

The BRONTE FARMERS' MARKET

VENDOR GUIDEBOOK



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HELLO!

Welcome to Bronte Village! We're so happy you're here.

Bronte is a thriving community on Lake Ontario that is vibrant, unique and growing. A designated tourism location with a waterfront and marina that is considered one of the best in the GTA, Bronte is one of Ontario's oldest communities and has retained its small-town-tight-knit-community-feel. Our commercial district, which is a mix of locally owned & independent shops, chain stores, destination retailers and restaurants, completes the overall character and charm of the neighbourhood.

Bronte is home to over 15,000 residents, 180 businesses and continues to grow, with 2,500 new residents expected to join the community within the next three years.

It is a 15-minute drive from anywhere in Oakville and easily accessible by transit. Bronte is a designated bike-friendly district and an appealing year-round environment for residents, businesses and visitors.



ABOUT THE BIA.



The Bronte Business Improvement Area (BIA) is a non-profit organization that is dedicated to improving the economic prosperity and quality of life in Bronte Village. We work to make the district a better place to do business by advancing a livable, distinct and vibrant environment to work, shop, live and visit.

Digital Footprint

Instagram: 8,000+

Facebook: 10,800+

Community e-news Subscribers: 3,700

Member e-news Subscribers: 250

Average Open Rate: 62%

Our work is guided by the vision that Bronte is a place where everyone is welcomed and everything you need can be found.



ALL ABOUT THE BRONTE FARMERS' MARKET: Fresh, Fun & Local!



The Bronte Farmers' Market is a **Community Market** that aspires to provide residents and visitors with quality produce and products made by local farmers, baked goods and tasty eats, as well as one-of-a-kind products created by local crafters and artisans. The Market is a **vibrant gathering space** that celebrates all things local with live music, family-friendly games, and opportunities for community engagement.

Managed by the **Bronte BIA** and registered with **Farmers' Markets Ontario®**, the 2026 Season will be the third annual launch of the Market.

- Operates every Sunday from July 5 to August 30 (9 weeks) AND Sunday, October 25 for a special Halloween-themed Market.
- Market hours are 10AM to 2PM.
- Located in Bronte Market Square at 2445 Lakeshore Rd W in Oakville.
- Average weekly visitor traffic is 1000+ people.
- Primary Contact is Kylie Wilson at brontefarmersmarket@gmail.com or 905-825-3258.
 - Website: bronte-village.ca
 - Instagram: [@brontebia](https://www.instagram.com/brontebia)
 - Facebook: [@BronteEvents](https://www.facebook.com/BronteEvents)



YOUR MARKET CHECKLIST.



This guidebook is here to help you feel confident and prepared as part of the Bronte Farmers' Market. It walks you through our guidelines, outlines key policies, and offers helpful tips to set you up for success. Whether you're a returning vendor or joining us for the first time, we hope you find everything you need for a smooth and enjoyable market experience.

Vendor Eligibility

To participate in the Bronte Farmers' Market, vendors must meet the following criteria:

- Products must be grown, raised, made, or sourced locally.
- All vendors are responsible for complying with Municipal, Provincial, and Federal regulations, including requirements related to labelling, measurements, and health and safety for all products sold at the Market.
- Anyone handling food must comply with Halton Region Public Health regulations. A full list of requirements can be found [here](#).
- Vendors are required to provide appropriate documentation, including business licences, permits, and proof of insurance.
- A completed application and payment of applicable fees are required prior to participation.

Application deadline is Friday, March 12;
all applicants will receive a written reply by March 20.



VENDOR FEES.



STALL SIZE	FULL SEASON 10 Weeks	MONTHLY 4 Weeks	DAILY
10' x 10'	\$295 + HST	\$125 + HST	\$35 + HST
20 x 10	\$437.50 + HST	\$187.50 + HST	\$52.50 + HST

Hydro = \$5/day (if required)

PAYMENT: Vendors are required to submit their payment after receiving confirmation of application approval via cheque or e-transfer. **The payment deadline is Friday, May 15.**

Please Note: There is no pro-rating/reimbursement for missed Market days. Payments are non-refundable.



