

# Taste of the Valley - Vendor Selection Criteria 2026

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Taste of the Valley is about creating a vibrant, inclusive, and high-quality event that showcases the varied and robust flavours of Renfrew County. Offerings should be high-quality, thoughtfully produced, and appropriate for a “taste”-themed, market-style event.

Given the increasing popularity of the Taste of the Valley, vendor spaces sell out frequently. Due to increased vendor demand, organisers need to ensure that events embody the best our region has to offer while being fair to the many dedicated and hardworking vendors from around the County who wish to participate.

To ensure that the Taste of the Valley continues to reflect its original purpose—celebrating and supporting local farmers, food producers and local artisans—vendor applications will be assessed using the following criteria.

## Selection Criteria

### Local Farmers & Food Producers

Vendors who grow, raise, or produce food locally—whether fresh, prepared, or preserved—receive top consideration. Preference is given to farmers, food processors, and value-added producers from Renfrew County and bordering areas.

### Locally Made Products

For Artisans, crafters, and makers, priority will be given to products that are locally handmade followed by those with a high level of value-added in Renfrew County or bordering areas. The majority of products for sale must be made/sourced from Renfrew County. Priority will be given to vendors whose products have higher levels of local content. *Products not permitted for sale at Taste of the Valley events include: unlicensed trademarked items, resale items or multi-level marketing products.*

### Variety & Market Balance

To provide a well-rounded shopping experience, organisers aim to avoid oversaturation in any one category (e.g., too many vendors offering the same product with little variation). Organisers strive to have a healthy mix of vendor types and competition to ensure that attendees enjoy a diverse, well-supplied and engaging event.

### Visual Appeal and Engagement

Vendors with clean, professional, and visually attractive displays and those that offer demonstrations, samples and/or interactive opportunities will be given favourable consideration.

### New & Returning Vendors

A balance will be maintained between returning and new vendors offering new experiences or products.