



Choices Albertans can trust.

## Liquor Sales at Farmers' Markets – Q&A

### **The AGLC changed its policy for liquor sales at farmers' and artisan markets. What does this mean?**

In addition to buying locally made cottage wine at [approved farmers' markets](#) across the province, Albertans will now be able to buy beers and spirits made by small Alberta producers.

For small local liquor manufacturers this policy change introduces more business opportunity as it opens up a new retail channel and exposure to a wider consumer base.

The availability of liquor products at individual farmers' and artisan markets is up to the markets themselves as the decisions on vendor participation rest solely with individual markets. Visit [www.albertamarkets.com](http://www.albertamarkets.com) for detailed market and vendor information.

### **Why did the AGLC make this change?**

Since 2008, Alberta's cottage wineries have been allowed to sell at approved farmers' and artisan markets. These producers are considered land-based agri businesses, which qualified them for access to these markets.

In 2013, during the latest review of liquor manufacturing policies, the AGLC heard from other small manufacturers that the opportunity to sell at farmers' and artisan markets would provide them with an additional retail channel and exposure to potential new customers. Since this review, the number of small breweries and distilleries in the province has increased significantly. Additionally, these producers also use local agricultural inputs in their production. Therefore, the AGLC recognized the value of providing exposure for all Alberta-made liquor products at local farmers' and artisan markets.

The new policy presents many potential benefits. It is expected to enhance product selection at farmers' and artisan markets, allow more local businesses to connect with their local community and potential customers, and create more access to locally made liquor products.

### **Which liquor manufacturers are eligible to sell at farmers' markets?**

The AGLC's policy for sales at farmers' and artisan markets applies to all types of liquor products, including beer, mead, wine, spirits and coolers.

All licensed liquor manufacturers (Class E licensees) with annual production under 400,000 hl of beer, 20,000 hl of cider/coolers, 10,000 hl of wine or 1,500 hl of spirits may apply for a licence extension for sales at farmers' and artisan markets, provided they already have approvals from individual markets where they are interested in attending. The purpose of the AGLC's licence extension is to allow liquor manufacturers to conduct liquor sales at farmers' and artisan markets in a safe and responsible manner.

The decisions on which liquor manufacturers are allowed to sell at which farmers' markets rest solely with individual markets. Visit [www.albertamarkets.com](http://www.albertamarkets.com) for detailed market and vendor information.

### **Will all markets across Alberta now have liquor vendors?**

This policy applies to Alberta [approved](#) farmers' markets and artisan markets only. Alberta approved farmers' markets have been approved by Alberta Agriculture and Forestry. More than 125 Alberta approved farmers' markets operate across the province. Each approved farmers' market in Alberta is independently operated and reflects the culture of the community. Many public markets also operate in Alberta. This policy does not apply to public venues, as liquor sales may not occur in unlicensed venues.

Difference between public and artisan markets:

- **Public market:** is a diversity of vendor tables. Public markets exist to fulfill a public purpose, showcase a community's unique character and culture, while serving its everyday shopping needs. Public markets may include a mixture of crafts, art, food, antiques and garage sale tables.
- **Artisan market:** is where highly person skilled craftspersons market a variety of high-quality, distinctive product in small quantities, which may or may not include food. Many arts and crafts fall under this label.

### **Will beer vendors be allowed to sell growlers at farmers' and artisan markets?**

Yes, brewers will be allowed to sell growlers as long as the container is sealed after it is filled.

### **Are liquor tastings allowed at farmers' and artisan markets?**

Yes. All tastings may take place only in an area behind the liquor vendor's service counter and separate from any adjacent stalls. Refer to Section 8.5.6 [Liquor Licensee Handbook](#) for additional details.

### **Do liquor vendors and their staff need ProServe training?**

Yes. Everyone selling or serving alcohol in the province needs ProServe training.

### **I am a liquor manufacturer. How do I apply for an AGLC licence extension to sell at farmers' markets?**

1. Apply to approved farmers' or artisan market(s) to request participation.
2. Receive a decision from each market about the requested participation.
3. If accepted to participate at any farmers' or artisan markets, write to the Director, Compliance, AGLC, to request an extension to the existing Class D licence for sales at farmers' or artisan markets. A list of all the markets you plan to sell at must be provided with this letter.
4. If the requirements of Section 3.9.2 of the [Liquor Licensee Handbook](#) are met, the AGLC grants an extension to a Class D licence. You will receive an approval letter confirming the extension.
5. Once you receive the letter of approval from the AGLC, you may start selling at approved farmers' or artisan market(s). The approval letter and a copy of your Class D licence must be posted at your market stall.

Manufacturers are required to submit current declarations of production to the AGLC to confirm eligibility for sales at farmers' and artisan markets. Additionally, approvals for participation at markets must be presented to the AGLC annually.