



Liquor & Online BC Farmers' Markets

Over the past few weeks, BCAFM has been in consultation with the provincial Liquor and Cannabis Regulation Branch to better understand current policy for the sale of liquor at in person farmers' markets and your online market stores. As you know, all of us including BCAFM, government and policy makers continue to assess policy and respond to new ways of doing things during the COVID-19 pandemic.

Farmers' markets with liquor vendors, please review your practices to ensure that your in person and online farmers' market store is managing liquor promotions and sales as required by current regulations described below.

In Person Farmers' Markets

For several years now, eligible artisan, farmers and annual markets are permitted to allow wineries (which include cideries and meaderies), breweries and distilleries (liquor manufacturers) to provide liquor samples and sell liquor products for off-site consumption at their markets.

Note: Markets do not have to host liquor vendors.

Since Apr. 16, 2020, the Provincial Health Officer ordered that vendors, who are liquor manufacturers with an on-site retail endorsement and are selling at markets (also known as "farmers markets" or "community markets"), must comply with the following conditions:

- You must not provide samples of your products for tasting at a market; and
- You must sell your products at a market in sealed retail containers, such as bottles, cartons, boxes and cans.

With the exceptions due to COVID noted above, there are no other changes to existing regulations for the sale of liquor at in person farmers' markets.

[Read the Note to liquor vendors at markets during COVID-19](#) (published on April 16, 2020)

Online BC Farmers' Markets

There are regulations for licensed liquor manufacturers/vendors who sell liquor products online. Current regulations require that liquor manufacturers/vendors only sell directly from their own manufacturer/business website.

BCAFM has been informed that the ***promotion*** of liquor vendors/manufacturers through online farmers' market stores is entirely acceptable. However, the actual **receipt of orders and payment for liquor purchases must be done directly from the liquor manufacturer/vendors' own business website.**

- Farmers markets can *promote* liquor manufacturers/vendors on your online market store and that they will be present at your farmers' market. Your online market store just cannot receive orders or payments for liquor products.

How to easily adapt your Online Farmers' Market store?

- On your online farmers' market store websites, if you choose to promote and list liquor vendors, please ensure that if a customer goes to their listing there is a link that takes the customer directly to the liquor vendors' own website.

See below: "How to" promote or list liquor vendors on your Local Line Online store.

Liquor Vendors must be On Site at your Farmers' Market

- If a liquor vendor is at the market on a particular date, then a customer can order in advance online through the liquor vendors' website or call the liquor vendor to order and pay through the liquor vendors' online store or phone. Customers can pick up the liquor product directly from the liquor vendor booth who has been approved for selling at your market at the usual time the market is operating. This prevents markets from simply becoming liquor storage sites, and also takes away the liability of market organizers having Serving it Right certificates and ensuring ID requirements are met. In person farmers' markets cannot just be storage or distribution points for online liquor sales without liquor vendors attending the market
- The sale and delivery of liquor at markets is for sales only. Tastings are still not permitted during COVID-19.

Also a reminder that market organizers are required to check that a liquor vendors authorization is current and valid for their market. These must be posted at the market as is the current regulation.

“How to” promote or list liquor vendors on your Local Line Online

Add a product or logo image, Name, and Price.

Note: When adding a new product, you are required to add a price.

Add New Product

Product Photo
It's picture day! Get the right lighting and show off your products

Click to upload - square images work the best!
*We might crop your image for you after you save

Product Information

(optional) e.g. 214, P18DF Name Local Premier Spirits

Price
The price and units of your product. e.g. \$10 per 5lb

\$1.00 per 1 ea

Taxable Taxable

Add a description telling where the product can be purchased.

Note: If Track Inventory is selected you must enter a value for the item to show in the store.

Add New Product

Many people prefer to shop online. Help your users find what they're looking for more easily by adding a category.

Description
Tell your customers more about how the product is processed and packaged, along any other unique attributes.

