

Victor Harbor Farmers' Market Charter

Name: Victor Harbor Farmers' Market

1. Aims and Objectives:

The aim of the Victor Harbor Farmers' Market is to

- 1) support and stimulate the profitable trading and business growth of primary producers, hobby farmers, community and home gardeners and associated value adders;
- 2) assist producers, catchers and makers to sell fresh, seasonal product direct to the public;
- 3) encourage sustainable growing, harvesting and organic practices where possible;
- 4) develop emerging producers; and,
- 5) provide customers access to improved nutrition.

The market will provide:

- 1) a focus for, and act as facilitator in the promotion of producers of the region resulting in growth, development and promotion of regional produce;
- 2) growers and artisans with the opportunity to network and develop their skills and, through direct contact with their customers, gain greater knowledge of customer requirements;
- 3) an atmosphere that builds on our sense of community;
- 4) a variety of fresh produce grown within the region;
- 5) an opportunity for the consumer to purchase directly from the producer; and
- 6) a place where people can shop in a friendly and relaxed atmosphere.

Essentially the purpose of the market is to develop a friendly and social environment where consumers and producers are brought together.

This Charter outlines the principles, rules and provides the guidelines necessary for the Farmers' Market to operate efficiently.

2. Venue:

The Farmers' Market will be held in Grosvenor Square, Victor Harbor

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3. Hours of Operation:

- 1) The Victor Harbor Farmers' Market operates weekly every Saturday from 8am to 12.30pm throughout the year.
- 2) Stallholders must not begin trading until the Market Manager has signalled that the market is open for the day (by way of the ringing of a bell).
- 3) Stallholders must be ready and set up by 8.00am to commence trading immediately after the bell has rung, and stay until 12.30pm – even if completely sold out
- 4) Stallholders must not pack up their stall prior to 12.30pm, but instead display a sign to indicate that they have sold out.
- 5) In case of severe weather such as extreme heat, rain or wind or emergency situations, a decision may be made by the market manager to alter hours of operation.

4. Product Range:

- 1) The Market Manager will work to ensure that a broad range of produce is available, and that the market is not dominated by one particular type and/or variety of product.
- 2) Priority will be given to growers and producers of fresh seasonal produce, catch and value-added goods from the Fleurieu Peninsula and Kangaroo Island.
- 3) Producers from other neighbouring regions will be permitted to trade at the Market at the discretion of the Market Committee.
- 4) The Market Manager will strive to ensure that the variety and quantity of fresh produce at each market exceeds the quantity of processed/manufactured/value-added products offered for sale.

5. Eligibility:

- 1) Vendors at the market are only entitled to sell primary produce, fresh food, and value added processed produce. The only exceptions are fresh cut flowers (not dried), self-propagated plants, compost, natural fertiliser and worm farms.
- 2) The market will give first priority to those vendors of fresh produce from the Fleurieu Peninsula and Kangaroo Island. It will also give priority to organic products and free range harvest.
- 3) Products from the surrounding region may be accepted where such products are not available locally, add variety to the market and provide point of difference. The inclusion of stallholders selling such products will be at the discretion of the Market Manager.
- 4) The market will not permit the purchasing/re-packaging/selling on of finished or wholly imported goods.
- 5) The stallholder may sell only products listed on their approved application form.
- 6) A Stallholder who has applied to trade at the market throughout the year and misses 12 consecutive markets will need to reapply by submitting a new application to the market's committee. Exceptions to this rule will be granted to 1/'seasonal' primary producers or 2/ By prior arrangement with the market manager.
- 7) The committee reserves the right to allow another stallholder to sell similar produce or product as a stallholder who has missed 12 consecutive markets providing they meet the criteria within these pages.
- 8) If the number of applications exceeds the available stalls, or there are too many applications to sell the same type of produce, the Market Manager will give priority access to:

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- Producers/manufacturers from within the Fleurieu Peninsula & neighbouring areas who help to provide market balance in the diversity of produce.
- Certified organic producers and fishers
- Producers who have the earliest registration date.

Value-added produce

- 9) Value-adding producers should either grow or source their primary ingredients from within the region.
- 10) The minimum labelling requirement for processed foods is business contact details, best by date and all ingredients in descending order.
- 11) Recycled packaging of any kind cannot be used, with the exception being clean egg cartons.
- 12) Product liability insurance must be current.

Food and drink concession stalls

- 13) Hot & cold food and drinks offered for sale should be of the highest quality and utilise local produce – if not grown by the seller, then preferably from other stallholders.

6. Who May Sell?

- 1) Products are to be offered for sale by the person, family member, business colleague or employee who grew, reared, caught or made it; that is, someone who is directly involved in the production process.
- 2) The exception under particular circumstances is local producers selling on behalf of other local producers or by agents/employers where prior permission from the Marketing Committee has been received.
- 3) Stallholder - Agents must be Growers/Producers who sell at least 50% of their own Produce/Product at their stall;
- 4) Agents may only represent a maximum of two other producers;
- 5) Producers represented by Agents must attend one market in every month; and,
- 6) Each Producer represented by an Agent will pay the Market an agency fee as prescribed by the Market Schedule of Fees.
- 7) Producers who would like to be represented at Market but who do not have an Agent assigned, must apply directly to the Market requesting if there are any current stallholders who could represent them.
- 8) The market will allow community groups to sell local produce provided that commercial standards are maintained, required insurance is in place and pricing is in keeping with the spirit of the market.

7. Stall Fees

When approved for participation Stallholders will be required to pay the appropriate fee to the Market Manager prior to or at commencement of trade. Payment shall be made by way of cash or cheque or electronic transfer made payable to the Victor Harbor Farmers' Market Inc.

