products may be reviewed by a jury to ensure that they are indeed produced as indicated on the application form, that they are of high quality and that they are compatible with the other products sold at the market. The following factors will be closely assessed:

- Craftsmanship;
- Creativity and originality of concept;
- Value added to original or natural materials, as local as possible, used in the finished product;
- Reasonable and fair pricing;
- Ethically sourced.

5.4 Prepared Foods / Ready-to-Eat Food:

Prepared food and ready-to-eat food vendors must provide quality food prepared by the vendor using as many local ingredients as possible to offer customers a varied and interesting selection. All food-related vendors must comply with the NB Guidelines for Food Premises at Public Markets.

The following are key considerations for Prepared Food Vendors at the SARRIETTE Boutique:

- a) Preference shall be given to premium products including food, drinks, and condiments.
- b) Products shall be prepared by the vendor, off site, made from scratch.
- c) Vendors shall use high quality ingredients, ethically sourced from local producers as much as possible.

REFER TO SECTION 9 – Food Safety, Permits, Licenses & Certifications

6.0 APPLICATION AND SELECTION PROCESS

6.1 Vendor Agreement:

All applicants interested in becoming a vendor at the SARRIETTE Boutique shall complete a "Vendor Application" form, which is made on an annual basis. Signing of the Vendor application form confirms that the Vendor agrees to abide by the Rules and Regulations which are established to ensure a high quality, carefully curated boutique, with a variety and balance of products, and to ensure fairness to all vendors.

A separate vendor agreement form must be signed by the Vendor and the Boutique Manager prior to the start of the season. This becomes the SARRIETTE Vendor contract, outlining the terms and conditions of vendor participation for the season.

6.2 Review & Jurying:

The completed Vendor Application is reviewed by the Boutique and Market Managers in accordance with the rules and regulations as outlined in Sections 4 and 5. All products to be offered for sale shall be reviewed to ensure they are indeed produced by the applicant, are of high quality and are compatible with the other products sold at the market. Advice and feedback may be sought from the Management Committee.

6.3 New Products:

A product database shall be created for each approved vendor. Vendors wishing to sell items which fall into a different product category or wishing to add new products from the product(s) originally reviewed or juried, shall have these items reviewed and approved before they can be offered for sale, display or sampling. The original application shall be amended as required.

The vendor is responsible for submitting relevant information on proposed new products, including a list of ingredients and a Best Before Date for each product, **at least ONE WEEK in advance and must obtain approval prior to bringing new products to the Boutique.** Photos and samples may be required for new products.

7.0 FEES

7.1 Annual Registration Fee:

An annual registration fee of \$30 (plus HST) will be invoiced separately to all types of approved BFM vendors participating in the 2023 season, including full-season and occasional vendors as well as SARRIETTE Boutique vendors, and must be paid prior to the start of the Market season.

7.2 Food Preparation – Facilities Usage:

The Market Kitchen and equipment are available for rental by vendors to prepare products for the Boutique. There is a separate application form.

7.3 Consignment Fee:

A consignment fee of 30% will be deducted by the SARRIETTE Boutique off the retail price established by the vendor.

7.4 Payment method:

Payment to the vendor will be processed by the 15th of each month for products sold during the previous month. The first payment for the 2023 season will be July 15th.

7.5 Refund Policy: **Registration fees are non-refundable.**

8.0 VENDOR RESPONSIBILITIES

8.1 Compliance:

Vendors must make themselves aware of and fully comply with the SARRIETTE Boutique Vendor Handbook of Rules & Regulations. Failure to respect the rules and regulations may be grounds for termination of the vendor contract. The Management Committee reserves the right to appoint a Market representative to visit a farm or workshop to verify compliance as stated on the vendor application form. Compliance is the responsibility of the individual vendor and not the representative of the Management Committee.

8.2 Sampling:

Vendors are encouraged and may be asked to provide samples for special tastings in the SARRIETTE Boutique. Quantities will be negotiated before the start date of the 2023 season.

8.3 Inventory:

Vendors must properly fill out their own inventory sheet or the one provided by the SARRIETTE Boutique and submit it upon delivery of products. It is the responsibility of the vendor to reconcile their sales and inventory every month upon receiving payment by the boutique and report any discrepancies before the end of the following month.

Discrepancies might occur due to breakage and/or theft and will be a shared responsibility between the Boutique and the vendor, within reason, and will be dealt with case by case.

8.4 Delivery:

A SARRIETTE employee will be present in the Boutique on Thursdays and Fridays between 10:00am – noon and 1:00pm - 4:00pm during the Market season to receive product deliveries. If a vendor is unable to deliver during this time period, please contact the Boutique Manager to discuss an alternative schedule.

8.5 Government Regulations and Sales Tax

It is solely the vendors' responsibility to make themselves aware of and comply with Municipal, Provincial and Federal Regulations regarding permits & licenses, labeling, measures, health, and safety, etc., for all products offered for sale at the Boutique. The SARRIETTE Boutique will neither be responsible for advising vendors of these regulations nor for any dealings with government officials who may visit the market for the purpose of conducting inspections. Vendors are therefore responsible for obtaining all necessary licenses, permits, inspections and certificates for the sale of their products at the market.

