Weston Farmers' Market Guidebook

Adopted March 5, 2026

All vendors, previous and new, are required to read through and understand the guidebook before applying.

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Introduction

The Weston Farmers' Market has been operating annually in Weston, Toronto since 1979. It is organized by the Weston Village Business Improvement Area (BIA). As a municipal agency through the City of Toronto, accountability and transparency are key. A board of directors comprised of local business and property owners strive for a vibrant event that attracts visitors to the main street. The 2026 season is in collaboration with Local MRKT to manage, market, promote and operate on behalf of the BIA. Local MRKT may be referred to in this guidebook as the "Market Manager".

Location and Hours of Operation

Dates: every Thursday June to October 2026
Hours: open to the public 2:00pm –7:00pm, vendor access 12:30pm – 8:00pm
Location: Artscape Weston Common (34 John Street, York ON M9N0B2)
Parking: GreenP Parking Lot 650 is available adjacent to the Weston Farmers' Market at 16 John Street – note this is a paid lot for $8/12 hour rolling cycle

Definitions

"Farm products" means products that are grown, raised or produced on a farm and intended for use as food, and include, without being restricted to, fruits and vegetables, mushrooms, meat and meat products, dairy products, honey products, maple products, fish, grains and seeds and grain and seed products.

"Farmer / primary producer / producer" - means a vendor who is primarily selling or offering for sale their own farm products and who is actively involved in the production and harvesting of 100% of the farm products they offer for sale.

"Farmers' Market" - as described in the Food Premises Regulation 562 (**"FPR"**)of the Ontario Health Protection and Promotion Act R.S.O 1990 and means - "a central location at which a group of persons who operate stalls or other food premises meet to sell or offer for sale to consumers products that include, without being restricted to, farm products, baked goods and preserved foods, and at which the majority (50% +1) of the persons operating the stalls or other food premises are producers of farm products who are primarily selling or offering for sale their own product";

"Farmers' Market food vendor" means the operator of a stall or other food premise that is located at a Farmers' Weston Farmers' Market.

"Food service premise" - means any food premise where meals or meal portions are prepared for immediate consumption or sold or served in a form that will permit immediate consumption on the premises or elsewhere.

"Vendor" - means a person and/or a business authorized to operate a stall at the Weston Farmers' Market.

Management

Local MRKT is operating in collaboration with the Weston Village BIA Board of Management. In coordination with, and under the guidance of the Board of Management, the Weston Farmers' Market Manager/Supervisor responsibilities are as follows:

1. Organize and maintain a smoothly running Weston Farmers' Market.
2. Liaise with and nurture positive relationships with Weston Farmers' Market neighbours and landlords, community partners and other key stakeholders.
3. Plan the Weston Farmers' Market stall layout, schedule vendors, and assign vendor sites.
4. Recruit, evaluate and manage vendors as per the Weston Farmers' Market standards, Support vendors in the Weston Farmers' Market in an advisory capacity, as a small business development resource person.
5. Provide input into and ensure compliance with the Weston Farmers' Market Rules and Regulations.
6. Address issues and resolve problems in accordance with the Conflict Resolution Protocol (Schedule D)
7. Recruit, train and manage volunteers at the Weston Farmers' Market.
8. Manage not-for-profit organizations, busker, and community booths to effectively share Weston Farmers' Market space.
9. Collect weekly vendor fees and revenue data; make records and monies available to the board of directors in a timely manner.
10. Implement and promote special events and fundraising at the Weston Farmers' Market.
11. Manage Weston Farmers' Market communications including mail, emails, phone calls, and social media
12. Engage in promotional activities and collect survey data
13. Report to the Farmers' Market Chair, or designate, any matters that require Farmers' Market Chair attention and provide regular Weston Farmers' Market updates at Board of Directors meetings.
14. Create an annual report to the Board

Vendor Categories

The Weston Farmers' Market will feature vendors from the following four vendor categories:

