



MARKET CHARTER JUNE 2010

What is a Farmers' Market?

A Farmers' Market is a predominantly fresh food market that operates regularly within a community, at a focal public location that provides a suitable environment for farmers and food producers to sell farm-origin and associated value-added processed food products directly to customers.' –Australian Farmers Market Association

Purpose of the Farmers' Market

The main aims of the Geraldton-Greenough Farmers Market are to:

1. To preserve farmland and sustainable agriculture.
2. To support and stimulate the profitable trading, viability and business growth of independent primary producers, hobby farmers, community and home gardener's, and associated produce value-adders.
3. To provide customers with regular supplies of fresh food and access to improved nutrition.
4. To contribute to the economic, social and health capital of the host community.
5. Preserve the environment by reducing food miles and thus carbon footprint.

Community Ownership

Geraldton-Greenough Farmers Market is community based and run. It has adopted a structure of a management group that represents managers, stallholders and community stakeholders.

Venue

Maitland Park- Cathedral Avenue, Geraldton

Frequency of the Market and Operating Hours

The market will run weekly on a Saturday morning. The hours of operation will be from 8am – 12noon

Criteria of sales at a Farmers' Market

All produce must be sold by the person, family member or farm based employee directly involved with growing, rearing, catching or making the product.

Resellers are not permitted to be vendors at a Farmers' Market.

Pricing must be clearly displayed, weights and measures accurate and scales compliant with regulations set by the Department of Consumer and Employment Protection (DOCEP)

The origins of the produce are to be clearly communicated, distinguishing the identity of farmer, farm, region processor or food manufacturing business.

Geographical Area

The geographical area from which the Farmers' Market will primarily accept stallholders will be the following shires, Northampton, Chapman Valley, Geraldton-Greenough, Irwin, Mingenew, Mullewa, Morawa.

Outside vendors may be allowed, at the discretion of the Market Management Committee, if their product adds to the diversity of the market.

Products

Geraldton-Greenough Farmers Market will operate with the key objective of promoting local fresh food and farmer's products and their origins.

The following products will be permitted for sale:

1. Products are to be an edible product which is produced, caught, grown or raised locally. These are to make up the majority of produce sold at the market
2. Edible value- added products where the primary ingredient is produced locally
3. A non-edible product which is grown or produced locally e.g. flowers, plants, compost
4. A non-edible value-added product, provided that the main component of the product is produced or recycled locally.

All products will be assessed by the Market Management Committee before approval for sale.

Products which will add to the diversity of the market but may not be able to be produced locally will be considered on a case by case basis. Such produce will only be allowed under certain conditions.

Producers must agree to an inspection of their property to verify the authenticity of their produce.

Producers may only sell produce that is listed on their application form.

Vendor Mix

Geraldton-Greenough Farmers Market promotes the predominance of fresh, local produce at a Farmers' Market.

The variety and quantity of fresh produce must exceed the quantity of processed/ manufactures/ value added products offered for sale.

Stallholders will be permitted to sell an identical product, however this may be altered at the discretion of the Management committee.

Quality of Product

Geraldton-Greenough Farmers' Market stallholders are committed to offer for sale fresh, high quality, seasonal and regional produce, and high standard value-added food products.

The manufacturer of all value-added products must comply with regulations applicable to food processing, packaging and food labelling.

Stallholders must guarantee against selling “unmarketable” produce.

Different grades of produce can be sold, but these must be clearly labelled and priced accordingly to allow consumers to make informed choices.

Food cooked on the site at the Market (including tasting samples) must be of high quality and wherever possible utilise the market vendor produce. Its preparation must comply with food safety requirements.

Organic and Biodynamic Status

Evidence of organic or biodynamic status must be shown to the Market manager on application for a stall. Stallholders may not promote themselves as being organic or biodynamic without this evidence.

All products being sold as organic must have, and display, proof of certification.

Cooperative Selling

Cooperative selling is allowed at the Farmers Market as long as:

- The person operating the stall is one of the producers and is familiar with how the products have been grown.
- It is easy to identify where each item has come from e.g. with a sign indicating the producer or farms name.
- Details of all farms/producers involved in the cooperative are clearly displayed at the stall.
- The stall is clearly identified as a cooperative.

Pricing

Geraldton-Greenough Farmers Market aims to educate consumers on the true value of the cost of production of food. Produce should be offered at fair, market-driven prices that reflect the quality &/or specialty nature of the goods sold.

The Market recognises that the consumers maintain the right of choice, whilst enabling each stallholder to determine their own price.

Presentation

Stallholders will be expected to be neat, suitably dressed and deal with the public in a courteous manner.

Products should be displayed attractively, with due regard for consumers and other stallholders.

Health and Safety

All local, state and federal government regulatory obligations must be met and are the responsibility of each stallholder. This includes food safety, occupational health and safety, labelling etc. Information, assistance and training is available from the City of Geraldton-Greenough.

