



Venue – The CAPE
347 Main Street East, Picton, ON
Saturday, September 28th
10:00 am – 5:00 pm

Naz Karsan, Event Manager
Call/Text: 647-822-7672
Email: info@countymarkets.ca

2024 Ontario Cheese Festival – Application Form

Prince Edward County Markets, Inc. is excited to be hosting the 2024 Ontario Cheese Festival. We are bringing back this celebration of all things dairy and we look forward to working with you, our makers, and producers. Our mission is to institute a biennial first-class celebration to promote and market Ontario cheese and artisanal agricultural products. We are hosting the OCF at The Cape, providing us with a premium hosting site with both indoor and outdoor exhibition facilities licensed for up to 1400 guests.

Our festival will be a celebration of the best of Ontario cheeses with a number of Artisan dairies exhibiting their wares on site for attendees to sample. We will also host complimentary vendors including craft beer, wine, cider, distillers, as well as some that specialize in handmade niche foods sourced locally, wherever possible.

The CAPE is a fully serviced site that offers Wi-Fi, indoor washrooms, as well as comprehensive cleaning and refrigerated storage facilities. The selection of the Cape allows for convenient access to vendors to unload, store and load their products and equipment. We will be fully staffing the event with paid staff, volunteers, and security. The site also has access to ample parking for vendors as well as guests. The Cape is also within a short walking distance of the main business area of Picton.

This event is ticketed and includes access to all dairy producers, six alcohol tasting tickets, tasting glass, insulated re-usable bags for people to shop and keep their purchases cool, plus some fun swag. As a family friendly festival, we will allow free admission to children accompanied by their adult guardians. In addition to meeting vendors, we will offer guests opportunities to take part in a series of tastings and talks hosted by industry professionals to further their knowledge and appreciation of Ontario cheeses.

The Ontario Cheese Festival promises to be a premier event that will promote provincial awareness of the Dairy Farmers' and the highly acclaimed cheese producers of Ontario. We are pleased to promote this festival in Picton, Prince Edward County, featuring the finest of rural Ontario.

Information for the Vendor

Marketing

A comprehensive website with information on the festival, vendor applications, ticket purchase functionality, including a multi-media approach with social, print, radio; all working to promote the festival. Our social media approach will feature our vendors and sponsors as well as the festival itself. We will also do a distribution of rack cards to various tourist and industry sites to get our message across the entirety of Ontario. Regional radio spots will also be part of our media campaign. We will be releasing regular press releases at various stages of the build up to the festival to add excitement before the event. We will also make tickets available at the door and complimentary passes to our sponsors.

Spaces and Pricing (exclusive of HST)

- Premiere Location – Cheese Sponsor – \$1500
 - 20' x 10' covered space, on the deck, and against the building
- Premiere Location – Alcohol Sponsor – \$1500
 - 20' x 10' covered space, on the deck, and against the building
- Main Tent – 8' or 6' Table – \$300
 - Vendor must provide own props, equipment, products, table cloth
 - These will be on a first come first served basis
- Cheese or Alcohol Vendor – 10' x 10' Tent Space on Lawn – \$250
 - Vendor must provide own tent, tables, props, equipment, products, tent weights & stakes
- Food & Beverage Vendor (ready to consume) – 10' x 10' Tent Space on Lawn – \$300
 - Vendor must provide own tent, tables, props, equipment, products, tent weights
- Food Truck (ready to consume) – 20' x 10' Space located adjacent to the road – \$600
 - Vendor must provide all necessary documentation that allows you to operate a food truck in The County of Prince Edward

Information for the Vendor:

Signage, displays, and props must remain within your booth space to avoid any hazards for visitors.

A Sponsorship Package is available upon request. These spaces are limited and will be offered on a first come first served basis.