MARKET DAY OPERATIONS: READY, SET, SELL.



Allocation of Space:

- Stall sizes are 10'x 10' or 20' x 20' and subject to availability.
- Bronte Farmers' Market Staff are responsible for selecting stall locations and will consider the following:
 - Consumer traffic flow and product mix among vendors
 - Specific equipment requirements or set-up needs (hydro, vehicle on-site, etc.)
 - Market specific site restrictions
- Market Staff have the right to move market vendors if the need arises.
- Subletting of stalls is not permitted.

Attendance:

- The Bronte Farmers' Market is a rain or shine event.
- Vendors are responsible for letting the Market Staff know as early as possible if they are not able to attend on a specific day; a minimum of 72-hours notice is very much appreciated.

Set-up:

- Set-up takes place between 8AM and 9:30AM on Market Days.
- No vehicles will be permitted into the area after 9:30AM.
- All vendors should be ready to sell when the Market opens at 10AM.
- Vendors are responsible for their own set-up and teardown; including any supplies such as a tent, weights, table, chairs, extension cord, etc.
- Tents must be secured with heavy weights (40 lbs per leg); tents without weights won't be permitted to go up.

Teardown:

- Vendors are required to stay open until the Market closes at 2PM. No vehicle is allowed to enter the Market area until *after* 2PM.
- Vendors are required to remove everything from their space and dispose of waste.



FAQs.



ANSWERS TO OUR MOST COMMON QUESTIONS ARE BELOW.

Who manages the Bronte Farmers' Market?

The Market is managed by the Bronte BIA. The BIA will employ two Market staff to oversee the weekly logistics and vendor/customer experience.

Who can apply to be a vendor?

Our vendors are farmers, food producers, growers, artists and craftspeople. Products include fresh fruits and vegetables, meat, eggs, dairy, seafood, hot and prepared food products, preserves, plants and flowers, and handmade non-food items such as soap, clothing, jewellery, candles, art and more. All vendors must re-apply each year.

Can a non-profit group be a vendor or fundraise?

The Bronte Farmers' Market values community. Every Sunday, we reserve one space for a non-profit organization.

How do I apply to be a vendor?

First, review this guidebook. *Check!* Next, complete our online application form. Any questions about the process can be directed to brontefarmersmarket@gmail.com.

How long does that application review process take?

All applicants will receive a written reply by March 20, 2026.

How are vendors selected?

Various factors influence vendor selection, including the overall mix of vendors and the representation of each product category. Prior vendor status is considered, but does not guarantee acceptance. Priority will be given to vendors who sign-up for all Market days.

What happens if my application is accepted?

If your application is approved, you will receive an invoice for your total fees, which are due by May 15, 2026. You will also receive a vendor email with all the important information you need for the first Market day.

How do I pay my vendor fee?

We accept payments by cheque (please make cheques payable to “Bronte BIA”) and e-transfer (info@brontevillage.net). **Payments must be received by May 15.**

Please note: payments are non-refundable.

What are the hours of The Bronte Farmers’ Market?

The Bronte Farmers’ Market runs every Sunday in July and August (9 weeks) from 10AM-2PM in Bronte Market Square (2445 Lakeshore Rd W, Oakville), with an additional special Halloween-themed market on Sunday, October 25.

Vendors must arrive early enough to unload, set up, and move their vehicles out of the Market area before opening. Set-up takes place between 8AM and 9:30 AM. For safety reasons, no vehicular traffic is permitted within the Market between 9:30 AM and 2PM. Vendors are required to keep their booths open and staffed for the full duration of Market hours. Teardown begins at 2PM.

Are there bathrooms nearby?

A portable bathroom with a sink will be installed on-site in Bronte Market Square for vendor use.

Will I have hydro access?

Vendors requesting hydro access need to indicate this on their application. Access isn’t guaranteed and costs an additional \$5/day - and vendors are required to bring their own extension cord. Vendors permitted to use hydro will be notified by March 20.

