

# Bulkley Valley Farmers' Market Association

## Make, Bake, Grow Policy

### Policy brief & purpose

Make, Bake and Grow is an integral tenet to the Bulkley Valley Farmers' Market Association. This policy outlines specific criteria for Make, Bake and Grow.

### Scope

This policy is relevant to vendors, potential vendors, contractors and volunteers of the Bulkley Valley Farmers' Market Association (BVFMA). All members are obliged to comply with this policy.

### What You Can Sell at the Market

Please go through the criteria that are relevant to your business. Requests for more information or clarity should be directed toward the Market Manager. You are encouraged to ask questions to help you self-assess your own products or product lines prior to putting in your application.

In order to be sold at the Market, an item must fall into one of the following categories:

- Grown, Baked, or Made by the vendor and the vendor is producing the item at a location between Prince Rupert and Prince George; or
- Grown, Baked, or Made by the vendor and there are no producers of the item between Prince Rupert and Prince George and the product is otherwise a good fit with the objectives of the market (e.g., seafood); or
- with special permission from the Board, a service provider whose service is a good fit with the objectives of the Market; or
- Ready to eat food that complies with the BVFMA policy on ready to eat food vendors; or
- with special permission from the Board, any other item the sale of which furthers the objectives of the Market.
- A vendor may sell another vendor's approved product if:
  - it doesn't comprise more than 25% of their display space; and
  - appropriate signage and informational materials for both vendors are clearly displayed.

### "Grown" means:

- the producer has grown, from seed or cutting, the plant that is sold or from which the product is harvested; **or**
- the producer has grown to at least double its size, from a purchased seedling, the plant which is sold or from which the product is harvested; **or**
- the producer has raised the animal from which the product is derived from at least half of its life (e.g., meat, eggs, dairy, honey); **or**
- the wildcrafter has harvested the product from within the geographical boundary of

permitted products at the Market (e.g., mushrooms).

### “Baked” means:

- the producer has utilized basic ingredients, not purchased pre-mixed or pre-made components; **and**
- the product complies with the “Made” criteria.

### “Made” means:

- the producer has taken basic components and combined them with skill to create a whole new material or substance (e.g., soap); **or**
- the producer has taken basic components and applied skill to create a new item such that the appearance of the components themselves is substantially altered, and the value of the original components is substantially increased (e.g. knitted items, candles); **or**
- the producer has taken purchased components and applied artistic vision and skill to craft unique finished items, and the value of the original components is substantially increased; **or**
- an artist may sell reproductions of their own original creation if the original fits in one of the following categories: photograph, painting, graphic design and/or sketch.

## Definitions

- “Substantial” increase in value means a minimum of a 50% increase (e.g., if cost of goods was \$10, the final value must be at least \$15).
- “Unique” means one of a kind; acknowledging that an artist may produce multiple versions of a product that vary only slightly.

An item is not “Made” for the purpose of the Market if a vendor has:

- purchased components and assembled them; or
- purchased a product and altered it without unique artistry; or
- purchased a product and uniquely altered it, but the alteration does not substantially increase the value of the product as it was prior to the alteration.

## Who Evaluates Vendor Applications

The Market Manager evaluates all vendor applications and is therefore the person who checks them against the criteria outlined in this policy. If the Manager has questions, she/he forwards the relevant vendor application to the Board of Directors for further dialogue. In situations where one or more of the products described in the vendor application are in a gray area, the Board of Directors makes the final decision. The Board of Directors also issues Special Permission for Ready-to-Eat-Food vendors when required (see BVFMA Ready-to-Eat-Food Policy).