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October 2nd, 2015

To: All LCLB staff  
All Industry Associations  
All manufacturers  
All Local Government, First Nations, and Police Agencies

**Re: Expansion of (Farmer's) Market eligibility criteria**

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In June 2014 government announced changes to allow manufacturers to sell liquor at regularly occurring farmer's markets. That policy has been expanded to permit manufacturers to sell at artisan and annual holiday markets. The application process, operating terms and conditions such as permitted sample sizes, product restrictions and other features of the market policy remain in place for all markets. Please see the terms and Conditions Guide for existing policy on markets.

**New policy**

The Regulation Sections 18.3 and 18.5 have been amended.

1. "Farmers market authorizations" have been renamed "market authorizations".
2. Manufacturers who want to sell at artisanal markets may now apply for a market authorization. Prior to this, the market focus was required to be agricultural. The new definition of an eligible market is:
  - "the market is composed entirely of vendors, excluding a licensee who holds a market authorization, who sell at the market artisanal goods of their own making or agricultural goods they produce, grow or raise themselves".

Artisan markets highlight local craftspeople and often occur over the holiday season. Artisan markets may also occur weekly and in combination with weekly agricultural markets (flea markets and commercial markets featuring used or import goods do not meet the criteria for artisan or agricultural markets).

3. The type of organizational structure an eligible market must be incorporated under is expanded. Previously, the market had to be incorporated under the *Business Corporations Act* or the *Society Act*. The criteria is now expanded to include markets being:

- managed or carried on by an organization incorporated under the *Business Corporations Act, Society Act, Canada Business Corporations Act* or *Canada Not-for-profit Corporations Act*
  - managed or carried on by a municipality or regional district in that municipality or regional district, or
  - carried on at Granville Island in Vancouver Harbour and managed or carried on by the Canada Mortgage and Housing Corporation.
4. The market must be comprised of at least six vendors that do not sell or serve liquor. This clarifies the policy intention to permit liquor to be sold as an additional product (rather than a focus) at artisan and agricultural markets.
  5. Market timing is also expanded. Previously, a regularly occurring market could occur a maximum of twice a week. This is expanded to include markets that operate on a weekly basis 3 times a week.
  6. A new category of 'annual market' has been added. An 'annual market' takes place once a year and may be open for up to 35 consecutive days (in the same location). This change permits liquor vendors to apply to sell at the many artisan and holiday craft markets taking place across the province.

#### **Application for a market authorization**

The application process for market authorizations remains the same and can be completed online via the OneStop website. To get started click [here](#).

Further information regarding liquor control and licensing in British Columbia is available on the Liquor Control and Licensing Branch website at <http://www2.gov.bc.ca/gov/content/employment-business/business/liquor-regulation-licensing>.

If you have any questions regarding these changes, please contact the Liquor Control and Licensing Branch toll free in Canada at 1-866-209-2111 or 250 952-5787 if calling from the Victoria area.

Original signed by

Doug Scott  
General Manager and Assistant Deputy Minister  
Liquor Control and Licensing Branch