

Attachment 3: Toronto Farmers' Market Network - Guidelines for Product Sampling by Wineries at Farmers' Markets

The following points have been adapted from AGCO and Wine Council of Ontario guidelines for the purpose of facilitating discussion between market managers and staff representing VQA wineries authorized to sell at markets, to ensure that all involved are in agreement about sampling practices.

1. Samples are provided only at the winery's table.
2. Samples are consumed only at the winery's table.
3. Samples are provided only during the hours of operation of the Farmers' Market, or hours within that time as specified by the market management.
4. Samples are not offered/served to any person who is under nineteen years of age.
5. Samples are not offered/served to any person who is or appears to be intoxicated.
6. Staff members offering samples are at least eighteen years of age and have SmartServe® certification.
7. Any fee charged for a sample is calculated on a cost recovery basis.
8. Samples are not pre-poured or left on a table/tasting bar.
9. Sample size is one ounce.
10. General guideline of 4 samples per person.
11. Spittoons are available.