

THE SLOW FOOD MARKET

A Slow Food Market is not just a place to buy and sell food. It is project built around Slow Food's **multidisciplinary idea of food**: not only a source of nourishment, but our history and identity, our culture and health, our land and our future. This market also reminds us that food is a great source of pleasure that can be truly enjoyed when shared with strangers or friends, and it is a way of passing on knowledge and values.

The quality of food found in the Slow Food Market reflects the **good, clean and fair** definition conceived by Slow Food to make the important connection between good taste and social and environmental responsibility. People learn how to bring together responsibility and pleasure through tasting, listening, and cooking. It is a place where **trust is built** - trust in what we put in our mouths, in those who produce it, and in the communities we belong to.

Communities

This market was created to establish a **new place for consumers and food producers to meet**. A management committee, with representation from interested parties, namely the Slow Food Perth County convivium, is responsible for selecting the producers, promoting the market, and ensuring the guidelines are followed. They are also required to manage the logistical aspects of the market, and to ensure that the environmental impact is minimized: e.g. with waste reduction, biodegradable consumables, recycling, and energy-saving measures.

Producers

Producers must demonstrate their suitability before they are permitted to sell at the Slow Food Market. The focus is on **small-scale farmers and artisan producers**, providing them with an important opportunity in which they do not have to compete with large distribution chains. Small-scale production is also favoured as it often produces **high-quality** results. Producers are asked to charge a **fair price** for their work and pledge fair treatment of their employees.

A key requirement is for vendors to attend the market themselves and to only sell **products that they have produced themselves**. As producers are meeting directly with customers, they must be open and willing to talk about their product and its qualities, the work involved, and how the prices are justified.

Producers must come from the **local region**, within a radius specified for the Slow Food Market to suit the context.

Products

The Slow Food Perth County Market will include a wide range of fresh produce, preserves, meat and dairy products, eggs, honey, sweets, bread, oil and beverages. All produce must meet specific quality criteria, reflecting the Slow Food principles of good, clean and fair:

Good: fresh and seasonal, healthy, tasty and able to stimulate and satisfy the senses.

Clean: environmentally sustainable cultivation/production processes, no GM/GE crops, local.

Fair: accessible prices for consumers and fair compensation and conditions for producers.

In addition, the products help to preserve the food culture of the community hosting the market and contribute to defending biodiversity.

VENDOR RESPONSIBILITIES

Fee

- You are required to pay a fee of \$25 to Slow Food for the right to sell your products in the market. This fee will be used to cover any expenses of the market (paper products, garbage bags, etc.) as well as to build a fund for Slow Food projects.
- Payment is due each day you attend the market, and is payable before you leave market that day.

You Will Need

- Your own tables, chairs, canopy and other display
- Your own change box, complete with sufficient change for your customers' purchases.
- Your own water for the day, snacks or whatever else to keep you comfortable.
- Your own towel or paper towels for cleaning up at the end of the day.

Parking

- There is limited parking on the grounds of the property. Spaces on the premises should be reserved for customers. Please come early, unload your products and tables, and park on adjacent lots or side streets nearby.

Setting Up

- The market will open promptly at 10:00 am.
- Vendors should arrive **no later than 9:30 am** in order to unload and set up their tables in time for opening.

Bathroom

- The bathroom on the premises is unisex, and is located inside the dairy. Please use the dairy's front entrance and ask for assistance if required.

Respect

- The market space is kindly hosted by Ruth Klahsen who runs a dairy on the premises. With the exception of the front store area and the bathroom, the dairy is restricted to dairy staff only. Please respect the property and the workers and do not enter off-limits areas.

Closing Shop

- The market will end at 2:00 pm. All vendors are required to stay at least until 2pm.
- All vendors are responsible for helping to clean up. There will be garbage and recycling repositories provided by Slow Food and your hostess. Please gather any accumulated trash and put it in its place.
- You must also remove all crates, boxes, bags, tables, water bottles and anything else you bring into the market.

SLOW FOOD MARKET - VENDOR CRITERIA

All vendors at the Slow Food “Fresh Market” should fulfill one or more of the following criteria.

CHECK ALL THAT APPLY TO YOUR PRODUCT:

- My products are all organic.
- My products are grown and produced within a 100 km radius of Perth County.
- My products are produced artisanally in small quantities.
- My products support local growers and families.
- My products are part of a Canadian culinary heritage (heirloom/heritage).

Slow Food Perth County reserves the right to refuse vendors based on their assessment of vendor in question and of current market status.

VENDOR FORM

Please fill out the following form and return it no later than the Wednesday before each market day. Since space is limited, if we do not receive the form by that Wednesday, you may lose your chance to have a space in the market.

Print this page and bring with you to next upcoming market or email to info@slowfoodperthcounty.ca

Name _____

Address _____

Home/business phone _____

Product description (if more than one, describe each briefly):