To purchase these spirits online, please go to www.bruinwood.com or to purchase in person, please visit these in person farmers' markets:
Sechelt Farmers' Market
Ambleside Farmers' Market

Catalog
Optionally add this item to a catalog immediately upon creation.

My Products

Inventory

Inventory Count
Set the amount of units you have available for this product. We track sales automatically! Uncheck **Track Inventory** for unlimited. Once you start tracking your inventory, you cannot stop tracking

Track Inventory


0

Once your product has been saved, you can edit the product and change the price to \$0.00 so no inadvertent charges are made.

Edit Product

General

Product Photo
It's picture day! Get the right lighting and show off your products



Click to upload - square images work the best!
*We might crop your image for you after you save

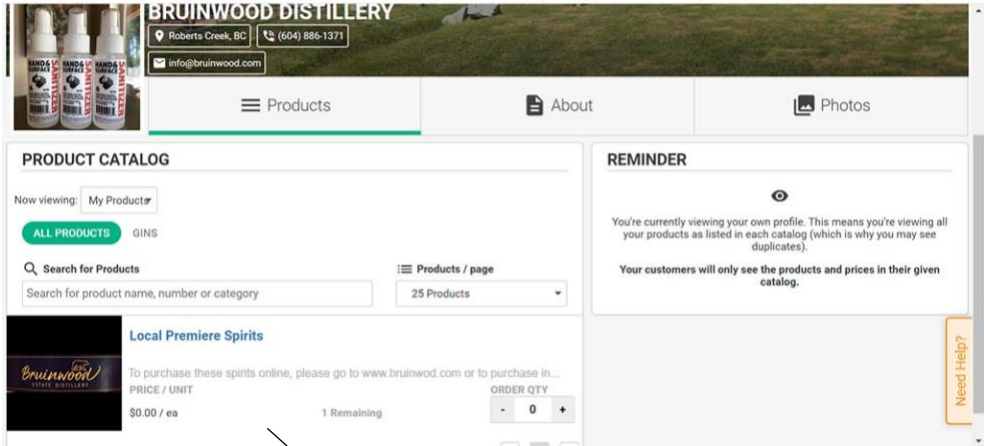
Product Information

(optional) Name

Price
The price and units of your product.
e.g. \$10 per 5lb

per

Example of a liquor vendor listing



BRUINWOOD DISTILLERY
Roberts Creek, BC (604) 886-1371
info@bruinwood.com

Products About Photos

PRODUCT CATALOG

Now viewing: My Product

ALL PRODUCTS GINS

Search for Products
Search for product name, number or category

Products / page: 25 Products

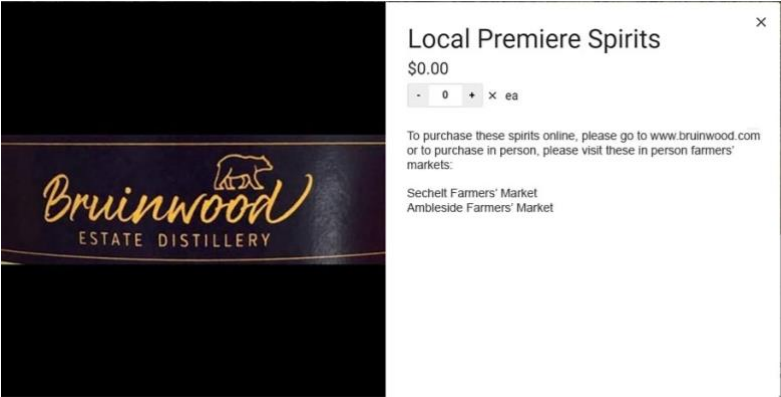
Local Premiere Spirits

To purchase these spirits online, please go to www.bruinwood.com or to purchase in...

PRICE / UNIT: \$0.00 / ea

ORDER QTY: 1 Remaining

Need Help?



Local Premiere Spirits

\$0.00

ea

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- Sechelt Farmers' Market
- Ambleside Farmers' Market