Each vendor will be responsible for their own sales tax collection, where applicable.

8.6 Pricing and Labelling:

Vendors are required to properly label each item before delivering their inventory items to the SARRIETTE Boutique. Labels must be neat, legible and include ingredients, the name of the business and provide information on shelf life or a Best Before Date. Due to allergens, if the vendor is unable to add the ingredients on the label, then they must provide a separate list to the Boutique Manager. The retail price is established by the vendor, but the Boutique prints the price tags with a scan code for each product.

8.7 Product Information and Quantities:

a) Product Information:

Any written or spoken information on product features and production processes conveyed by the vendors or their staff shall be true at all times.

b) Product Origins:

Vendors must identify the origin of their products: where they have been grown, raised, baked, processed, crafted, etc. (with as many local inputs or ingredients as possible). Products originating from Southeastern NB (Kent, Westmorland, Albert) can have the word "Local" placed in appropriate places (e.g., price tags, price lists, personalized stickers, or promotional material).

c) Information Correctness:

False declarations pertaining to the origin or the production process for products sold on site will be taken seriously. Vendors who make false declarations of this nature can be expelled from the Boutique.

d) Organic Producers:

If a producer advertises as being organic, they must show proof of certification by a recognized organic certification body to the boutique Manager.

e) Weights and Measures:

Vendors offering products for sale by weight are required to provide scales in accordance with the Weights and Measures Act (Canada). Produce should be sold by appropriate unit or legal container, such as by bushel, 4-liter basket, quart, pint, etc. All farm products should be correctly labeled and priced in accordance with NB government regulations on grades and standards, the NB Farm Products Commission and related commodity boards and agencies.

9.0 FOOD SAFETY, PERMITS, LICENSES & CERTIFICATIONS

Food sold at markets is regulated under the NB Public Health Act. The guidelines are in alignment with the NB Department of Health's Food Premises Inspection Program.

Every person handling food-related products must maintain a very high standard of personal hygiene and cleanliness. All vendors and staff must practice these standards to prevent the transfer of pathogens between vendors/staff and to foods.

Food Preparation vendors are required to have a good understanding of food safety principles and to obtain the following:

9.1 Food-related Permits & Licenses:

Vendors are responsible for obtaining all necessary licenses, permits, inspections and certificates for the sale of their food products:

Refer to New Brunswick Department of Health – Food Premises License

https://www2.gnb.ca/content/gnb/en/departments/health/services/services_renderer.2997.Food_Premises_Licence.html

9.2 Food Handling Training & Certification:

In order to make the market a safe and reliable place to shop, vendors selling food products are required to complete the "Food Handling" training certification which is required by the NB Department of Health.

http://www2.gnb.ca/content/gnb/en/departments/ocmoh/healthy_environments/content/food_safety_training.html

9.3 Other Food-related & Farm Products:

Each vendor with other food-related products in the farm products category must also verify all other applicable regulations, permits and licenses that apply to their category through all levels of government and regulatory bodies (meats, fish, dairy, fruits & vegetables, wine honey, etc.).

