

Market at the Zoo

13315 Buena Vista Road
PO Box 2359
Edmonton, Alberta T5J 2R7



Market at the Zoo Mandate

The Edmonton Valley Zoo is a special place that inspires love and learning of animals and nature. Our market has roots in our four core values: stewardship, conservation, education and engagement:

- As True stewards, staff at the Edmonton Valley Zoo provide the highest quality of care to the more than 350 animals that live at the zoo.
- Passionately practice environmental stewardship.
- Encourage and inspire learning through engaging and memorable events and activities.
- Fun experiences and rich interactions create lasting memories.

The *Market at the Zoo 2016* will be focused on sustainable, organic, local, fresh, upcycled, recycled and reusable products and services.

Our market will also adhere to the market guidelines approved by the minister of [Alberta Agriculture and Forestry](#). We require our vendors to meet the “make it, bake it, and grow it” criteria. Vendors who do not meet this requirement may be offered a table to sell their products pending availability and their merit of sustainable practices.

Market at the Zoo’s Mission Statement

The Edmonton Valley Zoo is committed to environmental sustainability and strives to educate visitors on how to become greener and more environmentally friendly. In addition to the information presented at the Urban Farm, a market has been developed which connects local farmers, producers and artisans who provide fresh, locally grown, hand-made goods/foods with citizens, fostering relationships that create a greater sense of community and a stronger local economy.

Market at the Zoo’s Vision Statement

With a high level of community engagement, involvement, and public education we are recognized as a unique farmers’ market in West Central Edmonton. We offer access to quality local foods and products and provide a diverse, unique and vibrant gathering place. We play a key role in the expansion of sustainable farming and local food production in the Greater Edmonton Area.

Values

Conservation – The Edmonton Valley Zoo team is passionate about working to preserve the natural world and promoting environmental responsibility. We work with a number of different

international organizations on ethical and strategic conservation projects – both raising awareness and money to support these initiatives.

Stewardship (Think Green) - The zoo models green strategies in an effort to promote environmental responsibility and reduce the ecological footprint of the facility. The zoo's Green Team offers education and opportunities to zoo staff and the public to reduce the ecological footprints of the community around the zoo and the City as a whole. The public is invited to participate in environmental initiatives, such as [Terracycle](#), which recycles and upcycles items that are often thrown away.

Engagement - At the Edmonton Valley Zoo we recognize that for learning to be engaging and memorable, it should be FUN! Everyone at the zoo approaches their work with enthusiasm and a desire to create memories for all who visit. The zoo will continue to cultivate a culture focused on providing memorable and engaging experiences. The zoo will also develop a customer satisfaction and evaluation process to continuously improve the visitor experience.

Education – The Market at the Zoo aims to develop strong positive relationships and lasting learning opportunities. We are committed to working collaboratively with our friends, neighbours, communities and conservation partners to communicate our education messages about local and sustainable products and how best to source them.

Rules and Regulations

Market Policies:

1. The Market at the Zoo terminology classifies those selling at the market as a “VENDOR”. A vendor sells items they “make, bake or grow” and are intended for shoppers to consume off-site.
2. The Market will include small-business distributors, mainly from Alberta, offering Canadian handcrafted, homemade or homegrown products.
3. All products, vendors and sponsors of the Market must comply with all applicable municipal, provincial and federal legislation and regulations.
4. The Market is a rain, snow or shine market. In the case of extreme weather, the market will be closed. Cancellation of the Market is at the discretion of the market coordinator.
5. The Market opposes discrimination of any kind. The Market expects each stakeholder (vendors, volunteers, Market Coordinator) to take appropriate steps to avoid and prevent any and all types of harassment or discrimination including but not limited to that based on race, colour, creed, gender, religion, national origin, age, disability, sexual orientation or other legally protected characteristics.
6. The Market carries liability insurance. This liability insurance does not cover vendors from customer or business losses. It is strongly recommended that vendors carry their own liability insurance. Vendors should call their insurance agent to find out what level of coverage is suitable for them.

7. The Entry Plaza at the Edmonton Valley Zoo is a pet friendly area. For this reason, pets are permitted at the Market (please note that pets are not allowed past the Market into the zoo).
8. Smoking is not permitted in the Market.
9. Consumption of alcohol or other controlled and banned substances while at the Market is prohibited.