What happens if it’s raining on Market day?

The Market operates rain or shine; however, should winds reach 40 km/hr, vendors will take down their tents. If the day has heavy rains that are not lifting, vendors will be permitted to pack-up and leave for the day. Please see page 13 for our Weather-related policies.



What if I'm sick on Market day?

Please contact brontefarmersmarket@gmail.com as soon as possible to let us know about your absence.

Where do vendors park after unloading?

There is ample free, all-day parking at Bronte Heritage Waterfront Park (2340 Ontario St) and in front of the Bronte Marina building (2508 Lakeshore Rd W). Vendors are not permitted to park in the Farm Boy/Rexall lot.

What equipment do vendors need to bring?

Vendors are responsible for bringing their own tent, table, weights, display tools and supplies needed for each Market day. Please note that tents without weights won't be permitted to go-up. We recommend a minimum of 40 lbs per tent leg.

What safety and food regulations do vendors have to follow?

Vendors must comply with all federal, provincial and municipal regulations applicable to your goods. All food vendors must complete an application through Halton Region Public Health before you can sell at the Market. The Market will be inspected by a Halton Region Public Health Inspector at random.

What if I need to cook or heat my food product?

Any vendors using an open flame, electric grill, or fryer will be assigned a space in a designated cooking area. All cooking activities must follow the rules and regulations of the Oakville Fire Department to ensure everyone's safety. Vendors are responsible for providing any necessary equipment and for operating it safely throughout the Market. Please see our Fire & Propane Safety Guidelines on page 12.

Do I need insurance?

All vendors should carry liability insurance. Coverage is available through Farmers' Markets' Ontario®.

What documentation is required to be a vendor?

Vendors are required to have registration/license #s as applicable for their business. Vendors are responsible for obtaining all permits required in the production and sale of their goods.



VENDOR CODE OF CONDUCT.



The Bronte Farmers' Market strives to create a respectful, professional, and welcoming environment for vendors, staff, and visitors. Vendors are asked to follow these key expectations:

Professionalism & Respect

- Treat customers, fellow vendors, and market staff with courtesy and respect.
- Maintain a positive, cooperative attitude to foster a welcoming market atmosphere.

Product Integrity

- Offer locally grown, raised, or made products.
- Ensure products are fresh, properly labeled, and safe for consumption.
- Accurately represent products, avoiding misleading claims.

Booth Presentation & Cleanliness

- Keep your booth clean, organized, and visually appealing.
- Follow the market's setup and teardown schedules and be punctual.

Attendance & Punctuality

- Arrive on time and remain for the full duration of market hours.
- Notify market management in advance of any absences or schedule changes.

By following these guidelines, vendors help create a thriving, harmonious market that benefits the entire community. Thank you for contributing to the Bronte Farmers' Market experience!



FIRE & PROPANE SAFETY GUIDELINES.



The safety of our vendors, customers, and staff is our top priority at the Bronte Farmers' Market. Any vendor using cooking equipment, open flames, or propane must follow all Town of Oakville fire safety regulations and the guidelines below.

Propane & Fuel Use

- Propane tanks must be in good condition, free of damage or rust, and within their expiry date.
- Tanks must always be secured in an upright position to prevent tipping.
- Propane tanks should be positioned away from public access, heat sources, and ignition points.
- Vendors are responsible for safely transporting, setting up, and removing their propane equipment.

Cooking & Open Flames

- All cooking equipment must be used in a safe and controlled manner.
- Open flames must never be left unattended.
- Cooking setups must be positioned to prevent contact with customers, especially children.
- All tents used near cooking or open flames must be flame-retardant.
- Any oil or grease spills must be contained using a mat or other appropriate barrier, and vendors are responsible for any damage caused to Bronte Market Square.

Fire Extinguishers

- Vendors using propane, grills, fryers, or any open flame must have a fully charged 5lb 'ABC' rated fire extinguisher at their booth.
- Fire extinguishers must be easily accessible, and vendors must know how to operate them.

