



## Market Days Incubator Program

For entrepreneurs looking to test or grow their product and business at Sun Peaks Market Days.



## The Incubator Program

The Market Days Incubator Program will provide support for food producers or processors looking to test products, launch or grow their business at Sun Peaks Market Days.

The following supports will be subsidized by Community Futures Thompson Country for vendors part of the program:

- Reduced stall fees (by 50%) for the first 4 markets; costs vary, see Sun Peaks Farmers' Market application for rates
- Access to webinars, guidebooks and business planning resources

Vendors are expected to:

- Commit to attending at least six consecutive markets throughout the 2023 season
- Follow market regulations
- Provide feedback at the end of the program





## Eligibility

- Must not have regularly attended Sun Peaks Market Days in the past
- Located within the Thompson Country region
- Must follow regulations as set out by Sun Peaks Market Days, such as Covid protocols
- Must be a food producer or processor
- All vendors selling food must carry a \$2 million liability insurance naming Sun Peaks Resort as additionally insured (exact wording to be provided upon acceptance of application)

## Additional Resources

- Additional marketing opportunities, such as aggregation and distribution
- Opportunity to obtain certifications, such as Good Agricultural Practices and safety certifications
- Support to pilot value-added goods
- Introduction to mobile processing for Indigenous entrepreneurs
- Access to Community Futures' self-employment program, a seven-week virtual course on how to start business. Learn about:
  - Business basics
  - Goal Setting
  - Marketing and branding
  - Business operations
  - Business financials

The program is free for vendors that are eligible for Employment Insurance, otherwise is \$250.

## Participation

To express interest in the program and to learn more about Sun Peaks Market Days contact Theresa St. Louis, Events Manager at Tourism Sun Peaks.



## Contact Information

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