

OPEN FARM DAYS= TRAINING SESSION Q&A

OPEN FARM DAYS CONTACTS

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GENERAL MARKETING AND PROGRAMMING

Q When will the postcards be sent out?

- A. Materials will be available for pickup in July at Calgary, Red Deer and Edmonton locations. This includes signage, feedback forms and other items.
- B. The postcards are also requested on the Farm Resource form. If you requested them, we will get them out to you.
- C. The link to Host Resources section is here: <https://albertaopenfarmdays.ca/host-resources> the password to get into the site is OFD Host

Q. How do we update our farm info?

- A. Send your information to the Open Farm Days email address with your changes and we can make those for you. Feel free to include new pictures and images as you have them.
info@albertaopenfarmdays.ca

Q. How can we share our farm details for promotion and sharing on Open Farm Days platforms

- A. If you have questions about marketing feel free to email Nicola at nicola@albertaagsocieties.ca
- B. PLEASE complete your Resources List that was emailed to you in your welcome email. This will help us know who is comfortable in speaking with media to increase your exposure for OFD

Q Can I sell honey on my farm?

- A. Yes. No permit required

Q. With open farm days we are encouraged to bring in community?

- A. Absolutely. We encourage you to welcome friends and neighbors as guests, helpers or as part of the rural community. The more the merrier!

FARM REGISTRATION & FARMZY

Q. Do we need to be concerned with crowd control? Do you know if local authorities may be available for support of this? In case there may be folks parking on the road, etc.

- A. We encourage you to use Farmzy to control your numbers, and if you have particular concerns due to problem neighbours, you are the best person to judge what that problem might be. Please contact us and we can discuss concerns.

Q. Can Farmzy be linked as an app to our website? Or do people have to go to your website directly?

- A. You can use a link to the Farmzy site, but the transactions must happen on the site due to the secure nature of program

Q: How can visitors provide proof of booking or payment?

- A. Visitors and Hosts will be emailed a booking confirmation receipt. This receipt will include all of the information for the booking including the number of people, booking time and proof of payment (including quantity) for Add-On purchases. This booking information is also in both the Guest and Host Inbox. A guest can simply show the farmer their booking confirmation email receipt or booking confirmation from their Farmzy Inbox. Hosts can also look up and confirm this information from their Farmzy Inbox.

Q: Can guests provide notes about their booking to hosts? For example, can they ask the farm if assistance is available for people with disabilities (or allergy concerns)?

- A. Yes! Once the booking is confirmed, there is an option for the visitor to directly message the host farm with any notes or questions they might have about their booking. These messages can be found in the Farmzy Inbox for both hosts and guests.

Q. This is our first time hosting, do you folks who have done this before have an idea of how to decide to book the amount of people at one time? I have no idea how to decide this.

- A. It depends on the space you have on your farm, and how many people would you take on a tour, what is a safe/comfortable number, how many hosts/helpers you have available to monitor crowd control.
- B. It really does depend on your space comfort level. Each farm has their own comfort limits, some farms had 10 people per time last year, and some had the full 100 people limit (per last August regulations)

FOOD, MARKETING AND PERMITTING

Q Is a permit required for alcoholic samples?

- A. Yes. With liquor there must always be a permit. In some cases this is held by the brewery or distillery, in others the venue must have it. Please contact Tannis Baker at Tannis@FoodTourismStrategies.com to discuss your event and the type of permit that you will need.

Q. May we have the link to give to our vendors that will have food/veggies/sample

- A. IF your products are just fruit and veggies- then you will not require a permit, but we encourage you to be familiar with the food handling and there is a free course at AHS.
- A. IF you are selling and sampling meat products and cooked products you will require the AHS permits.
- B. You only need to start with the special events form if you have certain products. The link below will take you to the special events forms, that also includes links to the vendor form. If you start with this link you will be starting the process at the right place.
<https://www.albertahealthservices.ca/assets/wf/eph/wf-eh-special-events-organizer-package.pdf>

Q. Is the artisan permit required with even if there are no liquor vendors?

- A. Artisan market is an AGLC term for an approved liquor market. We encourage our markets to get this extra opportunity where it makes sense and widen the scope of the market
- B. IF you are hosting a regular farmers market without alcohol, then you do NOT require a permit.

Q. Can a farm who produces ingredients for alcohol apply for both off sales and a beer garden? The ability to sample or consume during the walking tour would be beneficial

- A. You can apply for a permit - SEL to have liquor as part of your event. You can also sample alcohol (permit required) but the area must be designated. This could include a fenced in area, a barn, a gazebo- but there must be a defined area for the alcohol consumption.

Q. What's the cost for applying for an artisan market?

- A. There is no cost for the permit. We recommend that you apply 30 days out

Q. Can you set up a beer garden on the farm to have consumption of alcohol on the farm?

- A. Yes, but you must have a liquor license. This can be as a Public SEL license \$500.00 or if you are working with a Not For Profit Partner you can access that same license for a nominal fee.

Q If a farm has their own food service, is it possible to get an Artisan Market licence to set up booths at a farm dinner for sampled pairings?

- A. Yes, but you still must meet the criteria of independent vendor booths. This means there must be a selection of vendor tables that are not owned by one business, and the booths must be managed by the individual vendors.

Q Does a food truck count as a booth?

- A. For an artisan market it can contribute towards your 80%