

FAQ- Liquor in Farmers Markets

Q: I am a market organizer, do I need Serving it Right to host liquor vendors at my market?

A: No, the licensees (and staff) are required to have Serving it Right as part of their basic operating requirements as they are the ones selling the product to attendees

Q: Sweet Valley orchard grows apples and the farmers make cider for personal use- can they bring this and sell it at their usual fruit booth?

A: No, only licensed manufacturers (winery, brewery, distillery) with an on-site store may sell liquor at the market. No homebrew, Ubrew or UVin products are permitted. Licensed manufacturers are required to display their authorization at their market stand.

Q: My market starts at 8 am, can I still invite liquor vendors even though BC retail sales hours start at 9am?

A: You may still invite liquor vendors but they may not sell prior to 9am

Q: If one of the liquor vendors sells to a minor am I, as the market organizer, liable for a fine?

A: No, the licensee who makes the sale will receive the contravention notice and any further enforcement action

Q: what is the difference between a land based and commercial winery?

A: These two categories are used to determine LDB mark-up and reporting requirements for local (BC) and import products. Land based wineries must use 100% BC agricultural inputs

Q: If I want to find out if an applicant is a licensed manufacturer how do I do that?

A: All licensees are current licensees are listed on the LCLB website in a downloadable spreadsheet format so you can search that list. You could also request a copy of the licensees licence with the application.

Q: How do I determine if the applicant is using 100% BC ingredients?

A: Asking the licensee about the origin of all their agricultural inputs will likely be part of any standard market application process. Other ways to tell if products are 100% BC:

- *VQA wine must be made from 100% BC grapes to qualify for the BCVQA designation under the regulation*
- *Wine (fruit or grape) from land based wineries must be 100% BC to qualify for Liquor Distribution Branch (LDB) mark-up relief*
- *Spirits from a distillery designated as “craft” by the LDB must be 100% BC agricultural inputs to qualify for mark-up relief*
- *There is no similar program for beer at this time*

Q: Will markets be able to vary liquor vendors from week to week - e.g. invite a different manufacturer (or two) each week – in order to bring variety to the market?

A: Nothing has been brought into law just yet, but government’s intention is to minimize regulation so markets may make these types of organizational decisions about their own markets.

Q: Other than fitting within the Branch definition of “Farmers market” what requirements are there for markets wanting to host liquor vendors?

A: Many municipalities, regional districts or other bodies that own the land on which the market occurs may have additional policies on the sale and sampling of liquor within their boundaries. Municipalities may also have by-laws that restrict the sale of liquor in any business within the region. These rules can be quite different from region to region so it is recommended that each market confirm permission with the landowner/municipality prior to inviting applicants.