- **Primary producers** (includes Farmers' and their representatives of vegetables, fruit, meat, dairy, eggs, honey, maple syrup, plants, flowers, mushrooms, etc.).
- **Prepared food vendors** (includes sellers of value-added food products such as jams, pickles, baked goods, etc. as well as ready-to-eat/drink items like coffee, salads, sandwiches, pizza, etc.).
- **Craft and artisans** (makers of hand-crafted non-food items)
- **Community groups, BIA members and buskers**

The Weston Farmers' Market aspires for Primary producers and suppliers to make up at least 50% of the vendor area. Primary producers may be asked to present MyPick or other certifications that verify they grow 100% of what they sell at the Weston Farmers' Market.

Application Vetting

Vendor applications will be accepted based on the following;

1. Verification through farm visits guaranteeing that the farmer is growing 100 percent of the agricultural products they are selling at Weston Farmers' Market and fit the definition of a Primary Producer or Supplier
2. Dates the vendor commits to come to the Weston Farmers' Market. Preference will be given to full season vendors.
3. Vendor offers new and unique products to the Weston Farmers' Market.
4. Preference will be given to prepared food vendors that can verify that they use regional agricultural ingredients and/or food bought from primary producers at the Weston Farmers' Market.
5. Craft and artisan offerings should be handmade, authentic, creative, and a valuable asset to Weston Farmers' Market customers. Preference will be given to those who source their materials locally.
6. For applicants requesting multiple stalls, priority will be given to primary producers.

Acceptance Process

Local MRKT is responsible for managing the application process and following this policy. All prospective vendors will go through the following process when being accepted into the Weston Farmers' Market:

1. Vendors fill out google form and submit application and supporting documents with all information provided.
2. Be reviewed by Local MRKT using the established criteria, vendors for the best curation based on market themes and dates.
3. Be approved by Local MRKT, notification of acceptance sent
4. If approved, full vendor fees will be invoiced.
5. Once vendor fees have been paid, there are no refunds.

Community Group Policy

The Weston Farmers' Market mandate includes providing space for local community groups to promote their causes and programs. The Weston Farmers' Market Manager administers the following policy:

One vendor space is dedicated for members of the Weston Village BIA to set up to promote their business to the community during the Weston Farmers' Market. This is called the "Business of the Week" stall.

Non-profit community groups can table at Weston Farmers' Market for ONE (1) Saturday at the Weston Farmers' Market 2026 season free of charge when space permits.

Community groups tabling at Weston Farmers' Market:

a) Must be a community group, not-for-profit organization or registered charity.
b) Must be an organization fundraising for itself and not individuals fundraising for organizations.
c) Must not be offering goods that conflict with goods already offered at Weston Farmers' Market.
d) Must not be a political party/municipal candidate or a group affiliated with a political party.
e) Must not be a group that is actively trying to sway political opinions towards a specific political party or matter.
f) Must not be a group that promotes any form of hate or discrimination.
g) Must not be a religious organization or group affiliated with a religious organization.

Fees

The following is the fee schedule for 2026.

Type	Closing Date	Amount
10x10 spot Early Bird – Full Season	April 1, 2026	$730.00
10x10 spot Regular – Full Season	May 31, 2026	$860.00
20ft spot Vehicle – Full Season	May 31, 2026	$500.00
10x10 spot Regular – Daily	N/A	$40.00

Fees are payable via e-transfer to email

localfarmersmrkt@gmail.com
Auto-deposit is on. Vendors must state in the e-transfer memo:

1. Vendor Name same as on application.
2. Date applied for or "Full Season" or "Full Month of X"

Option to pay by credit card is available, subject to a 3% fee.

