

Vendor and Member

# Policies



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POTLUCK

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ONLINE FARMERS' MARKET

A project of Potluck Food Cooperative, Ltd

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## About

The co-op began back in 2009, when a group of dedicated foodies got together to find a better way to provide healthy, ethical and responsible food for our families. In 2013, we hired staff and began operating our on-line grocery store in November, quickly adding the pop-up shop to take advantage of extra inventory. In the years since, we've moved location and are now updating our business model to be as effective as possible.

Launched in June 2018, the online farmers' market operates on a volunteer basis with some funding provided by the Canadian Agriculture Partnership. It is community minded, owned and run by the members who use its service.

## Vision

We are working together as a community to create a self-sustaining food co-operative which will purchase and sell healthy and ethical products. We are thinking locally and globally as we take responsibility for our ecological footprint.

## Mission

The goal of the Potluck Online Farmers' Market is to supply Yukon consumers with food and other products that are grown, raised, & produced by Yukon farmers, gardeners, foragers and producers. As a member-owned food retail business, we aim to import less food by supporting the growth of the local food economy. Our mission is to help farmers meet or expand the production of organic/sustainably grown products in order to increase food security in our region.

## Guiding Principles

1. Encourage the growth of the agricultural economy by supporting increased food production by local farmers & gardeners.
2. Provide local consumers with an accessible way to regularly purchase local food first and regional food on a year-round basis.
3. Educate consumers about our role and the reasons to support local agriculture.
4. Minimize our ecological footprint by factoring in transportation, sustainable farming practices, foraging and packaging when making purchasing decisions.
5. Ensure fair prices for quality food for both producer and consumer.

## Ordering Cycle

Potluck Online Farmers' Market connects Yukon consumers with farmers, foragers, gardeners and other vendors online.

- Each week, Potluck Online Farmers' Market vendors post their crop or products to the online marketplace: <http://potluck.localfoodmarketplace.com>
- Members go to the online marketplace to select their products for the week. For example: a bag of coffee, leafy greens, bread, 2 packages of sausages, and a bar of handmade soap. Members pay online for their order.
- Each vendor is notified and is subsequently paid for items purchased and delivers all the purchased items to the central aggregation site at 302 Hawkins Street in Whitehorse (the tent behind YCS) between 3 and 4:30 pm Monday.

- Volunteers from Potluck sort products for convenient pickup.
- Members come to the central pickup point (302 Hawkins Street, Whitehorse) each Monday between 5 and 7 pm with a bag or box to collect their order.

## Weekly

### **Vendors Enter Products**

Vendors can post new products to the Potluck Online Farmers' Market any time but generally before noon on Tuesday for the current cycle. Vendors may add more items or alter quantities at any time during the cycle. The products available may vary from week to week according to what vendors have available and in season.

If a sold product becomes unavailable (ie a vendor accidentally posts a quantity of product that they run out of or a product goes bad), please contact the market technical support.

Each vendor sets their own prices, sells under their brand or label, and has their own page on the Potluck Online Farmers' Market that describes their practices and information that is important to share with customers.

### **Shopping Cycle Open to Members**

All members and vendors receive a weekly email reminder when the shopping cycle is open. Members can browse through the Potluck Online Farmers' Market and make orders.

### **Pick Tickets and Order Confirmation**

When the shopping cycle closes on Sunday, vendors who have had goods purchased on the marketplace will receive an email detailing the products ordered, called a "pick ticket". Vendors will use the pick ticket to determine what to wash, pack and prepare for delivery on Monday.

Members who have ordered items through the Potluck Online Farmers' Market will receive an email reminding them to pick up their order on Monday between 5 and 7 pm at YCS tent behind 302 Hawkins Street.

## Distribution Day

On Monday, vendors will deliver products to the pick-up location at 302 Hawkins Street in Whitehorse (the tent behind YCS) between 3 and 4:30 pm. At the distribution site, Potluck volunteers will work with vendors to organize products for member orders.

- Each vendor will have a designated bin on a table. Each member will have a complete order list. Vendors will confirm their order against the order lists.
- Vendors will place ordered item(s) into their bin, checking off fulfillment on the member order lists.

