

Prince George Farmers' Market Association
Vendor Selection principles
July 2020

The vendor selection vision of the Prince George Farmers' Market is to ensure a versatile product list is available and that there is an approximate 60/40 split between locally grown produce (as defined under the Nutritional Coupon program) and artisan products (such as baking, crafts, and other non produce items).

Vendors will fall into a tier system based on their products that are listed on their vendor application form. These principles also consider products that we may not currently have but would make room should those products become available to us.

Seniority and products that are being offered will play a role in determining approvals. Once a vendor is approved, they will receive a letter or email that lists the products that are approved for sale. Any adjustments or additions to the approved list must be requested through the vendor selection committee.

Tier A

Definition: locally grown produce as defined by the nutritional Coupon program

Goal: 60% or more of the vendors

Minimum of 1; maximum of 2:

Chicken
Turkey
Beef
Pork
Bison
Strawberries
Raspberries
Fruit

Minimum of 1; maximum of 6 of these:

Greens
Eggs
Vegetables (range of by one producer)

Tier A producers that are within these limits may take precedence over Tier B producers. The vendor selection committee may choose to make recommendations above these maximum levels.

If there are currently more vendors than the maximum limits, these vendors will be grandfathered in. Where we are at less than the minimum, the vendor selection committee along with market members would actively look for these products.

Tier B:

Definition: Bakers, artisans, and other products fall into this category

Goal: maximum of 40% of the vendors based on product list. If the vendor has a product(s) that meets Tier A along with Tier B products, a determination will be made at the time of acceptance to the market on which tier to place that vendor into. Current vendors will also be assessed to determine the appropriate tier. The committee may decide to put them in both tiers, as appropriate.

No maximums will be put in place for Tier B, as the list can be very exhaustive. All vendors that could fit into Tier B will be evaluated by the vendor selection committee before being accepted.

The applications will be evaluated based on:

- Current # of vendors with these products (in most cases, no more than 2 vendors for a set product but there may be some exceptions to that)
- Do the products fit with make it, bake it or grow it?
- Estimated market for these products (may need to consult with current vendors of those products to get a sense of this)
- Some adjudication of the product should occur (do they add to the market experience?)