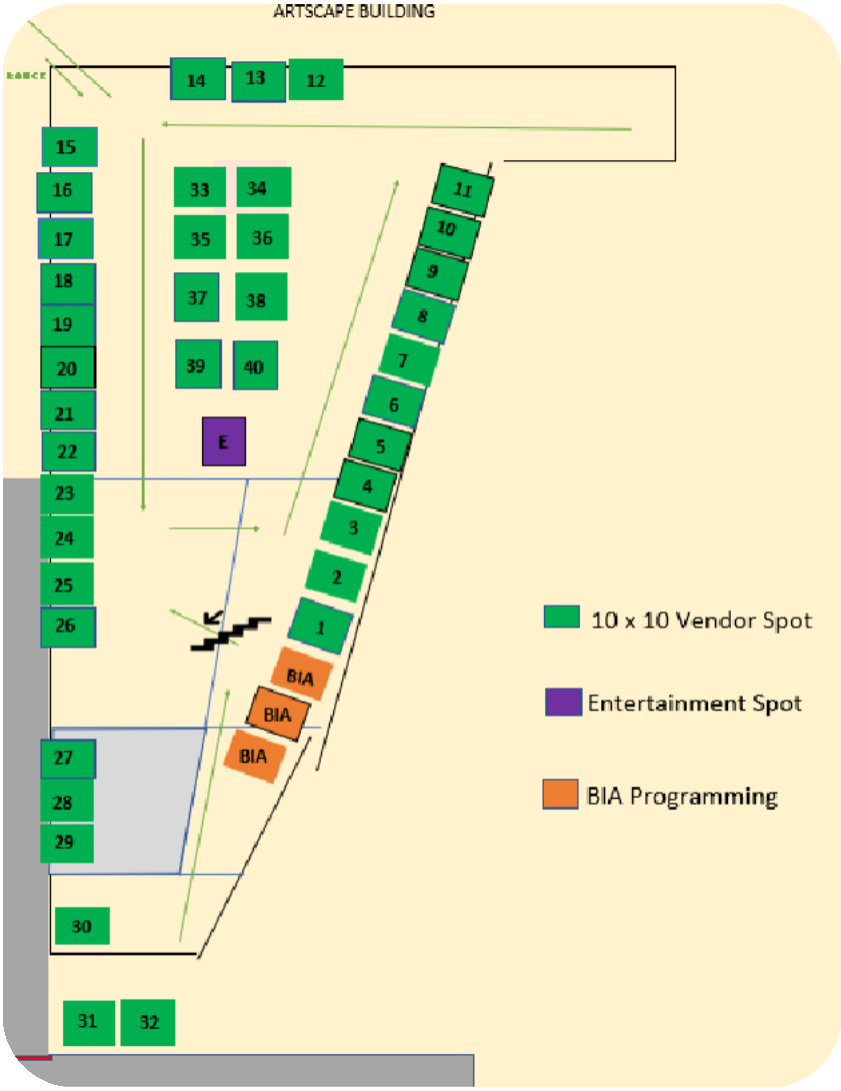
Layout

There are a maximum of forty 10x10 spaces available each week at the Weston Farmers' Market (Green). Spaces will be occupied by approved vendors and vehicles. Vehicles placed behind tents or any location on-site and readily accessible are still subject to vehicle fee.

The Weston Farmers' Market Manager arranges and communicates the vendor locations from week to week based on who is attending the Weston Farmers' Market. Full Season vendors will be given a dedicated spot for the entirety of the Weston Farmers' Market. Part time vendors are responsible to know where they are setting up week to week.

Vendors are required to set up directly beside their neighbour and cannot leave gaps to allow customers to go behind or between stalls.

The layouts for 2026 are subject to change. Final weekly placement will be coordinated with the Market Manager.



SCHEDULE A – CODE OF CONDUCT

The primary purpose of the Code of Conduct is to ensure the Weston Farmers' Market environment is enjoyable, safe and secure for the public, vendors, Weston Farmers' Market staff and all Weston Farmers' Market participants.

The Code of Conduct is applicable to the vendor, their family, staff or any friends who may assist the vendor in participating in the Weston Farmers' Market.

