



MUDGEE FARMERS' MARKET CHARTER

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| WHEN: | Monthly, usually the third (3 rd) Saturday of each month, please refer to Events Calendar for actual dates. |
| WHERE: | At Robertson Park, 97A Market Street MUDGEE NSW 2850 |
| TIME: | 8.30 am – 12.30 pm |
| CONTACT: | Market Manager – Julie Watt |
| E: | farmersmarket@mudgeefinefoods.com.au |
| M: | 0412 222 442 |
| A: | PO Box 794, MUDGEE NSW 2850 |

1. 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"

Taken from the Australian Farmers Market Charter - www.farmersmarkets.org.au

2. WHO RUNS THE MUDGEE FARMERS' MARKETS?

The Mudgee Farmers Market is run by the committee of Mudgee Fine Foods Incorporated (MFFI). It is a non-profit organisation launched in June 2005 to increase awareness of our local food industry and to promote the Mudgee region in conjunction with the Mudgee Wine Association and Mudgee Regional Tourism Inc.

MFFI operates the Farmers' Market to give the community the opportunity to purchase fresh locally grown foods, plants and value-added produce directly from the grower/maker. It gives local producers the opportunity to meet and talk directly with their customers with relatively low costs, whilst getting a good price for their product.

3. MEMBERSHIP

It is recommended that regular stallholders become Full Members of MFFI. These members receive a reduction in stall fees, priority booking, along with promotion and marketing opportunities for your product. You also have the right to attend Committee Meetings, stand

for Committee and vote. Please advise the Market Manager if you are interested in becoming a member.

Full Membership is available to all approved Farmers' Market stallholders at \$175 per annum (or pro rata) allowing them to attend twenty-two (22) markets a year at a \$15 discount per market = \$330 saving.

4. ELIGIBILITY OF STALL HOLDERS

1. The Farmers' Market is open to all approved producers located in the **Mid-Western Regional Council** area, providing they comply with this Charter.
2. Applications by producers outside the M-WRC area will be assessed and considered by the MFFI Committee on:-
 - A) Compliance with this Charter
 - B) Integrity of production
 - C) Overall stallholder numbers.
3. Existing stallholders from outside the boundary are granted 'Grandfather status' unless: -
 - A) the stallholder ceased to attend or
 - B) in the opinion of the Committee attendance becomes too sparse or erratic.
 - C) Grandfather status cannot be renewed once revoked but entry could still be assessed as above.
 - D) If an attending stallholder, originally from the complying geographical area, then relocates elsewhere this will need to be assessed and considered by the MFFI Committee.
4. All produce must be sold by the producer or family member, or at the discretion of the Market Manager, an employee. This means the principal producer or representative who is directly involved in the production process is required to attend as the seller.

5. ALL RESELLING IS ABSOLUTELY PROHIBITED

6. MFFI has the right to refuse a stall holder or prohibit a stallholder from setting up or require them to leave if they do not comply with this Charter.
7. All stallholders will be advised by the Market Manager approximately two weeks before the next market and **ALL stallholders must advise if they can or can't attend** that market. Repeated failure to communicate will result in a change of status to Non-Active and they will no longer receive notifications.
8. Introductory Offer – New stallholders are encouraged to join the Farmers' Markets with a 'test the waters' offer. The offer is at a reduced rate of \$20 per market, for the first two consecutive Farmers' Markets only. Working with the Market Manager they are encouraged to join. This does not apply to those wishing to re-join.

5. WHAT CAN BE SOLD and STALL IDENTITY

1. GOODS

Mudgee Farmers' Markets are for farmers, food and beverage producers of quality local regional produce, fresh and value-added foods, wine, beer, self-propagated plants, seeds, herbs, small live-stock, organic fertilizers, worm farms, compost, hay and flowers.

Craft items are generally **not permitted** to be sold at the Farmers' Markets, unless they are a sub-product of the principal produce and then only with the express permission of the Market Manager.

2. VALUE ADDED

Value added produce is to be of a high quality and preferably derived primarily from the vendors' property, other stallholders or from within the locally defined region.

3. COOKED FOODS

Should be of the highest quality and where possible utilise local produce, ideally from other stallholders.

4. FOOD AUTHORITY

All market stallholders must conform with NSW Food Authority guidelines, see www.foodauthority.nsw.gov.au Any business that is providing value-added and / or processed product must notify the NSW Food Authority via website or 1300 552 406. Proof of Notification to be supplied with your application.

5. ORGANIC

Organic products are encouraged. If being sold as Organic they must have and display current proof of certification. Many products are grown and raised using organic principals without going through the certification process.

6. STALL IDENTITY

Stalls should be clearly identified and named, we encourage evidence of production authenticity for example photos and signs, these help to educate customers. We also encourage stall decoration to enhance the market atmosphere.

All stall sites are 3 x 3 meters in size.

7. SAMPLES

Samples and tastings are a great way to promote and sell your product. Please use compostable items to convey your morsel, such as timber paddle pop sticks, toothpicks, bamboo spoons or plant-based cups.

