



BECOME A VERIFIED FARMERS' MARKET VENDOR TODAY!

When Albertans shop at a farmers' market, they want to buy from local farmers, growers, producers and artists. They want to support the people that grow, bake and make their own products.

The Alberta Farmers' Market Association is making it easier for Albertans to buy local with the new Verified Vendor program and logo.

When Albertans see the Verified Vendor logo online, on products or at a market stall, it is a 100% assurance they are buying from legitimate farmers, producers and artists.

Who can be a verified vendor?

The AFMA Verified Vendor program certifies farmers' market vendors that sell products in three categories:

- **Primary food producers:** fresh, unprocessed fruits and vegetables, cut flowers, plants and nuts, honey, eggs, fresh or frozen meat and fish, herbs and mushrooms are all considered primary products.
- **Value added food products:** Raw food products that have been modified or enhanced. Examples include pies, jams, salsa, jerky and more.
- **Artisan/craft:** Made by hand, typically in small batches. Examples include knitting, clothing, photography, pottery, paintings, candles, soap and more.

Why become a verified vendor?

There are many advantages to becoming a verified vendor.

1. Becoming a verified vendor is a way to help your business stand out from others, especially resellers.
2. Being a verified vendor gives potential customers confidence that they are buying direct from a legitimate farmer or business.
3. Finally, as a verified vendor, you receive a detailed profile on the AFMA website, where consumers can learn more about you and your business, your products and find the markets where you sell your products.

Vendors who are verified can have the AFMA "verified vendor" logo on display at their market stall or booth, on their website, in their social media marketing, or even as a part of the label on their products.

Verified vendors also have access to the verified vendor logo to use in your marketing. Verified vendors can also access posters and other marketing tools to allow you to promote your verified status to all market shoppers.

Starting in late April, AFMA will be promoting the verified vendor program to Albertans with a province wide advertising campaign, social media efforts, media relations and more.

How to become a verified vendor

It's as simple as going online, filling out the application and in a short period of time, your business will be verified and your verified profile will be accessible online on the AFMA site.

Farmers' market vendors can apply today online to become an AFMA verified vendor.

About resellers

Resellers sell products that are made by someone else or another company. They do not produce, make or bake their own products.

Resellers can be vendors at Alberta farmers' markets.

Sometimes, resellers may not actively share with farmers' market shoppers that someone else grew or made the products they sell. Resellers could be selling products made by companies and people outside of Canada.

Without clear information, consumers may not know who they are buying from and where the product was actually made or produced. Consumers may think they are buying from legitimate farmers, producers and artists because they are shopping a local farmers' market, when in fact they may be supporting businesses from elsewhere.

The AFMA verified vendor program brings greater transparency to farmers' markets. When consumers see the verified vendor logo, they can be 100% certain they are buying from a farmer, producer or artist who grew or made their own products.

TO LEARN MORE AND APPLY TODAY, VISIT
www.albertafarmersmarket.com/verified-vendor-program