Vendors of the Weston Farmers' Market will:

1. Conduct themselves in a courteous and respectful manner towards the public, staff and all Weston Farmers' Market participants;
2. Refrain from any behaviour that interferes with the rights or working/selling opportunities of other vendors, including speaking ill of other vendors, staff and management while the Weston Farmers' Market is in progress.
3. If you have complaints about the management, you can address those by sending an email to Local MRKT: localfarmersmrkt@gmail.com
4. Refrain from using language which is offensive, threatening or intimidating to other vendors, staff and customers;
5. Operate vehicles or equipment in a safe and responsible manner.
6. Respect and adhere to the Rules and Regulations, established by the Weston Farmers' Market (Schedule B)
7. Not participate in the Weston Farmers' Market under the influence of alcohol or drugs.

A report of failure to comply with any component of the Code of Conduct will be assessed and investigated by the Weston Farmers' Market Manager and/or the Weston Village BIA board of management. Violations of the code will result in the Weston Farmer's Weston Farmers' Market Management taking disciplinary action appropriate to the severity of the violation following the Conflict Resolution Protocol (Schedule D).

By applying to be a vendor at the market, you confirm to have read and agree to abide by the Code of Conduct.

SCHEDULE B – RULES & REGULATIONS

The primary purpose of the following rules and regulations is to ensure the Weston Farmers' Market is following all laws and bylaws, is organized and attractive, as well as fair and profitable for all vendors.

1. Toronto Public Health requires that all vendors follow appropriate health and safety protocols. Vendors are responsible for maintaining up-to-date knowledge of these protocols with respect to their products.

2. The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) regulations require that all produce and other farm products be labeled as to their place of origin, content as well as volume and/or weight. It is the responsibility of each vendor to be knowledgeable about any applicable municipal, provincial, or federal regulations regarding labeling, measuring, packaging and health/safety restrictions/prohibitions pertaining to their products.

3. The Weston Farmers' Market further requires each vendor to label their booth with their business name, the town, township, and county where they grow, prepare, or craft in, as well as the distance (km) from the Weston Farmers' Market so customers may be fully aware of product origin.

4. The Weston Farmers' Market Manager and/or Chair may deem it necessary to visit the farm or premises of a vendor to verify claims of 'locally-produced' items for sale.

5. Where industry recognized certification exists, vendors must have proper certification from an accredited certifier in order to use associated claims such as "certified organic", "biodynamic", "humane certification", etc.

6. The maximum space allocation will be 4 stall spaces per vendor during the Weston Farmers' Market. One stall space includes a 10' x 10' footprint.

7. Stall locations will be assigned by the Weston Farmers' Market Manager and every effort will be made to maintain the stall layout for the duration of the season, however, under specific circumstances, vendors may be asked to move their stall(s). Courtesy, respect and accommodation are appreciated.

8. Vendors may not sell, rent or sublet their stall space(s) to other vendors. Stall-sharing may be allowed under circumstances that have been approved in writing by the Weston Farmers' Market Manager.

9. Vendors and/or their family or other qualified staff are expected to attend the Weston Farmers' Market in person to sell their products. Occasional use of "stall sitters" is permitted and vendors are encouraged to arrange a stall sitter rather than not attend the stall for the day.

10. Vendors are responsible for bringing all and any equipment (tent, tables, chairs, etc.) and setting up and tearing down their displays. Vendors must keep within appointed stall guidelines, and not encroach upon walkways. Shelters, umbrellas etc. must be properly fastened together and anchored with at least 30lb (14kg) weights on each leg. Any ropes, poles etc. used in the shelter construction must not interfere with customer traffic.

11. All items for sale must have prices prominently and clearly displayed. Vendors must not practice distress pricing by dumping products at bargain prices. Undercutting other vendors will not be tolerated. Volume sales incentives (i.e. $2 each, 3 for $5) are permitted. Each vendor will be responsible for sales tax collection, where applicable.