8. PACKAGING & LABELLING

All food products sold are to be packaged and labelled according to appropriate Government regulations and is the responsibility of the stallholder. Goods not correctly labelled will not be allowed to be displayed or sold as this reflects poorly on the market.

9. WASTE FOOTPRINT

- Stallholders are required to consider the environment when presenting and displaying products.
- All food served as a meal must use accredited, readily compostable containers

- suitable for disposable through our Organics bin system – the Lime Green lidded bin.
- Beverage suppliers must use either compostable and plant-based or as a second choice fully recyclable container.
- We encourage consideration of the environment and minimising plastic packaging when presenting products. There are many plant-based products available now for around the same cost.
- **No plastic carry bags** are allowed, these are now outlawed. Please use paper or reusable fabric bags.
- All stallholders are required to separate out any and all waster products into the correct waste streams at the end of the market.

We have two Bin Banks set up for this purpose.

- ✓ Organics – Lime Green – for all soiled paper, food scraps, paper straws, greenery and products that will compost down.
- ✓ Recycling Containers – Yellow – for all bottles, aluminium cans and recyclable plastics. Not plastic film.
- ✓ Paper + Cardboard – Blue – clean paper and cardboard only.
- ✓ Rubbish – Red – all landfill items.

6. SETTING UP ON MARKET DAY

1. Stallholders must be set up and be ready to trade before 8.30 am.
2. Stalls **must not pack up before the end of advertised trading time of 12.30 pm**, unless with the permission of the Market Manager and in exceptional circumstances.
3. For setting up, vehicle access is via Market Street and Lovejoy Streets. Please use solid paths only for trolley traffic – NOT the grass, this is to protect the grounds. NO vehicles are permitted to drive or park anywhere in the park.
4. **Vehicles must be parked either in Lovejoy Street or the Council Carpark (off Market Street) immediately after unloading.** Both areas have free all-day parking. This is to allow your customers to use Market, Douro and Perry streets for parking. You are asked to be particularly careful of the bus zone in Market Street which is always in operation.
5. Marquee or gazebo must be **secured before you set up** your tables and displays. It is **COMPULSORY** for all gazebos and marquees to be weighed down on **ALL four legs**. Ground sheets must cover the footprint of your structure. This is to protect and preserve the grounds. **NO pegs** permitted anywhere on site.
6. All power users must have their leads and equipment tested and tagged annually in compliance with Safe Work Australia guidelines.
7. All power cords crossing walkways or paths **must be covered with a tapered edge mat** and connections covered with a weatherproof extension cord safety cover.
8. Anyone cooking or using heat on the day must carry a fire blanket and small fire extinguisher and be familiar with fire safety provisions at the venue.
10. On market day the Market Manager has the right to uphold the charter and request that any items in breach be withdrawn from sale or any non-compliant stalls requested to leave.
11. **MFFI do not guarantee regular stall sites. Allocated sites will only be kept until 7.30 am, after that time the Market Manager reserves the right to**

reallocate that site unless prior arrangements have been made.

7. STALLHOLDER GENERAL RESPONSIBILITIES

1. All stall holders must provide the Market Manager with a completed and signed Stallholder Application Form AND a signed copy of this Farmers' Market Charter prior to attendance.

2. All stallholders must either:
 - Hold \$10 million public liability insurance. Proof of currency must be provided to the Market Manager upon application and prior to attendance, OR
 - Pay a nominal amount for coverage by MFFI Public Liability Insurance.

3. A raffle is held at each Farmers' Market to help cover the running costs associated to with market staff, signage, social media, music and to ensure stall fees are kept to a minimum. All stallholders are expected to contribute goods around the \$10 - \$15 retail value from their stall. This is a great way to advertise the variety and breath of products available at the markets. Often customers ask about the products where in the market the stall is located.

4. On market day you are responsible for bringing all your own equipment, including that specified above and must leave your site and communal areas clean and tidy when packed up.

5. The Market Manager, in consultation with The MFFI Committee, has the right to withdraw invitation to any stallholder, patron or market volunteer who:
 - Does not comply with the stated objectives
 - Damages the reputation of; or brings into disrepute.

8. CURRENT FARMERS' MARKET STALL FEES

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|--------------------------|------|
| MFFI Member + Insured | \$55 |
| MFFI Member + Un-insured | \$65 |
| Non-Member + Insured | \$70 |
| Non-Member + Un-insured | \$80 |

- Sites approved for electricity will be charged an extra \$5 per market.
- Late fee of \$10 will apply to stall fees not received by the due date.

**MOST IMPORTANTLY WE ARE FUN, AUTHENTIC, COMMUNITY BASED MARKETS
AND YOU WILL MAKE MANY, MANY NEW FRIENDS!**



MUDGEE FARMERS' MARKET CHARTER ACCEPTANCE

I have read the MFFI Mudgee Farmers' Market Charter and I/we agree to abide by the Terms and Conditions as stated herein.

On behalf of (STALL NAME)

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NAME/S: (please print)

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DATE:

SIGNED:

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