

Let's Talk 80/20

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80/20 Rule

- ▶ Markets must maintain an annual average vendor ratio of 80/20 where:
 - ▶ **80%** of the vendors are Albertans selling Alberta products which they, an immediate family member, a staff member or a member of a producer-owned cooperative or their staff have made, baked or grown.
 - ▶ Remaining **20%** of the vendors can be made up of **out-of-province** vendors, **resellers** or vendors selling **commercially available products**.



Who Can Sell

- ▶ *Preference must be granted to Alberta producers*
- ▶ *Vendors reselling products that directly compete with products sold by Alberta producers are only allowed **if the Alberta producers cannot meet customer demand.***
- ▶ *Out-of-province products must be clearly labelled as to their province/country of origin.*



Who Falls Into OTHER

- ▶ **Out of province/country vendors:**
 - ▶ BC fruit
 - ▶ Quebec maple syrup
 - ▶ South American alpaca products; African baskets
- ▶ **Resellers:**
 - ▶ Albertans reselling an Alberta product e.g. Taber corn
 - ▶ Multi-level franchises/home-based businesses e.g. Tupperware, Origami Owl



Who Falls into COMMUNITY

- ▶ Community clubs selling raffle tickets
- ▶ Community clubs promoting their club
- ▶ Girl Guides (cookies); Scouts (popcorn)
- ▶ Politicians
 - ▶ Reported on but not included in 80/20 calculation



Vendor Name (i.e. business name)	Food Products	Agricultural Products	Craft Products	Other - Make It, Bake It, Grow It	Other	Community/ Non-Profit	# of Markets Attended
Vendor 1		Vegetables					17
Vendor 2	Pies						7
Vendor 3	Canning	Strawberries					18
Vendor 4					Watkins		5
Vendor 5		Honey			Avon		18
Vendor 6			Knitted sweaters				4
Vendor 7		Frozen meat (75%)		Homemade soap (25%)			14
Vendor 8	Frozen Ukrainian food						18
Vendor 9			Garden ornaments		31 Purses		5
Vendor 10			Homemade jewellery		Silpada jewellery		9
Vendor 11						Senior's Club Raffle	5

- **Make it-Bake it-Grow it vendors (MBG):**

- ((add each number of weeks attended + (partial vendor weeks split between MBG & OTHER)) ÷ weeks open

$$= (17+7+18+(18*.5)+4+(14*.75)+18+(5*.5)+(9*.5))/18 \text{ weeks}$$

$$= 5.03 \text{ average vendors}$$

- **OTHER vendors:**

- ((add each number of weeks attended + (partial vendor weeks split between MBG & OTHER)) ÷ weeks open

$$= (5+(18*.5)+(14*.25)+(5*.5)+(9*.5))/18 \text{ weeks}$$

$$= 1.36 \text{ average vendors}$$

Total average vendors = 5.03 + 1.36 = 6.39 vendors

Percentage MBG vendors = $5.03 \div 6.39 = 78.72\%$

Percentage OTHER = $1.36 \div 6.39 = 21.28\%$



**Farmers'
Market**

Managing Your OTHER

- ▶ Recruit new MBG vendors
- ▶ No NEW Other vendors accepted - let attrition happen
- ▶ Set up a ROTATION for Other vendors
 - ▶ Are all Other vendors equal?
- ▶ Conditional status is about seeing IMPROVEMENT