Stallholders' must obtain all necessary licenses and permits from the City of Geraldton-Greenough, environmental health department. If you are unsure of what permits you may require please contact the Environmental Health Department on 9956 6629.

As a general rule if you are processing the food in anyway e.g. cutting fruit or making jam you will be required to liaise with the environmental health officers and attend food safety training and apply for a stallholders permit from the council.

Dogs are not permitted at the Farmers Market.

The Farmers market is a no smoking venue.

Food Sampling

Food sampling is encouraged. However, it is the responsibility of stall holders to comply with food safety regulations as determined by the City of Geraldton-Greenough.

Labelling and Signage

All value added produce is to be labelled in accordance with prevailing food and safety regulations.

Quality levels to be clearly designated.

Only certified organic produce should be labelled organic. Sellers who claim organic status should display proof of certification.

Waste Management

Stallholders are asked to minimise the amount of packaging used in the stall. Stallholders are expected to clean up after themselves and ensure their site is left in good condition.

The Market Management Committee will ensure there are adequate bins to dispose of rubbish.

Consumption of Alcohol

With the exception of wine tasting, consumption of alcohol is not permitted at the Farmers' Market.

Fundraising

The Market Management Committee will arrange fundraising activities for the benefit of the Farmers' Market.

Other community groups may apply to fundraise at the market provided that their fundraising does not compete with the Management Committee fundraising activities or the enterprises of the stallholders.

Promotion

The Market Management Committee will be responsible for the marketing and promotion of the Farmers' Market to both producers and consumers

Application Process

Stallholders can apply for a stall at the market by filling in a Stallholder Application form and returning it to the management committee at least 2 weeks prior to the market they wish to attend.

Applications will be assessed by the Market Management Committee and an outcome will be discussed with the applicant in due time.

Stallholders' must obtain all necessary licenses and permits from the City of Geraldton-Greenough, environmental health department. (See health and safety above)

Membership Fees

Membership Fee: \$30

Membership is voluntary. Those stall holders who are members have voting rights at Annual General Meetings.

Stall Fees

Member Stallholder Fees

1 Week	\$10
1 Month	\$40
3 Month	\$100
6 Month	\$210
12 Month	\$410

Public Liability Insurance add \$10 per week

Powered Stalls add \$5 per week

Insurance

All stallholders must hold \$10m public liability insurance and a product insurance policy where applicable. Certificates of currency must be returned with the signed application form.

If stallholders do not have their own insurance they can pay an extra fee each week to obtain cover. (See Stall Fees above)

The Farmers' Market will hold public liability insurance to cover the venue, the Management Committee and volunteers.

Disclaimer of Liability

The Farmers Market will indemnify the City of Geraldton-Greenough from any damage, expense or liability arising from any injury or damages to any person, including the general public, the vendor or others, occurring either in the space occupied by the stallholder or elsewhere arising out of its occupancy or anything connected with the occupancy. The City of Geraldton-Greenough will not be liable for any loss or damage to the property of the stallholders due to fire, robbery, accidents or any other cause whatsoever that may arise from use and occupancy of the site.

Stallholders Commitment

Stallholders must commit to a stall a week in advance and provide at least 48 hours notice if there is need to withdraw from the market.

Stallholders must be set-up and ready to sell comfortably before the start of trade at 8am. Stallholders can not start trading until the Market Manager announces the start of trade by ringing a bell.

No stallholder is to pack up before the end of advertised trading (12.00 noon) unless with the permission of the Market Manager in exceptional circumstances.

Stallholders must bring all their own equipment to set up their stalls

Grievance/ Complaints procedure

In order to maintain quality standards, any complaints will be reported to the Market Manager or Committee member and to the vendor to whom the complaint is directed. When two or more vendors, on any market day, believe that the selling practices of another vendor are detrimental to the Market, they may call for a special meeting of the membership. A majority of those present at that special meeting may require that the detrimental practices be changed to conform to membership standards. Failure to do so may be the cause for immediate dismissal, if so voted by a majority of all committee members.

The Market Manager has the right to uphold the Market Charter and to request that any items in breach be withdrawn from sale or any non-compliant stall be requested to leave or alter their product. The decision of the Market Manager in all matters relating to the running of the market stall, on the day, is final and the Management Committee reserves the right to refuse any products that are not in keeping with the integrity of the market. Appeals may be made to the market management group in writing.

Cooperation

The Geraldton-Greenough Farmers' market is run for the benefit of producers- reasonable cooperation with market Management and other stallholders' is a condition of participation.

Health & Nutrition

The Farmers Markets strive to improve the health and nutrition of the community and works hard to ensure that its actions reflect this goal. The markets will from time to time specifically promote health and nutrition messages and conduct relevant activities. The committee expects that producers will also support this goal wherever possible.