

Sampling and Sale of Local Liquor at Farmers' Markets

Public Hearing

May 26, 2015

Purpose

To permit the sampling and sale of local liquor* at farmers' markets in the City



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* Defined as wine, cider, beer and spirits produced in BC using as many ingredients grown in BC as possible.

Farmers' Markets in the City

FARMERS' MARKET	LOCATION	IN OPERATION	
River District	City street	May - Oct	Wednesday
West End		June - Oct	Thursday
Kerrisdale Village			Saturday
Main St. Station			Saturday
Yaletown		Mid-Aug - Sept	Saturday
Nat Bailey Stadium	City park	Nov - April	Saturday
Hastings Park (PNE)			Sunday
Kitsilano		May - Oct	Sunday
Trout Lake			Saturday
Oak Street	Church site	June - Jan	Wednesday
Mount Pleasant	School site	June - Oct	Sunday
Italian Night	Private	May - Nov	Every 3 rd Fri/month

Existing Zoning Regulations for Farmers' Markets

- Farmers' markets are permitted as a conditional use in all zoning districts;
- Farmers' markets must:
 - Be no larger than 2,323 m² (25,000 ft²)
 - Have at least 11 stalls or booths
 - Ensure vendors sell only the products/items listed in definition; and
 - Limit sale of ready-to-eat foods and local artisan crafts to no more than 40% of the total number of stalls.

Provincial Legislative Amendments

- In 2014 the Province permitted local liquor manufacturers to sample and sell their products at farmers' markets.
- Licensed liquor manufacturers may apply for a “Farmers’ Market Authorization” to sell at these markets.
- Licensees must confirm that the farmers’ market complies with local by-laws.



Source: Pat Kight

Provincial Policies for Farmers' Market Liquor Sales

- Liquor manufacturers must:
 - Sell only their own products;
 - Sell only between 9 am to 11 pm;
 - Ensure market staff are not minors and have Serving it Right certification;
 - Provide samples only within designated retail area and restrict serving sizes as follows:

Type of Liquor	Single Product	Multiple Product
Wine	20 ml	30 ml
Spirits	10 ml	20 ml
Beer/Cider/Coolers	30 ml	45 ml

Pilot in Farmers' Markets

- In summer 2014 Council approved a pilot to allow the sampling and sale of local liquor at five farmers' markets in the City;
- Each market was restricted to a maximum of 3 liquor vendors;
- Nuisance and neighbourhood impacts were monitored;
- Market operators reported that alcohol vendors managed their booths and customers well and complied with City requirements.

City's Key Objectives

- Allow licensed B.C. manufacturers to sample and sell their liquor at farmers' markets; and
- Minimize negative community impacts.

Proposed Amendments to Zoning and Development, License and Street Vending By-laws

- Allow retail sale and sampling of local wine, cider, beer or spirits in farmers' markets; and
- Restrict number of local liquor vendors to a maximum of three per market.

Thank you



Source: Jordan Vineyard & Winery