



### **KIMBERLEY FARMERS MARKET VENDOR SELECTION GUIDELINES**

First and foremost, products MUST be locally made, baked, raised or grown. With a view to providing quality and diversity within the Kimberley Farmers' Market, applications by vendors will be considered for acceptance based on a combination of the following criteria:

- 1) Wildsight's goal is to have a food focused Market. As part of our food sustainability initiative, vendors offering produce and value added food products will be our first priority, with remaining stalls being allocated to vendors of crafts, art, health and beauty products, etc.
- 2) Vendors selling products that are made, baked or grown within 100 miles of Kimberley will be given priority over vendors selling product from outside of that area.
- 3) Preference will be given, in the following order, to vendors with booths occupied by:
  - a) the actual producer or manufacturer;
  - b) staff with involvement and/or knowledge in the production and/or preparation of the product
- 4) Vendors who do not have a store front or business location from which the same or similar products are offered for sale will generally be favoured over those that do have such facilities.
- 5) The uniqueness of the product, considering:
  - The overall mix and balance of all the vendors
  - Seasonal availability
  - Perceived consumer demand
  - Number of vendors with the same or similar products
  - Limited opportunity to obtain the product elsewhere
- 6) Market participation including frequency of attendance and any non-attendance despite reserving a space.
- 7) The quality of the goods or services offered, in the opinion of the Market Manager/Vendor Selection Committee
- 8) Compliance with Kimberley Farmers' Market Guidelines and Rules of Operation.

- 9) History at the market. Vendors that have participated in the market in previous years will have priority over new vendors with similar products.
- 10) Application Date. If all else is equal the vendor that applies the earliest will be given priority.
- 11) Any other consideration thought relevant by the Market Manager, Vendor Selection Committee.