### Product Quality

Vendors are responsible for product quality. Products are checked on Distribution Day by Potluck volunteers to ensure that products match the description posted online. Products damaged or of poor quality will not be accepted. Vendors are responsible for their products and descriptions.

Vendors will not be paid in the following cases:

- Items are not delivered. (Members will receive a credit to their account.)
- Items that differ significantly from the description posted online, products that are damaged, or products of poor quality (TBD by the market coordinator).

### Payment

Payment is made online with credit card through the Potluck Online Farmers' Market website. Payment completes the order process.

### Order Cycle

Vendors may add more items or alter quantities at any time during the cycle. Members can place orders between noon on Tuesday and 4 pm on Sunday. At 4 pm, the order cycle closes and pick tickets are sent via email to the vendors. Members will receive an email with an order confirmation. Monday is distribution day.

Tuesday	Shopping cycle open to members at noon
Wednesday	Shopping cycle open to members
Thursday	Shopping cycle open to members
Friday	Shopping cycle open to members
Saturday	Shopping cycle open to members
Sunday	Shopping cycle open until 4 pm Pick tickets sent to vendors Order confirmation sent to members
Monday	Distribution Day <ul style="list-style-type: none"> <li>• Vendors prepare products for drop off</li> <li>• Vendors deliver items purchased to tent behind YCS (302 Hawkins Street, Whitehorse) between 3 and 4:30 pm</li> <li>• Members pick up orders at 302 Hawkins (tent behind YCS) between 5 and 7 pm</li> </ul>

### Members

As a member of Potluck Online Farmers' Market, you can buy locally produced foods and goods, supporting local businesses and families in Yukon. In 2018, Potluck has waived membership fees for the Online Farmers' Market.

Membership in the Potluck Food Cooperative is \$25/year and allows members to place monthly bulk orders of organic and sustainable products. Visit [potluckcoop.com](http://potluckcoop.com) to place a monthly bulk order.

### Responsibilities of Members

- Members are responsible for ensuring they receive all items ordered and for carefully checking their invoices.
- All product orders must be paid at the time of ordering by credit card via the online shopping platform.
- Members are responsible for paying for all items ordered, even if they do not pick them up.
- Members are expected to pick up orders during the set pick up times. If members do not pick up orders, their items will be donated to the Whitehorse Food Bank.
- Register to become a member by visiting [potluck.localfoodmarketplace.com](http://potluck.localfoodmarketplace.com)

### Vendors

Every vendor is eligible to buy products from, and sell products to, every member. Each vendor maintains their own identity, advertises their own brand, and sets their own prices. Vendors list wholesale prices to which percentage markup is added. There are no other fees for being a vendor with Potluck.

Each vendor will set up an online profile where they can post photos and share practices used to grow crops, raise animals, forage for wild ingredients, or make their own products. This allows members to make informed purchasing decisions. Full disclosure of growing, farming and product practices forms the basis of trust between the vendor and members of the Potluck Online Farmers' Market.

Only those vendors certified by an accredited Organic Certification body will be allowed to advertise their products as organic. Potluck Online Farmers' Market reserves the right to verify, via physical inspection, the production claims and production location of vendors.

Vendors may only sell products they have grown, processed, harvested, or crafted. A vendor may not buy wholesale from someone else and then retail the product through Potluck Online Farmers' Market.

Each order made by a member is a legal contract that guarantees vendors will deliver a completed order to the member who purchased it in exchange for pay. If the product delivered is damaged, broken, or undeliverable, the market coordinator will help negotiate a resolution with the vendor and member.

### Liability

Vendors are strongly encouraged to carry liability insurance for their products. The Potluck Online Farmers' Market is not responsible for product safety, illness or health issues related to products or product quality.

Vendors that produce products requiring food safety permitting will likely need liability insurance. Contact the market coordinator with any questions pertaining to the permitting required for products to be sold through the Potluck Online Farmers' Market.

## Communication

Vendors are expected to have reliable access to the internet and email. All vendors use online software for listing products and printing packing lists. When vendors join the Potluck Online Farmers' Market, they choose a username and password to access the vendors-only pages of the website.

Additionally, email is the primary way to communicate with market technical support. Vendors should notify the market technical support when changes to contact information, particularly email address changes.

