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Growers Station Website Seller Guidelines -Last updated November 2025

All potential sellers must read and agree to these Seller Guidelines prior to submitting a Seller Application Form.

A. About Us

1. Growers Station is a non-profit Food Hub/Association, incorporated in 2021, to develop collective initiatives addressing local food security and farm viability in Prince Edward Island.

B. General

1. Growers Stations online ordering system is designed to improve access to and distribution of Prince Edward Island grown and processed foods. We receive orders, notify the appropriate sellers, aggregate and pack orders, distribute the food, and process payments from the buyer and to the seller. We offer our service to wholesale buyers in Queens, Kings and Prince county (excluding West of Summerside).

2. One must become a member of Growers Station and receive approval from our Board of Directors and Market Manager(s) in order to sell through our online market.

3. Each seller will be assigned a user name and invited to create a unique password as well as receive training on use of the web platform before selling online. It is the seller's responsibility to provide their own bios, photos, and add and manage their product inventory. While the website is designed to be intuitive, our staff can assist sellers experiencing problems.

4. As noted in Section C (Seller Acceptance Criteria), a seller's approval to the site is largely based on the food/product categories and specific items they identify for sale upon their initial application. Should a seller wish to add a Processed item not identified in their initial application, they must first obtain permission from the Market Manager & submit the necessary Island Health regulatory paperwork as set out in Section H.

5. In order to enable buyers to make informed choices and to further our mandate of supporting local farms, we make available to buyers certain information about each seller's products or production practices, such as information relating to the geographic origin of a product's ingredients. Seller agrees to provide any product information reasonably requested by us, and further agrees that (a) such information may be disclosed to buyers on Growers Stations site,

and (b) such information may be incorporated into functionality that allows users to rank or filter product listings.

C. Seller Acceptance Criteria

1. Growers Station strives to help local farmers succeed by connecting them with buyers. To this end, we seek to attract and retain a strong network of buyers by offering a diverse array of products including local produce, value-added food items, PEI- made grocery items, and other agricultural products.

2. Products that may be listed on Growers Station fall into the following three categories:

(i) Locally grown produce and agricultural products (vegetables, grains, meats, eggs, flowers, etc.)

(ii) Locally processed products made primarily from locally grown ingredients (jams, pickles, baked goods)

(iii) Locally processed products made primarily from non-locally grown ingredients

All new seller applications are reviewed by the Market Manager. Submissions that fall into categories (i) and (ii) are given priority, and submissions that fall into category (iii) are assessed on a case-by-case basis, having regard to whether the product category and/or specific items identified for sale materially enhance the overall product mix on Growers Station. In the case of processed foods, consideration will be given to the percentage of ingredients grown locally. All seller approvals are at the absolute discretion of the Board of Directors.

For the purpose of these guidelines, “local” means within Prince Edward Island during standard season operations, or within Atlantic Canada during shoulder seasons or for products not available from Prince Edward Island.

When there is availability of a more local product that is similar to products on the Growers Station website that are neither locally grown nor locally processed, the more local product will take its place. The replaced product will no longer be made available for sale on Growers Station.

D. The Order Cycle of Growers Station (Also known as a Sales Period)

1. Growers Station has two delivery dates per sales period. Buyers order and enter their payment information online (via their computer and mobile devices). Orders for **Tuesday delivery** open Saturday 12:05am and close Monday at 10:35am. Orders for **Friday delivery** open Saturday 12:05am and close Thursday at 10:35am. (All east orders are placed on the Tuesday delivery date, but delivered Wednesday).

2. Sellers receive a list (called ‘Pick lists’) of all orders once the delivery sales period closes 10:40am Tuesday morning and 10:40am Thursday morning. Depending on your predetermined agreement with Growers Station, sellers either:

- (For those outside the pickup loop) deliver all orders to the Growers Station packing facility: 550 Malpeque Rd Charlottetown (Winsloe) by no later than 8am on the day of delivery
- (For those inside the pickup loop) have all orders ready for pickup by Monday and Thursday evenings 3pm.

3. Growers Station staff will receive the produce, ensure correct quantities and initial quality inspection. It is expected that sellers wait before leaving to confirm that the order is correct and accounted for. All frozen items are stored in a commercial freezer overnight. All other items are stored in walk-in coolers overnight unless different storage requirements are requested by the producer.

4. Unclaimed orders are still charged to the buyer and will go to the food bank or community kitchens if not claimed during the allotted time.

5. Final transactions are processed on Tuesday and Friday night, allowing correction for any missing items or orders rejected in accordance with section F5 hereof.

6. Sellers should update their inventory on Fridays between 11am and midnight for the next week's selling period. Autofill occurs every Saturday morning 12:01am for those sellers who have products they wish to automatically relist every week. This is a preference based setting that is discussed on initial setup.

7. Each Saturday at 12:05 am, the market reopens for the next selling period.

9. The market will be open year-round with the exception of Christmas week, and closed for any time at the discretion of the General Manager and Board of Directors.

E. Fees, Commission Rates, and Payment schedule

1.) Fees

- Producers become members of Growers Station when they become a seller. Membership fee is built into the seller's fee.
- Seller's Fee is 1% of your sales based on the previous years data. (Minimum \$40 Maximum \$1,000). If you have not sold with Growers Station before you will pay \$40 on your first year.
- This fee needs to be paid within 30 days of receiving your invoice or your product will be delisted until payment is made.

Ex. Your previous years sales through Growers Station were \$10,000 you will pay a \$100 sellers fee.