Inspections & Compliance

- Market staff or local fire officials may inspect vendor setups at any time.
- Vendors not following fire or propane safety requirements may be asked to shut down equipment until issues are resolved.
- Repeated or serious violations may result in removal from the Market.

Emergency Situations

In the event of a fire, vendors must:

1. Shut off fuel sources immediately, if safe to do so.
2. Use their fire extinguisher if trained and it is safe to do so.
3. Alert Market staff immediately.

WEATHER SAFETY.



The safety of vendors, customers, and staff is our top priority. All weather-related decisions will be made with safety in mind.

Rain & Mild Weather

- The Market will operate in rain or light weather conditions.
- Vendors should evaluate whether their products and booth setup are suitable for current weather conditions and make decisions that prioritize the safety of themselves, their team, and their products.
- Vendors are responsible for ensuring booths are properly secured and weather-ready.

Severe Weather

The Market may be delayed, modified, or cancelled in the event of severe or unsafe weather, including but not limited to:

- High winds above 40 km/h
- Thunderstorms or lightning
- Extreme heat above 32-35°C
- Poor air quality or smoke
- Any conditions deemed unsafe by Market management

Vendors are expected to comply with all safety instructions, including lowering or removing canopies, shutting down equipment, or temporarily closing booths.

Wind Safety

- All tents must be properly weighted at all times (we recommend 40 lbs per leg).
- In high-wind conditions, vendors may be required to secure, lower, or remove canopies.

Heat & Air Quality Guidance

- Vendors and staff should take precautions in extreme heat (hydration, shade, cooling measures).
- Poor air quality or smoke conditions may lead to event modification or cancellation for health and safety reasons.

Communication

- Market management will communicate any weather-related delays or cancellations as early as 6AM via email.

VENDOR CANCELLATION POLICY.



The Bronte Farmers' Market relies on committed vendors to ensure a consistent and high-quality experience for customers and fellow vendors. The following cancellation policy applies to all vendors.

Vendor Cancellations

- Vendors are asked to provide a minimum of 72-hours' notice if they are unable to attend a scheduled market date.
- Cancellations must be communicated by email to brontefarmersmarket@gmail.com.
- Vendor fees are non-refundable for cancellations.

No-Shows

- Vendors who fail to attend a scheduled market without notice will be considered a no-show.
- No-shows may result in:
 - Loss of booth fees for that date
 - Reduced priority for future bookings
 - Possible removal from the vendor roster for repeated occurrences

Late Arrivals

Vendors are expected to arrive and be fully set up by the market's official opening time to ensure a smooth experience for customers and fellow vendors.

- Vendors who arrive late must notify Market management as soon as possible via email or phone.
- Repeated late arrivals may result in:
 - Reduced priority for booth selection in future markets
 - Potential removal from the vendor roster if punctuality does not improve

Market-Initiated Cancellations

- The Bronte Farmers Market reserves the right to cancel or modify market dates due to circumstances beyond its control, including but not limited to weather, safety concerns, or municipal requirements.

Early Departure

- Vendors are expected to remain set up for the full duration of the market.
- Early teardown without prior approval may be treated as a no-show and may affect future participation.

PARK LIKE A PRO.



To help create a welcoming experience for everyone, we ask vendors to use designated vendor or public parking areas as outlined by Market Management (see map).

We greatly appreciate your cooperation in helping us maintain positive relationships with our neighbours and ensure easy access for customers.

Please note: the lot adjacent to Bronte Market Square is reserved for Rexall and Farm Boy customers. Vendors found parking there will be asked to relocate, and repeated issues may result in a \$25 fee or affect future Market participation.



JOIN US IN 2026!

If you're interested in becoming a vendor, we'd love to hear from you!

Application Deadline:

March 12, 2026

All applicants will receive a written reply by March 20.

Questions?

Reach out to us at brontefarmersmarket@gmail.com.

We can't wait to welcome new and returning vendors for another fantastic season!



APPLY NOW

