



Saskatchewan Farmer's Co-operative Ltd. – Prospective Market Package

Dear Prospective New Farmers' Market:

We are sending this information package to help you in starting your Farmer's Market. We will number the enclosed documents as set out in the numbering system below. Please read through these documents and contact any one of the Board of Directors or the Co-ordinator/Secretary set out in the final page, to clarify any issues or questions that may remain. Thank you for your interest and we hope this doesn't seem too overwhelming as you review it. You will find that a lot of this will become simply reference material and start up history documents in your Market Binder. A few forms you will need to use at every market are the two entitled Weekly Sales Report and Monthly Sales Summary. Other forms enclosed are simply used to update the Saskatchewan Farmers' Market Co-operative (SFMC) annually of any changes in your local Board membership.

The SFMC mandate along with our slogan "Make it, Bake it, Grow it in Saskatchewan" supports Saskatchewan producers of agricultural products, food products and crafts and to:

- encourage development and support of farmers' markets across communities in Saskatchewan by increasing community access to healthy, locally produced goods.
- maintain the reputation for consistently high quality fresh produce, prize winning baking and outstanding handcrafted items.
- educate the public in the foods they eat, where it comes from and how it is grown or prepared.
- lobby industry, government, commissions and boards on matters which impact and interest the member markets across the province.

We are run by an elected board of directors made up of members of the voting member markets.

Enclosed are the following for your information and review:

1. Information sheets about starting and sustaining a Farmers' Market;
 - a. **Benefits of Joining the Saskatchewan Farmers' Market Co-operative;**
 - b. **Requirements of Being an SFMC Member Market;**
 - c. **Start-up considerations;**
 - d. **Budget Planning Sheet;**
 - e. **Requirements and Guidelines of for operation of Saskatchewan Farmers' Markets under the Saskatchewan Farmers' Market Co-operative Ltd. ("SMFC");**
2. **Application form for a Member Market to have SFMC Membership;**
3. List of your **Market's Directors/Board Members**, including names, addresses, telephone numbers and email where available;
4. Health Inspector's Package:
 - a. **Guidelines and pertinent Regulations;**
5. **Application form for Vendors to complete to join a Member Market.** You will note the importance of food safety certificates that must be held by any Vendor dealing with food. This form must be on hand at all markets in case the Health Inspector shows up and wants to see them, as they are something you will require your Vendors to complete in order to be a member of your market your should always keep them on hand so that you can inform your membership of changes, call meetings, pass on information from the SFMC, etc.

6. Farmers' Market poster, you may use a copy of this poster to advertise your local market once you are a **confirmed member market**, The logo in the corners is SFMC's registered Trademark, meaning no one can use it except **Member Markets**.
7. The **Permit Sheet** is to be copied and cut into four pieces as shown in the outline. One copy of each permit should be handed out to each Vendor member of your Market each year once they pay your local market (vendor) membership fee. It proves to the public and authorities they have a right to sell at your market. We recommend suggesting Vendors keep it in their cash box for easy retrieval or in a frame displayed on their table.
8. The **Certificate Sheet** is also to be copied and cut into four pieces as shown in the outline. One copy of each Certificate should be handed out to each Vendor member of your Market each year once they have paid their SFMC levy of \$25.00. This Certificate confirms payment of the SFMC levy for the current year and entitles the vendor to sell at any Saskatchewan Farmers Market member market in which they are or become a member during that year without payment of further fees to SFMC. It is a once per year fee regardless of the number of member markets the vendor sells at. If you are shown a current signed Certificate by a new or existing Vendor, that means they have paid this fee to another Member Market and you will not collect from them for the calendar year, simply include their name on the Vendor List which is set out below, and forward it to SFMC head office.
9. The **Member/Vendor List** form is for completion by the Board and to send in to SFMC with SFMC fees of \$25.00 per member/vendor per annum. This list is extremely important for insurance purposes and we ask that we be notified immediately of new or joining members.
10. The **Weekly Sales Report** should be passed out to each attending Vendor on each Market Day. (Some may request two if they wish to keep one for their own records.) At the present time, SFMC is not collecting any data from these forms at the Provincial level, however most of our Member markets continue to collect them from vendors in order to chart how much their Market is bringing into the local economy. They also use the Monthly Sales Summary to keep track of their annual sales of their market, in order that they can report to the other members at the AGM. These are absolutely anonymous reports which are filled in with no identification as to Vendor or individuals, no information is sent beyond the SFMC and all information gathered is used for statistical purposes only. The resulting statistics are used by SFMC provincial office – for example: to determine the volume of vegetable or fruit monies brought into the local economy, or home baking sales total across the province, this is all used to support SFMC and/or your own Member Market when they are showing the impact that Farmers' Markets in Saskatchewan are having on the local economy and keeping our community's earnings in the local community. This is the importance of the use of purely statistical information. Please ensure all of your Vendors understand that in order to obtain outside funding from any sources, both your own Market and the SFMC must have as accurate as possible records of total sales in the Province. No individual records are kept by SFMC on any individual Vendor's sales.
11. The **Monthly Sales Summary** is the second step in compiling the statistics needed from the Weekly Sales Reports. The Monthly Sales Summary summarizes each Markets' total sales in each category, and once they are received at SFMC those totals are added to the totals of all other Member Markets and compiled into a pie chart form.
12. Finally, we attach a document setting out the **Current SMFC Board Members** for you to contact for more information. **We are all available to help answer questions and provide advice.** Some of us have only been involved a couple of years, but many have twenty-five years or more experience as Market Vendors and Directors.