Operating Policies

1. Market Organization: The market coordinator oversees daily operations and implements the policies and procedures.
2. Market Location: Edmonton Valley Zoo (13315 Buena Vista Rd)
3. Mailing Address:
Market Coordinator
Edmonton Valley Zoo
PO Box 2359
Edmonton, Alberta
T5J 2 R7
4. Market season dates and time: Season runs from July 1, 2016 to August 30, 2016.
Every Tuesday evening from 2-8 pm and select event days (generally from noon - 4 pm).
Vendors may set up an hour before the markets starts but need to stay until 8 pm or the end of the event.

Vendor Policies

All vendors must be aware of and follow all general and operating policies of the Market in addition to the following policies;

1. Approved vendors may only sell approved products at the market. Any changes or additions to products as described in the application form must be approved by the Market Coordinator in advance of the Market day. Used or flea sale items are prohibited.
2. Vendor code of conduct: All vendors are expected to conduct themselves in a professional and ethical manner during Market hours. Expected conduct includes proper attire, attitudes and business practices that positively reflect on the reputation and values of the Market and create an enjoyable experience for the customers. Offensive or disruptive conduct or conduct in breach of our general discrimination policy is prohibited. The Market Coordinator will address the conduct of the offending vendor as per the infraction of Rules and Appeal Policy.
3. Vendor Payment: All fees must be paid prior to set-up. Fees are be paid at Guest Services at the Edmonton Valley Zoo, by cash, cheque or credit card. Payment by cheque is to be made to 'The City of Edmonton.' If unable to pay in person, please contact the market coordinator to pay by credit card over the phone.
4. Vendor Operations: No vendor may sell any product prior to the Market opening. Vendors are not permitted to trade, give or sublease their assigned space to anyone else. Vendors will be present to set up their space at least 30 minutes before the Market

opens to the public. Please communicate with the Market Coordinator if you are unable to attend a Market day or will be late.

5. Vendor selection is at the discretion of the Market Coordinator.
6. Vendor table and space: Vendors are responsible for providing their own tables, tents and display equipment. The Edmonton Valley Zoo has limited tables available upon request on the registration form.
7. The Edmonton Valley Zoo is not responsible for lost, damaged or stolen property. It will remain the vendors' responsibility to safeguard their assets.
8. The booth area must be clean and sanitary during Market hours. Vendors are also responsible for cleanup of all garbage and recycling in their area upon the closing of the Market. The Market Coordinator has sole discretion for vendor spacing and placement. Spacing requests may be made to the Market Coordinator.
9. Use of generators by vendors: All generators used during market hours must be approved by the Market Coordinator. Noisy generators may be relocated at the discretion of the Market Coordinator.
10. Vendor Parking: Vendors may drive up to the Plaza Gates during set up and then park in the main lot.
11. Prominent signage of the business is required by each vendor, but should not infringe on other vendors' space or obstruct walkways or aisles.
12. Food vendors must follow the Province of Alberta's Public Health Act Food regulations. All vendors who sell prepared food are required to complete the [Farmers' Market Food Safety Home Study Course](#) and are subject to providing proof of completion upon request. Visit <http://www.sunnygirl.ca> to learn more about food safety.
13. Face Painter vendors must follow the [Alberta Health Services](#) Face and Body Painting Guidelines.
14. Edmonton Valley Zoo website: Unless otherwise requested, vendor name, product(s) and contact information may be posted on the EVZ website.
15. Infraction of rules and appeal policy: If a vendor does not follow the Market's policies and procedures, a verbal warning will be issued by the Market Coordinator. A second occurrence will warrant a written warning from the Market Coordinator. A third occurrence will result in notice of expulsion from the Market. Appeals of the notice of expulsion must be made in writing to the Market Coordinator. During the appeals process, the vendor under review will be prohibited from attending the Market.
16. Grievance policy: Vendors who have complaints concerning the Market, operations, rules, another vendor or other issues, may address these to the Market Coordinator.
17. The Market Coordinator reserves the right to change, interpret and enforce these policies and procedures as deemed necessary for the benefit of the Market.