12. All vendors (including community groups and buskers) are expected to arrive at the Weston Farmers' Market site no earlier than 12:30pm but no later than 1:30pm. Vendors shall have their booth fully assembled and ready for customers by the beginning of the Weston Farmers' Market at 2:00pm. Likewise, stall-holders are expected to keep their stalls open for the duration of the Weston Farmers' Market session and will not begin to tear down until the Weston Farmers' Market has closed for the day at 7:00pm. All vendors have to be off the site by 8:00pm.

13. Vendors are expected to provide the Weston Farmers' Market Manager with at least 7 days' notice in the event of an absence from the Weston Farmers' Market. If a vendor habitually misses Weston Farmers' Market days, that vendor risks losing their stall for the remainder of the season.

14. Vendors are expected to keep their stall space clean and to remove their own garbage and recycling at the end of the day.
15. No alcoholic beverages are allowed on the Weston Farmers' Market grounds unless they are given out as samples by a winery or cidery selling at the Weston Farmers' Market who is approved by the Alcohol and Gaming Commission of Ontario (AGCO). The sample must be consumed at the Winery or Cider stall.
16. Vendors shall sell products at the front of their stalls (i.e.: not from behind or sides).

17. Any contents left by vendors, in or outside buildings at the Weston Farmers' Market, are left at their own risk. The Weston Farmers' Market cannot be held responsible for loss or damage to property due to fire, theft, vandalism or any other cause.

18. Attendance - Consistency of attendance is critical to ensure the integrity and professionalism of our Weston Farmers' Market.

    <u>18.1 Cancellation</u>

    - Full time vendors are expected to attend all Weston Farmers' Markets during the season for which they have registered. If a **Verified Farmer** does not have product to sell, or sufficient product to make attendance financially viable, they are exempt from this rule, but must provide as much notice as possible. In all other

circumstances, vendors are expected to abide by this rule.

- If a cancellation is absolutely necessary, vendors must provide the Weston Farmers' Market Manager with at least five full days' notice by email to localfarmersmrkt@gmail.com Acceptable reasons for cancellation include: illness or accident, bereavement or family emergencies. An effort should be made to find someone to run your stall in your absence. Refund policy remains in place (see 20.2)

- The Weston Farmers' Market manager records weekly vendor attendance. If vendors miss more than 3 scheduled dates without an acceptable reason, and/or without sufficient notice, they will be asked to submit a letter to the Weston Farmers' Market Chair explaining their situation and their commitment to the Weston Farmers' Market.

- Each vendor understands that after missing three (3) consecutive scheduled dates without notice or responding to the letter request, the agreement shall become void and their space will be forfeited for the duration of the season.

- If attendance becomes an ongoing issue, this information will be shared with the Board of Directors and will be taken into account the following season when applications are submitted for review.

- Part-time vendors will not be able to switch dates or receive credits for missed dates due to personal reasons. Vendors are responsible for being aware of the dates they choose in their application and to plan to be present.

18.2 Refund Policy

If a vendor who has been accepted into the Weston Farmers' Market and already paid all their fees wishes to withdraw their application entirely, the following will be the process;

- All vendor applicants understand the application fee is non-refundable.
- The vendor must make the request in writing to cancel their application.
- If the request is made on or before March 31, 2026 then the vendor will be refunded 80% of their vendor fees.
- If the request is made between April 1st 2026 and June 1st 2024 then the vendor will be refunded 50% of their vendor fees.
- If the request is made after June 1st 2026, there will be no refunds of any fees but the vendor will not be expected to attend.

18.3 Late Arrival/Early Departure

All vendors are required to be on site by **1:30 pm** to ensure setup is complete by Weston Farmers' Market opening time at **2:30 pm**. If a vendor is not able to arrive by 1:30 pm, they must contact Local MRKT by calling 647-967-1988. Late vendors cannot unload Weston Farmers' Market items using their vehicle on the Weston Farmers' Market site and must carry their Weston Farmers' Market items to their stall.

All vendors must stay until the Weston Farmers' Market is over at **7:00 pm**, even if they are sold out of product.