The appropriate stallholder fees, including membership fees, shall be set by the Victor Harbor Farmers' Market Committee on an annual basis and will reflect the cost of running and promoting the market.

8. Stallholder Requirements

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- 1) Interested producers, makers and catchers wishing to sell their product must read and agree with the Market charter and provide the Market Manager a signed application form and pay the appropriate stall fees.
- 2) All local, state and federal government regulatory obligations must be met and are the responsibility of each stallholder. This includes cooking, Occupational Health and Safety requirements and labelling.
- 3) Anyone cooking or using heat on the day must carry a fire blanket and fire extinguisher and be familiar with fire safety provisions.
- 4) Stallholders must be financial members of the VHFM before trading at the market.
- 5) The Market reserves the right to inspect stallholder's place of production to verify authenticity of product.
- 6) Any alcohol suppliers will need to gain a special licence.
- 7) Stallholders must inform the Market Manager of non attendance 48 prior to the market day.
- 8) 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 noncompliant stalls be requested to leave or alter their product offering. The decision of the Market Manager in all matters relating to the running of the market shall, on the day, shall be 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.

9. Set up and Breakdown

- 1) The Market Manager will do his/her best to maintain regular stall sites but cannot guarantee same.
- 2) Stalls will be approximately 3m x 3m.
- 3) Stallholders are responsible for bringing their own equipment for setting up.
- 4) All tents and awnings must be secured with proper weights to prevent blowing away and causing damage.
- 5) Stallholders must set up and be ready to trade comfortably before the advertised market starting time - 8am. Stall-sites cannot be kept for latecomers and repeated late arrival will result in cancellation of your stall registration.
- 6) Stallholders are to respect and care for Grosvenor Square and must ensure that their stall site and the area that surrounds it is left in a clean and tidy state once the market closes each day.
- 7) Stallholders must remove all of their rubbish and packaging from the site.
- 8) The Market will encourage recycling of waste material where-ever possible.
- 9) You may not pack up before the end of advertised trading – 12.30 without the permission of the Market Manager.
- 10) The Market Manager will ensure that rubbish bins are provided for consumers.

10. Quality of Product:

- 1) Produce should be picked as close to market time as possible and stored and handled in such a manner as to preserve freshness until the market opens. This includes a requirement
- 2) Stallholders must guarantee against selling "unmarketable: produce.
- 3) Different grades of produce can be sold but these must be clearly labelled as such so consumers are making informed choices.

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11. Setting of Prices

- 1) Produce should be offered at fair, market-driven prices that reflect the quality &/or specialty nature of the goods sold.
- 2) Selling direct competition, for example - price under-cutting of other stallholders, is not in keeping with the spirit of the market.
- 3) The Market recognises that the consumers maintain the right of choice, whilst enabling each stallholder to determine their own price.
- 4) Stallholders should ensure their measuring scales are accurately calibrated, as per standard trading regulations

12. Labelling and Signage

- 1) All stallholders will be expected to comply with the minimum requirements of current trading standards regulations regarding labelling and descriptions of goods.
- 2) No produce to have the word organic on the signage unless certified. All organic produce must be certified by the relevant accrediting body (e.g. NASAA, BDF) and be labelled 'certified organic'. Evidence of accreditation must be provided to the Market Manager, prior to certified organic products being advertised and offered for sale.
- 3) All prices (per kilo, per item) must be clearly visible.
- 4) Each stallholder must display a sign showing their business name.
- 5) Stallholders must confine displays and signs to the stall site and keep pathways clear for shoppers.
- 6) Sample-giving and tasting is encouraged, within food safety limits (see below).

13. Food Handling and Health & Safety

- 7) Smoking by stallholders is not permitted.
- 8) Dogs are only permitted within the market areas if appropriately restrained on a leash.
- 9) All food stallholders must trade in accordance with food-handling regulations, and other relevant local health laws.
- 10) Minimum requirements include regular and separate hand and utensil washing facilities, that items are covered and stored 300mm off the ground, that surfaces are clean and protected from infestation, that rubbish and waste is clearly separated from preparation and service areas.
- 11) Stallholders must acknowledge that they have read and understood the guidelines provided regarding 'health and safety in the marketplace', by signing the accompanying acknowledgement form as supplied by the City of Victor Harbor.

14. Insurance

- 1) It is the responsibility of stallholders to carry their own with public liability and product insurance and must present a certificate of currency when booking.
- 2) Hold public liability and product insurance to the value of \$5 million each.

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15. Promotion

The Market Manager shall regularly promote the market to consumers and the trade.

16. Music

Musicians, entertainers and/or buskers will be permitted to perform at the Farmer's Market or in the vicinity of the Grosvenor Square on market days only by prior arrangement with the Market Management Group.

17. Fund Raising Activities

Fund raising activities at the Market will be restricted to those organised by the Victor Harbor Farmers' Market Committee for the purpose of funding the operation of the market.

Community groups may apply to the Market Committee to run fund raising activities that do not compromise any of the Market Management group's fundraising efforts, nor any of the stallholder's enterprises.

18. Indemnity

Stallholders participate in the Victor Harbor Farmers' Market at their own risk and are required to indemnify and hold harmless the Victor Harbor Farmer's Market against any claim for damages, costs, claims, expenses and liabilities, (including without limitations consequential loss and loss of profit) in respect of any loss, damage, injury, disease or death caused through any of the Stallholders activities at the Victor Harbor Farmers' Market.

19. Please Note

Failure to abide by any of these conditions will result in your exclusion as a Market stallholder.

Written complaints and suggestions will be received by the Market Management Committee, through the Market Manager. These will be dealt with in a confidential and discrete manner.

The Market is run for the benefit of producers - your full co-operation with the Market Manager/s and other stallholders is a condition of participation.

Contents of this charter will be reviewed annually