

PORT FAIRY FARMERS MARKET

UNDER THE AUSPICES OF

PORT FAIRY AGRICULTURAL, PASTORAL & HORTICULTURAL SOCIETY, INC
(referred to in this document as **PORT FAIRY SHOW SOCIETY.**)

WITH THE ASSISTANCE OF

MOYNE SHIRE COUNCIL

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OBJECTIVES

The Port Fairy Farmers Market will be a not for profit activity that:

- Seeks to create a vibrant and sustainable Farmers Market, which will bring fresh, healthy and untainted produce, at a fair price, directly from the producer to the consumer
- Maximises the opportunity for Producers and Processors to diversify and trial new ideas in a real life situation.
- Give local cottage industries the opportunity to provide the consumer with an alternative source of supply to the Big Food Business
- Maximise the earning potential for Producers and Processors.
- Create as few obstacles as possible for Producers and Processors to become involved.
- Provide an appealing and diverse range of products.
- Stimulate value adding.
- Foster community spirit, attract tourism and encourage visitors to patronise local business operators.
- Recognise the importance of delivering quality products.
- Create a supportive environment for Producers, Processors and consumers to interact.

Basic Market Information

The Port Fairy Farmers Market will be held on the third Saturday of each month between 8.00 am and 1.00pm

The Market will operate rain, hail or shine.

Fiddler's Green, corner of Sackville St & Bank St. has been chosen as the location

It is hoped to attract the following locally produced items for sale at the market (subject to food safety regulations).

Fruits and vegetables; herbs; essential oils; olives; chicken and duck eggs; berries; apples; all varieties of cheese and yoghurts; bush tucker; fish; meat; lavender; mushrooms; ice cream; tea and coffee; prepared foods; cakes; preserves; pickles; jams; honey; chilli products, plants propagated by vendor.

Vendors will be required to be self sufficient in terms of display materials such as trestle tables, signage, etc. Power and water will be available.

Please note it will be a responsibility of all vendors to maintain current products and public liability cover which includes the consumption of food. The Port Fairy Show Society will not be held responsible for the condition of goods sold at the market or the conduct of stallholders.

It is hoped to eventually employ a Market Co-Coordinator responsible for the promotion of the market, recruitment of new vendors, and checks on the authenticity/source/quality of produce sold, layout of stalls, the production of a produce Calender and a regular audit of produce.

In the interim period, market enquiries can be directed to the Executive of the Show Society.

Show Society Executive.

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**OPERATIONAL GUIDELINES
FOR THE
PORT FAIRY FARMERS MARKET**

The Port Fairy Farmers Market will operate in the Town of Port Fairy in accordance with the prevailing laws and regulations of local government for the benefit of the producers and consumers.

The Market will act as a direct marketing outlet for local produce. Products are required to be grown, reared, caught, baked, processed or value-added, locally by the vendor. Processed or prepared food products are required to be made in the local area from local agricultural/horticultural produce, the majority of which is grown, for commercial purposes, in the local area.

Other products and services, including those sourced from outside the local area, may be considered to fill gaps in locally available products and services at the discretion of the Port Fairy Show Society Executive.

Non-local vendors shall be reviewed prior to each market and, where all is equal, preference will be given to Local Producers.

The following rules will apply to the Port Fairy Farmers Market:

1. Certificates and Requisites for Participation

All Producers must abide by regulations pertaining to the sale of food as set out by the relevant government departments, particularly to the health and food safety regulations. A copy of Moyne Shire Council's required Food Safety Guidelines is available from the Shire Office.

Only the Certified Producer or a member of the grower's family or bona fide employee may offer produce for sale.

The Certified Producer may sell commodities for a maximum of two other Certified Producers if the agent producer clearly signs the origin of the produce.

The Certified Producer must produce over 50% of the products offered for sale.

No resale or wholesale vendors are permitted to participate in the market.

By signing a copy of these rules, a grower member specifically recognises that a representative of the market may, by appointment, visit the growers farm location to verify compliance with these rules.

2. Prices, Labels and Measures

Prices are to be displayed clearly and unambiguously. Pre-pack containers or bottles should be marked with the quantity and weight, the grade, and the name and address of the producer.

Scales used in the market must carry current valid inspection seals.

3. Organic Producers

Any Producer claiming organic produce status must grow the produce in accordance with prevailing organic certification practises and certificates must be displayed on stalls.

Organic Producers must also provide The Port Fairy Show Society or representative with copies of any required documentation pertaining to organic food production.

4. Dates and Times

The Port Fairy Show Society determines the opening and closing dates and times of operation. Each market will be attended by the Rostered Volunteer from The Port Fairy Show Society, or representative. The Rostered Volunteer will be identified by a Badge stating their position. The current operational times are the 3rd Saturday of each month, between 8.00am and 1.00pm. Sales shall not be permitted before or after the official opening times.

**OPERATIONAL GUIDELINES
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5. Stall Reservations

All Producers are expected to reserve their spaces prior to each market with the Port Fairy Show Secretary or representative. Those who arrive without a prior booking will be allowed to sell only if space is available and all other requirements are met.

6. Cancellations

Growers and Producers are expected to notify the Port Fairy Show Society Secretary or representative in advance if they will not attend the market, and may be charged a regular stall fee if they miss a market day. There is a “No show- No refund” rule.

7. Clean Up

Vendors are to ensure their stalls are left in a clean and tidy condition at the completion of each market, taking rubbish away with them.

8. Stall Spaces

Assignment of spaces is at the discretion of the Port Fairy Show Society Rostered Volunteer. The Rostered Volunteer will respect the seniority of vendors who have a record of co-operation. All things being equal, preference will always be given to the most local producer.

9. Quality

Growers shall guarantee to offer for sale the highest possible quality food products. If seconds are sold, they are to be marked and priced accordingly.

The Rostered Volunteer has the authority to ask vendors to remove sub-standard or non-locally grown produce from sale.

10. Standards

Vendors are expected to maintain high standards of honesty and to conduct themselves in a courteous, businesslike manner. Rude or abusive behaviour will not be tolerated at any time. Customers are expected to maintain the same standard of behaviour.

11. Disputes

On those occasions where these operational guidelines do not provide clear definition regarding vendor proposals, or if there is a dispute, the Port Fairy Show Society has the authority to make a determination.

Day to day problems and disputes are to be resolved by the Port Fairy Show Society Executive or representative.

The Port Fairy Show Society or representative will assure compliance as follows:

1. Deliver fair warning for alleged infringements, verbally with a witness present and then if necessary in writing.
2. If the dispute is not resolved, the Port Fairy Show Society Executive may recommend suspension of vendor rights.

12. Management

The Port Fairy Show Society shall consider and address the smooth operation of the Market at its monthly meetings, and has the final say in any dispute resolution matters referred by the Rostered Volunteer.

**OPERATIONAL GUIDELINES
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13. Other Rules

From time to time other rules may be instituted to facilitate the smooth running of the Market. If this occurs, vendors will notified in advance and in writing.

14. Stall Fees

In keeping with the objectives of the Port Fairy Farmers Market, stall costs will be levied on a cost recovery basis only.

At this stage the charge will be \$20 per stall payable on arrival. Trestles are available for rent at \$5.00 each. Power supply will cost \$5.00

15. Representation

All Farmer's Market Stallholders have the right to attend the monthly Port Fairy Show Society meetings, after submitting an application to do so, and such application is approved.

Pauline Shirrefs (Secretary, Port Fairy Show Society)
Reviewed September 2008