10.0 BFM ZERO WASTE MANAGEMENT PLAN

En route vers
ZÉRO DÉCHETS



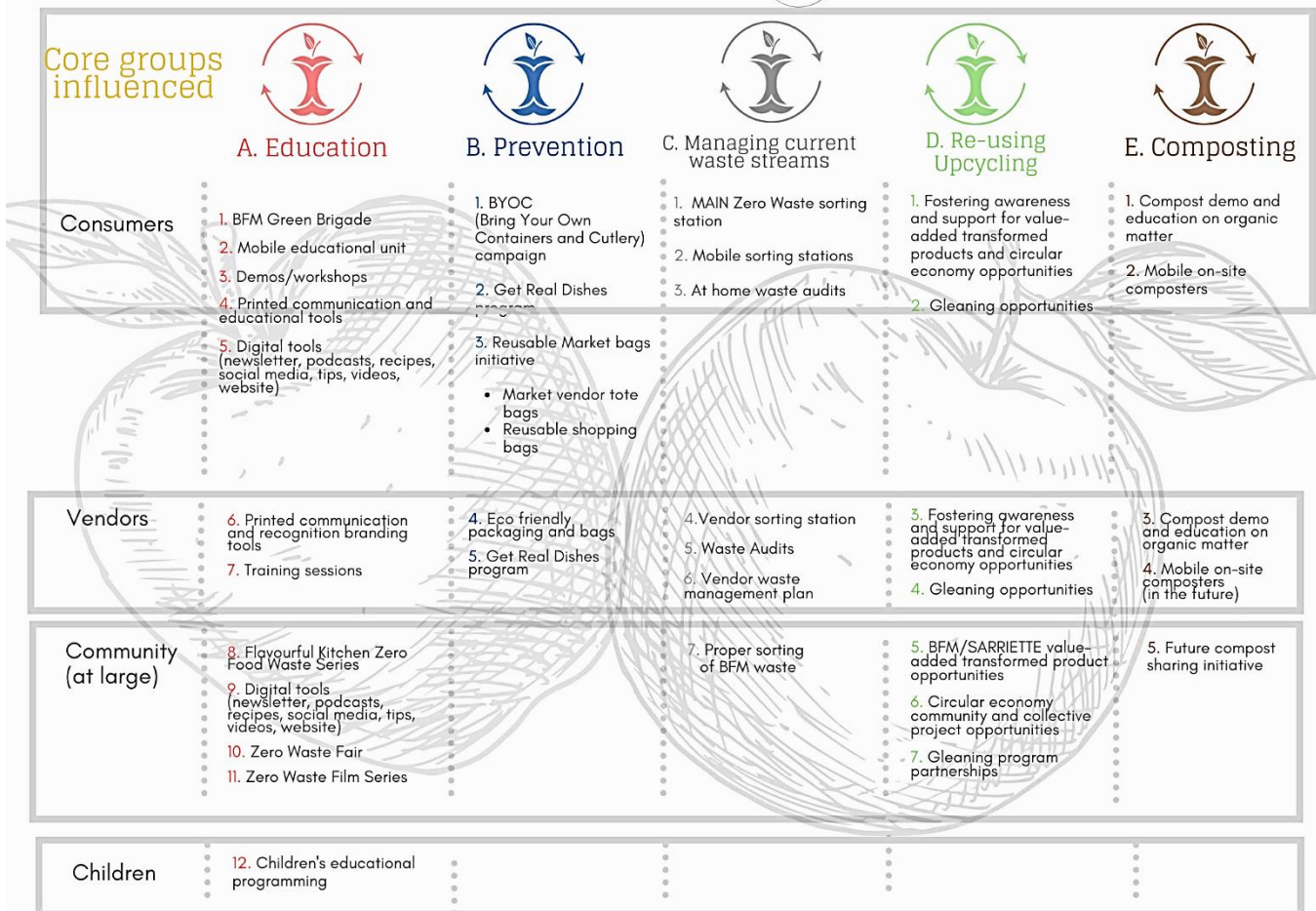
Moving towards
ZERO WASTE

The Bouctouche Farmers' Market is creating a model that strengthens a sustainable food system from producers to consumers while being kind to the environment. As such, the Bouctouche Farmers' Market (BFM) is committed to reducing its waste despite the growing trade of our vendors and producers and the increased popularity with consumers and visitors.

Our goal is not only to reduce the amount of waste produced on site during market days and special events, but also to help vendors, shoppers, and residents to learn and adopt Zero Waste principles in their homes, businesses, and the general community. The model rural market setting will also stimulate new circular economy opportunities through the reuse of materials and upcycling of used materials.

10.1 The BFM Zero Waste Model

The BFM Zero Waste Model has a progressive scale of impactful actions in 5 key areas to achieve long term results:





- ☑ **Education:** Video & podcast series, Communication tools, social media, The Flavorful Kitchen food waste demos & recipes, Presentations and workshops, Children's educational programming, Mobile Education Centre, Green Brigade & Waste Sorting Stations, hosting Zero Waste Fairs and Zero Waste Film Series.
- ☑ **Prevention:** Get Real Dishes Program, Bring Your Own Containers (BYOC) campaign, Market reusable bags, Vendor Training Program, eco-friendly packaging.
- ☑ **Managing Current Waste Streams:** Waste sorting stations, waste audits, BFM system of waste collection and disposal.
- ☑ **Reusing and Upcycling:** Encouraging value-added transformed products (BFM SARRIETTE and BFM vendors), circular economy opportunities, gleaning programs.
- ☑ **Composting:** Composting education, proper sorting at the Market and on-site composting in the future.

10.2 Waste Management Responsibilities of the Vendors

Vendor participation in the BFM Zero Waste Model is strongly encouraged and vendors are invited to assess the amount and type of waste that they produce and consider how they can support the Market's initiative.

Circular economy and upcycling opportunities: the BFM Zero Waste Model fosters vendor creativity in exploring ideas and new uses for primary ingredients and supplies, particularly in the area of food scraps. The BFM could host further training and coaching opportunities to help develop new market opportunities. The SARRIETTE Boutique is continuing to grow its own line of transformed value-added food products to build the social enterprise side of the Market.

Packaging: The Market encourages vendors to reduce the amount of packaging used and when possible, to use recyclable or compostable containers. BFM is seeking feasible eco-packaging options for vendors and will try to organize bulk purchasing of packaging for vendors. The Boutique Manager will look into the most suitable and sustainable packaging options with each Boutique vendor.

We thank you for your cooperation in this very important program. Together we can make a difference.

The BFM Team