## Using the Online Farmers' Market

Growing and producing food can be unpredictable. If a vendor finds that they have more or less of a product than initially through, they may sign in to the Potluck Online Farmers' Market platform and update quantities they have available. If products are already oversold, vendors should contact the market coordinator with any changes or substitutes.

## Pricing of Products

Vendors set their own prices. The Potluck Online Farmers' Market takes the wholesale price set by vendors and adds a markup fee. This fee percentage varies for specific categories of products. There are no additional fees charged to vendors.

The markup helps cover operational expenses such as marketing and outreach to members and new vendors, as well as operating the online platform.

Members shopping through Potluck Online Farmers' Market only see the final marked-up price (the price set by vendors plus the additional markup percentage). It is recommended that vendors price products so that the price to shoppers is the same at all locations where their products are sold.

The markup percentage will be re-evaluated annually by PFC every year and adjusted as needed to be both fair and economically sustainable.

### % Markup for 2018

Produce, meat, & dairy	15%
Value added shelf stable items (preserves, jarred items, dried foods)	20%
Non Food items	20%

Vendors that need help pricing products are welcome to contact the market coordinator for advice. There is a useful guide put out by the University of Vermont to help determine pricing for agricultural products.

[http://www.uvm.edu/newfarmer/marketing/marketing\\_resources/Pricing\\_RAFFL.pdf](http://www.uvm.edu/newfarmer/marketing/marketing_resources/Pricing_RAFFL.pdf)

## Sales Tax

Only non-food items are subject to GST. For vendors with products which are subject to GST, this GST number must be provided.

## Payments to Vendors

The Potluck Online Farmers Market will pay vendors via a mailed check. Payments over \$100 will be made bi-weekly after credit cards are charged. Payments under this threshold will be made monthly.

*The Potluck Online Farmers' Market reserves the right to refuse products that are not what the member ordered, or which are spoiled, contaminated, or otherwise not acceptable.*

## Products Allowed

High quality Yukon grown and harvested products, value-added foods, locally grown nursery plants, and handcrafted **consumable** products are allowed. Vendors of the Potluck Online Farmers' Market must comply with applicable local, territorial, and federal regulations. Should a food safety issue arise around products, the market coordinator may remove vendor selling privileges until issues are resolved.

Please contact the market coordinator if there are questions as to what types of products are allowed to be sold through the Potluck Online Farmers' Market.

*We encourage all vendors to obtain a business license and carry liability insurance. It is the vendor's responsibility to comply with applicable food safety regulations.*

## Foods

### **Agricultural Products**

Potluck Online Farmers' Market encourages established farmers and backyard growers to use the online platform to sell their harvest. All vendors selling food should adhere to the principles of GAP (Good Agricultural Practices) and have a Food Safety Plan in place.



**Wild Harvested Products**

All products that contain ingredients from foraged items must follow the regulations (local, territorial and federal) for the harvesting of those products. Vendors are solely responsible for following these regulations and for using sustainable harvesting techniques. Wild harvested mushrooms are potentially hazardous. They can be sold through the Potluck Online Farmers' Market with proper and thorough identification, quality control and sustainable harvesting practices.

**Value-Added Products**

Vendors may sell value-added products. Purchasing ingredients for value-added products is permitted. Fruits, vegetables, and herbs used in processed foods should be primarily grown or wild-crafted by the producer, or purchased from a local grower or harvester. Vendors must adhere to the food safety and labelling requirements that apply to their products. (Simply changing the form in which the product is offered for sale, such as repackaging into smaller size, is not permitted.)

It is the vendor's responsibility to obtain proper clearance on food products from the Environmental Health (#2 Hospital Road, Whitehorse) prior to listing items for sale. Upon request, vendors of value-added products and meat must be able to provide copies of their licenses, insurance, permits, and certificates.

For food products which are not subject to government inspection, the following should be at the bottom of your vendor profile page: *"The products sold by this vendor are allowed under the Temporary Food Market laws and are not subject to government inspection. Please contact them directly, either using the contact info provided or during pickup to answer any food processing, safety, or allergy questions."*

**Meat**

All meat (ie pork, beef) must be inspected and bear the label of the territorially inspected plant where they were processed and must be in a completely frozen state when sold through the Potluck Online Farmers' Market. Upon request, providers of meat must be able to provide copies of their licences, insurance, permits and certificates.

