

HOW TO JOIN THE FARMER'S MARKET



Prepared in partnership with
Community Futures Nicola Valley & the
Nicola Valley Farmer's Market





WHAT IS A FARMER'S MARKET?

A Farmer's Market differs from many open air markets like flea markets and community garage sales in a few key ways:

- Farmer's Market goods are entirely homegrown products and services.
- This means that secondhand items, reselling commercial products and other commercial sale products aren't allowed at Farmer's Markets
- Additionally, many Farmer's Markets are seasonal due to the large agricultural focus.

Impacts of Farmer's Markets

GOOD FOR YOU, GOOD FOR THE
COMMUNITY, GOOD FOR THE WORLD

FOR YOU

The freshest possible produce in season and ethically sourced products translate to healthier ingredients and healthier customers - and connecting with your friends and community while shopping is a great way to socialize!

FOR THE COMMUNITY

Farmer's Markets help bolster local economies, as 100% of your sale goes to the farmers and producers, and the money stays in the community.

FOR THE WORLD

The average North American meal travels 2,400km and contains ingredients from five countries - shopping local can have a massive impact on reducing your carbon footprint.



How to Join The Farmer's Market

Why Join The Farmer's Market

ESTABLISHED AUDIENCE

Farmer's Markets come with a regular attending clientele who are always eager to see new vendors and products!

This gives first time vendors a great opportunity to get a lot of exposure and sales opportunities.

FARMER'S MARKET EVENTS

Many Farmer's Markets will run larger scale market events during the season, giving vendors the opportunity to attend big sales opportunities and represent their brand in front of larger and larger audiences.

SOCIAL CHANGE

Farmer's Markets promote a lifestyle that has measurable positive impacts, including reducing carbon emissions, bolstering local economy and promotion of local business. Vote with your wallet and your time!

WEEKEND COMMITMENT

For vendors, much of the Market is organized for them! This means that aside from the effort required to prepare inventory, vendors need only commit a few hours a week to attending the markets.



NICOLA VALLEY FARMER'S MARKET HOURS

The Nicola Valley Farmer's Market runs from
9:30AM to 1:00PM every Saturday - but vendors
are typically recommended to set aside extra
time for set-up and take down.

NICOLA VALLEY FARMER'S MARKET SEASON

The Nicola Valley Farmer's Market starts in early
May and runs until Thanksgiving weekend - this
totals between 20 and 22 regular season markets
per year!



What Products Can Be Sold at the Farmer's Market?

1

MAKE

"MAKE" represents products and services that the vendor makes themselves - this covers not only artisanal goods but also professional services!

2

BAKE

"BAKE" is pretty self explanatory - if you're a baker, your products are likely Farmer's Market eligible!

3

GROW

"GROW" is what many people think of when they picture a Farmer's Market - products that are grown from the ground.

4

RAISE

"RAISE" covers farm products raised onland or waters.

5

WILD HARVEST

A newer category to the BCAFM, "WILD HARVEST" allows for foraged products, among others.

MAKE

MAKER PRODUCTS (AND SERVICES!) GUIDELINES

- Processed/prepared foods in BC: value added edible product that has been cut, cooked, smoked, canned or otherwise altered from its original/natural state.
- Artisanal and craft (non-food) products from BC only: value added products that are created, sewn, constructed or otherwise fashioned from component materials in a way that makes the item unique. These may include raw component products that were purchased or that originated on one's farm. An artist may sell reproductions of their own original creation.
- Services that are provided at the farmers' market. Examples include knife sharpening, chair massage.



BAKE

BAKED PRODUCT GUIDELINES

- Products that are baked from scratch in BC (i.e.:utilizing basic ingredients, not purchased pre-mixed or pre-made components).
- Uncooked dairy products present a hazard and should be avoided - eg. real butter in icings and frostings.



GROW

HOMEGROWN PRODUCT GUIDELINES

- Farm products that are grown or produced in BC.
- Nursery products, such as plants, trees, or seeds that are grown and/or propagated by a farm vendor in BC.
- Cut flowers that were grown and/or propagated by the farm vendor.



RAISE

FARM RAISED PRODUCT GUIDELINES

- Farm products that are raised onland or waters in BC, with the appropriate permits and/or approvals.



WILD HARVEST

WILD SOURCED GOODS GUIDELINES

- Products harvested, caught, or wild crafted from wild lands or waters in BC, with the appropriate permits and/or approvals, including Indigenous communities.





HOW TO SIGN UP AS A VENDOR

If you're interested in joining the Nicola Valley Farmer's Market, applications can be found by taking a look at the Nicola Valley Farmer's Market Facebook page - click "Sign Up" to start the application process.

Applications for the spring season are typically available in spring of that year, but new vendors are accepted year round - even mid-season!

SELLING TIPS AND TRICKS



BE UP-FRONT

You'll have a designated stall at the Market - be sure to move your table and goods closest to the customer traffic to make your products more visible and approachable.

BRANDING

While you don't need to go all out on signs and logos, having a pop of colour or a recognizable imagery at your stall can help you stand out!

LOYALTY

Many Farmer's Market vendors promote using loyalty cards or other incentives to bring customers back week after week - consider looking into options you could set up for your goods.

FRIENDLY SERVICE

Nothing brings customers back more than a friendly face. One of the main benefits of a Farmer's Market over commercial retail is the opportunity to have positive experiences with the community.



FRESH FINDS

The Fresh Finds program gives people considering joining the Market two weeks to attend entirely for free - all fees covered and with a CFNV branded tent and table provided for use!

All you need to bring is your products and yourself.

WHAT IF I'M NOT READY?

Signing up for a Farmer's Market season can be a significant undertaking - this is why the Nicola Valley Farmer's Market has partnered with Community Futures Nicola Valley to provide a valuable opportunity for prospective new vendors.





CONTACT THE FARMER'S MARKET

If you want to learn more, or have questions, please reach out via the following:

nvfarmersmarket@gmail.com

"Nicola Valley Farmer's Market" on Facebook

If you want to apply for Fresh Finds, please contact:

250.378.3923

admin@cfdcnv.com

ENDING

THANKS FOR CHECKING IT OUT!