2.) Commission Rates- Beginning in 2026 commission rates will be changing from a 19% markup across the board on all products and clients, to a tiered pricing structure from 22%-24%.

3.) Special prices or package sizes: If you would like to offer special pricing, sales or packaging sizing for select customers please speak with a Market Manager beforehand.

4. Sellers are responsible to upload products for sale each week and set the price they wish to receive. The marketplace website program automatically adds the applicable markup to the listed price to arrive at the displayed customer price.

5. Growers Station will pay sellers by EFT or Cheque Monthly: paying for the previous month's sales. For example: June's orders will be paid between July 10th-15th. Sellers will be paid for all accepted orders unless the quality of the products delivered by the sellers to the warehouse are deemed unsaleable by Growers Station standards (Section F. Quality Standards).

6. If your product requires the collection of tax, you must notify the Market Managers upon application to the market. These items will need to be invoiced on a monthly basis.

F. Quality Standards

1. Food products must meet standards for Food Products Sold through a Food Facility as outlined in Item H. Non-food items must meet standards for Sale of Nonfood Items as outlined in section I.

2. All products must be delivered market-ready: clean, in excellent condition, and packed in the correct quantity (See F5 below). If requested by the Market Managers, certain products may need to be labeled with product name that matches the website product name, farm name, weight/quantity and buyer name. Label use is not required (unless specified), but highly recommended. Sellers are encouraged to print a detailed pick list to be with their order for pickup or drop off.

3. All fresh produce that must be bagged, should be bagged in food safe packaging consistent with Health Guidelines. Items normally sold in pints or other open containers (strawberries, cherries, tomatoes, etc.) must be placed in a contained package to avoid spillage during the transport of the orders (ex: placing pint container in a small paper bag).

4. Fragile items must be packed in a manner that appropriately protects against breakage or loss during transit.

5. In order to guarantee a minimum standard and provide Growers Station customers with consistent product quality, Growers Station reserves the right to refuse products at drop-off or during packing that are not what buyers ordered (based on the online product listing), underweight, or which are spoiled, contaminated, visibly defective, or otherwise not acceptable. Furthermore, any orders rejected by the buyer at time of pick-up due to issues of quality or quantity will not be sold, and that part of the buyer's order will not be processed, nor will the seller receive payment for that portion of their delivery.

6. Any buyer complaints post pick-up/delivery will be screened by staff and communicated to the seller. In most cases, Growers Station staff will encourage sellers to offer a customer refund.

G. Production Systems and Related Claims

1. Sellers are responsible for disclosing accurate information about their production techniques, products and ingredients.

2. Complaints or accusations of improper production practices or sourcing by others should be made to the Board of Directors for resolution.

3. Any "Organic" claim must be accompanied by the certification number and name of the certifying body. These products will be identified on the products listing with the organic certification number.

4. For any product containing multiple ingredients, all ingredients must be listed on the website in the product description field.

5. Growers Station is not responsible for the claims made by sellers about their products or practices. Growers Station does not make any guarantees relating to the pricing, quality, or safety of the products sold through our website. These responsibilities lie solely with the sellers.

6. Regardless of production practice, sellers shall make their farm/production facility available for inspection by Growers Station, Executive Director, Market Managers or Board of Directors as needed. The Growers Station, Executive Director, Market Managers and Board of Directors retain the right to verify any claim made by a seller, including production claims and geographic production location. Provision of false or misleading information may lead to removal of unsubstantiated claims, removal of affected products, disqualification of seller, and/or any other action deemed appropriate by the Board and Executive Director.

H. Public Health Standards for Food Products sold through a Food Facility

1. All produce sellers must comply with the government's rules relating to weights and measures.

2. All fresh egg sellers must comply with the Health rules relating to sales of farm eggs: Eggs must be clean and crack-free, labelled ungraded, labelled with best before date.

3. All meat sellers must provide proof of certified slaughter and processing facility and all meat products must be labeled with product type and name of slaughtering and processing facility.

4. All processed goods for human consumption must be made in a Public Health approved commercial kitchen/processing facility. A copy of the Public Health inspection report or decal must be provided upon application to Growers Station.

5. All foods that require refrigeration or are frozen will be transported to the distribution center under the applicable Food Safe Guidelines.

I. Standards for Sale of Nonfood Items

1. Any nonfood items must meet reasonable expectations of product life, function and safety, and must comply with all applicable requirements set out in federal, provincial, and local laws, regulations, and rules.

J. Liability and Insurance

1. Growers Station assumes no liability for products represented in our site. All sellers listing products for sale on the Growers Station website are strongly advised to consult with their insurance provider for liability insurance.

2. Seller shall indemnify Growers Station, and their respective directors, officers, agents, and employees against all claims arising out of seller's breach of these guidelines.

K. Application Process

1. Sellers can contact sales@growersstation.ca to have these forms sent to them.

2. Sellers are required to submit their Web Seller Application Form, and all necessary PEI Public Health paperwork requirements as outlined in Item H.

3. Producers wishing to become a member of Growers Station must also submit a Membership Application form at this time.

4. Payment for Seller/Membership fees can be made by cash or cheque payable to Growers Station Inc, or by e-transfer to growers@growersstation.ca. Payments will not be processed until the seller's application has been approved. Applications will be reviewed by the Market Manager and Board of Directors and the seller's account will be activated as soon as possible.

5. If a seller has submitted all the required paperwork and has received approval, the Market Manager will schedule a training session with the seller and get an account set up for the seller as well as assist with getting products listed.

I, _____ representative and/or owner of

_____ have read all of the above and agree to be bound by the Growers Station Website Seller Guidelines.

Signature

Date