**Eggs**

Eggs produced in the Yukon are exempt from the grading and labelling requirements only when the producer sells directly to the consumer. Eggs must be clean and packed in clean cartons. It is still necessary to ensure all information on the carton is correct. The "Canada Grade A" logo on cartons must be covered or blacked out for eggs which are not graded.

**Frozen and Refrigerated Goods**

Vendors are responsible for keeping products at a safe temperature during transportation and we will work with you to store it safely before and during distribution.

## Packaging and Labelling

Products must be packaged and clearly labelled with its contents upon delivery to the Potluck Online Farmers' Market distribution point. There are territorial and federal regulations to follow in labelling. Be sure to research what kind of labelling is needed for your product. Organic labelling will only be allowed for those products which are certified.

All goods must be clearly labelled so that volunteers can help vendors sort product appropriately.

For food safety and traceability, all products must be labelled in a way that is easily traced to the vendor. Twist ties, bags, food grade stickers and labels directly on produce are all acceptable. The Potluck Online Farmers' Market encourages vendors to use labelling that also advertises their business information and differentiates their product. Presentation is important as these products are ordered sight-unseen.

## Organic Labelling and other Certification

If you make a product and want to claim that it is organic, your final product needs to be certified organic and the certification number must be included on the label. If your products are not certified organic, you must not make any organic claim on the principal display panel nor use the Canada Organic logo anywhere on the package. You may, on the ingredient information panel, identify the certified organic ingredients as organic.

Vendors are encouraged to provide production details such as "no pesticides" or "grown with locally produced fertilizer and compost".

## Terms of Service

By using the Potluck Online Farmers' Market website, vendors are agreeing to the policies above. Vendors are solely responsible for their own products and descriptions.

Every vendor is responsible for complying with the appropriate federal, territorial and local inspections and regulations. Vendors are responsible for knowing and following labelling and permitting procedures required for their products.

Vendors are expected to deliver all items ordered during the drop-off window from 3 – 4:30 pm on Monday: Distribution Day. The Potluck Online Farmers' Market operates with volunteers on a specific time schedule. It is crucial for each vendor to be on time. If this schedule is a challenge for a vendor or member, please contact the market coordinator and alternative times can be explored.

If a vendor is late more than 2 times, they will be suspended from selling during the following order cycle.

Potluck Online Farmers' Market reserves the right to reject any product sold through the market if it is delivered spoiled or contaminated, not packaged and/or labelled according to this policy, or which does not fit the description of the item listed.

### Discrimination and Harassment

All vendors and members of the Potluck Online Farmers' Market shall not discriminate against any individual with regards to selling of products, discipline, or other matters because of age, gender, race, creed, national origin, sexual orientation, or the presence of any physical or mental disability. Vendors will behave toward all volunteers, members, potential members or other vendors free of harassment and discrimination.

### Member Satisfaction

In the event of a dispute between a member and a vendor, the matter shall be referred to the Potluck Online Farmers' Market coordinator. If a mutually agreed upon solution cannot be found, the PFC board will decide the outcome.

### Refunds

Any member complaints or requests for refunds or returns will be referred directly to the responsible vendor. The vendor will handle the complaint directly with the member.

***Vendors are expected to follow all policy outlined in the Potluck Online Farmers' Market Policy. By signing below, you are acknowledging that you have read, understood, and will abide by these policies. Please fill out and return the form below.***

### Vendor Terms of Service and Policy Agreement

I have read and agree to abide by the policies contained within the Potluck Online Farmers' Market Policy and Terms of Service.

By signing below, vendor, and all agents acting on vendor's behalf, agree to defend, indemnify, keep and hold harmless the Potluck Food Cooperative, its directors, officers, representatives and volunteers from and against any and all claims, demands, administrative or legal proceedings, whether for injuries to persons, loss of life, damage to property, violations of fines, arising out of the use of the Potluck Online Farmers' Market by vendor and vendor's agents.

This indemnification and hold harmless agreement applies to any kind of loss or expense, including but not limited to judgements, settlements, fines, and attorney's fees and costs.

A vendor must agree to this hold harmless agreement in order to submit a completed application, by signing below.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Business Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone number

\_\_\_\_\_  
Email Address