- Vendors requiring electricity must inform Event Management at the time of application
 - Electricity access is limited and will be offered to vendors that request it first
- The use of generators on site will require approval by Event Management
- The use of charcoal is prohibited
- Propane equipment is recommended
- Any vendor using electricity will be required to have a certified class 'C' Fire Extinguisher on site
- Any vendor cooking food will be required to have a certified Class 'B' Fire Extinguisher on site
- Any vendor deep-frying food will be required to have a certified Class 'K' Fire Extinguisher on site
- Potable water filling station will be available to vendors
- Vendors are invited to sell a variety of goods and services (these goods and services will be described below, in the space provided, and any addition of goods and services must receive approval by Market Management prior to being added to your booth)
- The OCF will run rain or shine
- The market does not provide exclusivity to vendors, but we strive to ensure all parties have the opportunity to be successful

Participating in the OCF has many advantages for vendors:

- Increased face to face time with customers
- Build brand recognition with locals and visitors
- Form professional relationships with like-minded vendors
- Build a client base to draw from during the off-season
- Promotion on Social Media

The CAPE is leasing the space for PEC Markets to host the Ontario Cheese Festival. The vendor fees collected are used to promote the activities of the festival and to sustain its future growth. This includes, but is not limited to:

- Insurance
- Professionally Produced Marketing and Promotional Material
- Website Enhancement/Management
- Onsite Public Health and Safety Protocol Requirements
- Networking Efforts
- Print and Radio Advertising
- Market Management and Staff

Expectations

We will continue to actively promote and advertise the OCF throughout Ontario. Through marketing materials, social media and networking, these efforts are designed to attract tourists as well as local

consumers. We recommend that attending vendors actively promote the OCF through their own social platforms within their own communities.

We will strive to find a diverse marketplace from Ontario communities, seeking vendors who make and create their own goods, prepared food, and more. Our goal is to offer a unique experience and to celebrate Ontario's diverse agricultural scene.

The OCF Vendors will support PEC Markets and The Cape by ensuring the venue is respected and returned to its original state at the end of each market day.

1. The vendor spaces will be marked off prior to vendor arrival, creating the Festival Space. This provides a safe site for vendors and customers.
2. Vendors are asked to arrive on time and to complete set-up by the start of the event day.
3. NO VEHICLE TRAFFIC IS PERMITTED WITHIN THE FESTIVAL SPACE DURING HOURS OF OPERATION.
4. Please do not let your vehicles idle.
5. Free public parking will be available. Vendors must park their vehicles in the assigned 'vendor parking areas' as per the direction and discretion of the Market Manager.
6. As a courtesy to fellow vendors & your customers, do not remove your site earlier than the close of the Festival day. If you are unable to stay the full day, please make arrangements for someone else to staff your space until closing.
7. Vendors are requested to bring enough products to last the duration of the event day. Exceptions may be made if product shortage is beyond the control of the vendor.
8. Garbage – PEC Markets has a zero waste initiative. Any Vendor who creates waste as a result of the products they offer are required to provide their own bins to take away at the end of the market day. No garbage is to be left behind.
9. In keeping with PEC Markets zero waste initiatives, no plastic straws, no plastic single use bottles and containers should be used – biodegradable containers and utensils are recommended.
10. Consuming alcohol, smoking and vaping is not permitted on the property.
11. Vendors selling sealed bottles/cans of alcohol will be allowed to pour one-ounce samples for customers to help encourage sales of your sealed products.
 - a. This will allow customers to pair your products with cheese they purchase.
 - b. AGCO requirements to manage over-consumption require you to collect tickets to provide proof of alcohol samples provided.
 - c. Vendors selling sealed alcohol must inform AGCO of their attendance at this event.
 - c.i. [Manufacturers – Temporary Extension Endorsements and Eligible Liquor Sales | Alcohol and Gaming Commission of Ontario \(agco.ca\)](#)
12. The goal is to create a festival environment that is suitable for all participants, spaces are allocated in a fair and reasonable manner at the discretion of the Market Manager. *It is at the discretion of the Market Manager to rearrange spaces for the event day if circumstances require that adjustments be made.*
13. Each vendor is required to obtain any necessary documents, licenses, certificates, and to comply with all regulations and by-laws needed for their business to operate (copies of these documents must be available to the Market Manager if requested).
14. The vendor is responsible for obtaining and maintaining, at their own expense, necessary insurance coverage for their business operations at the Market, including any deductibles. PEC Markets Inc. is not liable for damages resulting from vendor negligence.