18.4 Weather

The Weston Farmers' Market will operate rain or shine Thursdays from 2:00pm-7:00pm; vendors are expected to attend regardless of the weather forecast and should prepare accordingly.
Only in the case of extreme weather events confirmed by Environment Canada which threaten to create unsafe conditions will the Weston Farmers' Market be cancelled or closed early at the discretion of the Weston Farmers' Market manager.

By applying to be a vendor at the market, you confirm to have read and agree to abide by the Rules and Regulations.

SCHEDULE C – CONTACT INFORMATION

Guava Marketing Group Inc. o/a Local MRKT

E-mail, Local MRKT

E-mail, Management
localfarmersmrkt@gmail.com

Socials: @localmrkt

Weston Village Business Improvement Area

Telephone: 416-249-0691

E-mail, Board of Management
admin@westonvillagebia.com

Website: www.westonvillagebia.com

Socials: @westonvillagebia

SCHEDULE D - CONFLICT RESOLUTION PROTOCOL

The objective of this protocol is to transform any conflict with the Weston Farmers' Market General Rules and Regulations (the "Regulations"), real or perceived, into a positive resolution. The Regulations are clearly outlined in the Weston Farmers' Market Guidebook. The current version of the Guidebook will always be available on the Weston Farmers' Market's web site. To be a vendor all vendors must acknowledge they have read the Regulations in the current Guidebook and have agreed to comply with the Regulations.

Written recommendations for improvements to the Regulations from vendors and the public are welcomed and should be addressed to the Weston Farmers' Market Chair and delivered by email, regular mail, or through the Market Manager. The Weston Farmers' Market Chair has delegated on-site authority to the Market Manager in matters having to do with the Regulations and the Market Manager is responsible for oversight of vendor compliance with the Regulations. Should vendors or the public have concern a vendor is in conflict with the Regulations such concern should be brought to the Market Manager verbally or in writing. The Market Manager has the discretion to determine if a written concern is required.

Initial Conflict Identification and Weston Farmers' Market Manager Discussion with Vendor:

The Market Manager is responsible for identifying the specific conflict a vendor has with the Regulations either as observed by the Market Manager or upon evaluation of a concern brought to his/her attention. The Market Manager will discuss with the vendor the specific Regulations the vendor is in conflict with and seek the vendor's agreement to comply with the Regulations. Because initial conflicts are likely to be inadvertent, this measure is anticipated to be sufficient to transform the conflict into a positive result.

Escalation to the Weston BIA Chair:

In the unlikely event of a vendor not complying with the Regulations following the above measure, and/or repeated incidents of conflict with the Regulations, the Market Manager will, prior to the next Weston Farmers' Market day, provide a written report to the Weston Farmers' Market Chair clearly citing the details and evidence of such conflict, a copy of which will be provided to the vendor by email and regular mail. The Weston Farmers' Market Chair may then reach out to the vendor.

Decision of the Weston BIA Chair:

The Weston Farmers' Market Chair will consider all the relevant information provided by the Market Manager and the vendor and will, within 14 days of receiving the written report from the Market Manager, make a determination of the action to be taken. The decision will be communicated to the vendor in writing by email and regular mail, citing the details of, and reasoning for, the decision. The Board of Directors must approve a Weston Farmers' Market Chair decision recommending a vendor forfeit their stall(s).

Appeal of Weston BIA Decision to the Board of Directors:

A decision of the Steering Committee may be appealed in writing, by email and regular mail, within 14 days of the decision. Upon receipt of an appeal the Board of Directors will inform the vendor in writing, by email and regular mail, of the date of the next Board of Director meeting which shall be within 21 days of receipt of the appeal. An appeal must include all the reasons a vendor considers relevant in seeking the decision to be modified and/or reversed and whether or not the vendor wishes to appear at the Board of Director meeting, with or without representation from a supporting party, to speak on his/her behalf. Board of Director decision of appeals are final.