Commercial General Liability (CGL) with extensions of cover applicable to Products and Completed operations, Non-Owned Auto Liability and Tenants Legal Liability

- a. All vendors selling alcohol must name:
 - a.i. PEC Markets, Inc. (4 Lake St., Picton) as additional insured on their policies and have a minimum liability coverage of \$5,000,000 (Five million dollars)
 - a.ii. An extension of cover applicable to Liquor Liability
 - a.iii. The CAPE (347 Main Street East, Prince Edward, Ontario) as added insured on their policies and have a minimum liability coverage of \$5,000,000 (Five million dollars)
 - a.iv. A Certificate of Insurance is to be issued from your insurance company must be provided to Market Management with 30 day notice of cancellation provision
- b. All vendors selling food and non-alcoholic beverages must name:
 - b.i. PEC Markets, Inc. (4 Lake St., Picton) as added insured on their policies and have a minimum liability coverage of \$2 million
 - b.ii. The CAPE (347 Main Street East, Prince Edward, Ontario) as added insured on their policies and have a minimum liability coverage of \$2 million
 - b.iii. Documentation from your insurance company must be available when requested by Market Management
- c. All other vendors must name:
 - c.i. PEC Markets, Inc. (4 Lake St., Picton) as added insured on their policies and have a minimum liability coverage of \$1 million
 - c.ii. The CAPE (347 Main Street East, Prince Edward, Ontario) as added insured on their policies and have a minimum liability coverage of \$1 million
 - c.iii. Documentation from your insurance company must be available when requested by Market Management

Auto Liability

Auto Liability Insurance with a minimum limit of \$2,000,000 is required. Liability coverage, also called third-party or civil liability coverage, helps protect you financially if you or another driver on your policy are found legally liable for injuring someone or causing damage to another person's property or automobile while operating a vehicle.

WSIB requirement for Employees of Vendors

It's important that vendors make sure that the workplace is safe for their employees and customers. The WSIB has established principles to ensure that working conditions in its business network are safe. It also ensures that business operations are conducted in a lawful, ethical, and environmentally conscious way.

- 15. PEC Markets, Inc. bears no responsibility for any damage done by vendor property.
- 16. PEC Markets, Inc. bears no responsibility for any vendor property at the event.
- 17. All sanitary procedures must be followed and health/safety requirements met.
- 18. All cheese, and other food vendors, be it on-site or off-site food preparation, must contact Hastings Prince Edward Public Health to make sure all your required documents and forms have

been complied with and are up to date. Food and Beverage Vendor Notification Form can be found here - <https://hpepublichealth.ca/special-event-farmers-market-food-vendor-notification/>

19. When completing the application form, please provide sufficient details about products, on-site product samples and food/beverage preparation.
20. Unless it is an on-site emergency, all issues and concerns are best dealt with by email correspondence. Vendors should always conduct themselves in a professional manner.
21. Vendors who disrespect fellow vendors, volunteers, or associated service providers will be asked to leave the market and will forfeit their fees. This policy is at the discretion of the Market Manager.
22. Vendors shall demonstrate professionalism both in behavior and appearance. This policy is at the discretion of the Market Manager.
23. Our events prohibit underage drinking or allowing minors to consume cannabis. We adhere to provincial and federal laws to ensure compliance and uphold legal standards.
24. Being under the influence of alcohol, cannabis, or illegal substances will result in immediate removal. We enforce this policy to ensure a safe environment for everyone. This policy is at the discretion of the Market Manager.
25. Vandalism or Theft - Damage to property or theft can result in legal action.
26. The Market Manager has the authority to request any vendor or person to leave the market area if rules or laws are broken.
27. Products should be sold by units or weight. Government inspected scales should be used and should have a valid sticker displayed.
28. The OCF does not allow Vendors to sublet or share their space at the festival.
29. If a Vendor is unable to attend their OCF date, 72 hours' (3 days) notice must be given to the Market Manager. In case of emergencies, please inform the Market Manager as soon as possible. Your cooperation is appreciated. If possible, make arrangements to have someone manage your booth if you are not available. A full and vibrant event attracts more customers. Attendance is highly recommended for all vendors.
30. After your application has been received, you will be contacted by a PEC Markets representative.
 - a. If you have been accepted as a Vendor, you will be invoiced and payment in full will be required to secure a spot at the OCF.
 - b. Please do not send payment unless you have been sent an invoice. Thank you.

ADDITIONAL INFORMATION

Load-in and Load-out – site plan, arrival times, and set-up/tear-down procedures will be communicated to Vendors prior to the festival date.

Health Protocols to be followed by Vendors and attending event associates.

Best health practices should be enforced in your space and for your merchandise.

It is the responsibility of the Vendor to ensure all staff and volunteers assisting them at the event are aware of the event and public health protocols and requirements.

Sampling of Food Products and Additions to Food Products

- All cheese samples should be on a toothpick or on a piece of wax paper prior to passing it on to the customer

- a separate garbage receptacle will be provided by the Vendor for the customer to discard of their sampling garbage - it is the responsibility of the Vendor to remove this garbage from the site

Vendors preparing food at their booths will be required to have a hand washing station and follow all current Public Health requirements to operate at the Market.

Please note:

If a Vendor cancels 30 days or more prior to the start date of the OCF, a \$150 Admin Fee will be charged.

If a Vendor cancels within 30 days of the start date of the OCF, your fee will be non-refundable.

VENDOR CRITERIA and PRODUCT INFORMATION

Cheese Makers and Dairy Producers – products made with milk from your farm or from an Ontario farm.

Re-selling of other products and brands is not allowed.

Food/Beverage Vendors – any business operating that sells prepared or ready to consume food and beverages. Re-selling other brands is not allowed unless the products have been altered by you to create something new and original, of your own making.

All products for sale at the OCF must be made or produced by the applying Vendor, their family, or their employee.

Applications are open to everyone, and spaces will be filled on a first come first serve basis.

The OCF is an economic development activity and vendors are selected to create the maximum economic activity.

- Other selection criteria – Beyond the vendor categories and definitions outlined above, Market Management could choose to refuse a Vendor Application based on: craftsmanship, quality, creativity and originality, value added to original materials used in the finished product, reasonable and fair pricing.

Refusal – PEC Markets, Inc. reserves the right to refuse acceptance of any applicant, or product, if the applicant or product is not in keeping with the expectations of the OCF, the rules, regulations, and standards of the event. Applicants may ask OCF Management to reconsider decisions made regarding their admission or products.

PAYMENT

Payment Methods – EMT (electronic money transfer) sent to info@countymarkets.ca OR through QuickBooks Online direct payment.

Please let us know if you require other payment options.

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To be filled out by all vendors. By signing this form, the Vendor understands, respects, and will follow the guidelines and requests set forth.

- Cheese Sponsor Alcohol Sponsor Main Tent 6' table Main Tent 8' table
 10'x10' Cheese/Alcohol Vendor 10'x10' Food Vendor 20'x10' Food Truck

Vendor First and Last Name (please print): _____

Company Name (please print): _____

Website: _____

Facebook page: _____

Instagram: @ _____

Full Mailing Address: _____

Phone Number: _____ Email: _____

Signature: _____ Date: _____

In Case of Emergency – Contact Person (please print) _____

Relationship _____ Phone Number _____

To ensure a diversity of products, please list ALL the items that you intend to offer at Market. This list will be referenced throughout the season, so please be as detailed as possible. We hope to avoid similar product saturation and can accomplish this by sourcing vendors who specialize in a particular area.
