

Guidelines and Charter for Central Victoria Farmers Market Inc.

No. A0044849E (T/A Castlemaine Farmers Market –CFM)

PO Box 912 Castlemaine 3450

www.castlemainefarmersmarket.org

email: cfm@castlemainefarmersmarket.org

The mission of the Central Victoria Farmers Market is to promote a positive profile for food, wine and related products in the region and to encourage and support the economic viability of small scale farmers and producers.

Structure of Market.

The Market is organised as a community based incorporated association that operates according to the Model Rules of the Incorporation Act. A management committee represents community stakeholders, farmers and producers.

The market management structure is based on a not –for - profit basis. Stallholder fees and other funds are to be used for the management, promotion and maintenance of the market.

Objectives of the market are to:

Provide a venue for farmers and producers to sell their own product direct to the public.

Produce should be sold by the person, family member or employee who are directly involved in the growing or making of the product. Resellers are not permitted to be

vendors. ***Castlemaine Farmers Market has made a number of exceptions to the rule;***

a. Where the reseller is a small business and the product is not currently available within 10km of the Castlemaine Farmers Market

c. Where the availability of the product will enhance the variety, choice and quality of what is on offer at the Castlemaine Farmers Market

1. **Sell** food and beverages produced in the Central Victoria region. The boundaries are flexible to a degree but the region in general is regarded as bounded by Bendigo, Heathcote, Kyneton, Creswick and Avoca.
2. **Limit** goods sold at the market primarily to primary produce (including small livestock), fresh food and value added and processed edible produce. Exceptions to this list are potted herbs, food bearing plants, flowers, compost and natural fertilizers. Derivatives from herbs and livestock such as essential oils may be sold at the discretion of the committee.
Value-added products such as cheese, jams, chutneys and so on must be manufactured in Victoria and preference will be given to stallholders who grow their own ingredients.
Produce from original stock that is not able to be grown locally, for example, tea and coffee, must be value-added in Victoria.
3. **Promote** quality, purity and freshness for all produce with particular emphasis on organic farming methods. Labeling of organic produce should be in accordance with industry guidelines and the origins of all produce should be clearly communicated. Certification of organic status must be displayed on your stall.
4. **Increase** understanding between the consumer and producer through stall holders interaction and discussion with their customers.

5. **Promote** the use of environmentally sensitive practices, including the use of recycled and cloth bags.
6. **Encourage** the consumption of nutritional foods through the diversity of produce available.
7. **Display** clearly the price of all produce. Prices should represent 'good value' in the general market place (which shoppers will use as their benchmark).
8. **Follow best practice** in food handling. All stall holders are required to complete a Food Event Template obtained through the Mount Alexander Shire Council, 03 5471 1768.
Anyone selling alcoholic beverages must obtain the appropriate license from Liquor Licensing Victoria at the stallholder's expense. Information on liquor licenses may be found at www.liquor.vic.gov.au
10. **Create** an inviting and relaxed ambience to make the Farmers Market a positive and enjoyable experience for all.

Market day and hours

Castlemaine Farmers Market (CFM) will be held on the first Sunday of each month during the year, except January, whatever the weather.

Location

The market operates in Victory Park, adjacent to the IGA car park. In wet weather the market may be held in the car park.

Sites

Single stall sites have a three-meter frontage and are suitable for a trestle table and shelter. Vehicles may NOT stay on site during the market unless by special arrangement. The CFM site marshall will direct you to your site. If you are selling from a refrigerated van or trailer, please note this on your application form and we will try to accommodate you.

Site access

Access to the site is from 7.00 am. Stallholders must arrive by 8:00 am and no vehicle movement will be allowed between 8.30 am and 1.00 pm. No vehicles will be allowed to park in the market precinct (IGA car park, Forest Street or Barker Street adjacent to the market) unless by prior agreement.

Site presentation

The presentation of your site is your responsibility and its appeal will have an impact on your sales. When or if you sell out, please do not pack up your stall and leave a hole in the market. Write a 'sold out, see you next time' or similar note for disappointed customers

Site fees

The fee per site is \$33 (\$38 with power) per market. Double stalls may be available on application. Fees are to be paid in advance as confirmation of a booked stall. Fees will not be refunded unless you give a minimum of seven days notice to the CFM if you cannot attend the market. We require a three month commitment from new stallholders to ensure continuity of product availability

Weather contingency

Stallholders should provide their own weatherproof covering or shade depending on the season. If you have a gazebo or tent, please ensure that you have weights to anchor it down in gusty winds.

Power

A very limited number of powered sites are available. If you need to cook produce, you should bring your own gas-cooking equipment but you must still make arrangements with us so we can assess safety and space requirements.

Standards

Stallholders are expected to maintain high standards of honesty and integrity and to conduct themselves in a courteous, business-like way.

Disputes

If there is a dispute or stallholders are unclear about the Castlemaine Market criteria, stallholder information and operational guidelines or site issues, the Castlemaine Farmers Market committee will make a determination. Day-to-day issues will be resolved by the CFM Manager who will assure compliance by delivering fair warning for alleged infringements either verbally or if necessary, in writing. If the dispute is not resolved, the CFM Manager may recommend permanent removal of the stallholder's booking.

Insurance

Stallholders must have their own product, business and/or personal liability insurance. A copy of this is to be submitted with your application.

Dogs

While it is preferable that stallholders do not bring their dog (s) to the market stallholders who do bring their dog(s) to the market must keep them restrained at all times.

The CFM committee of management to make final decisions on the number, variety, rent and location of stalls. The committee also reserves the right to withdraw invitation to any stallholder who does not comply with the stated objectives ***or causes unnecessary conflict within the market***

STALLHOLDER APPLICATION FORM

Mail to:

Castlemaine Farmers Market

PO Box 912 Castlemaine 3450

Email: cfm@castlemainefarmersmarket.org

www.castlemainefarmersmarket.org

The following application is your opportunity to be a part of Castlemaine Farmers Market and help us meet our goals and provide customers with the best variety of product. Please answer the questions as fully as possible, using more space if needed. We will notify you as soon as possible if your application is successful.

Name:
Business or company name (if applicable):
Telephone:
Email address/website:
Address:
Site Requirement: standard site = \$33; Powered site (limited availability) = \$38 (Note: we require a three month commitment from new stallholders)
TOTAL : _____ (Three months prepayment; please enclose a cheque or money order pay by direct bank deposit)
CFM BANK details: BSB 633 000 Account number 120893904 Central Victoria Farmers Market Inc. Include your name on the remittance
Please notify us if you have paid by direct bank payment and we will issue you with a receipt.
Cheques payable to Central Victoria Farmers' Market . PO Box 912 Castlemaine 3450.
Product: (please detail all products on offer so we can make a decision about what will fit with our current balance of stalls. You may be asked to omit certain products or focus on niche products before your application is successful)

Do you have liability insurance? _____

If so please attach a photocopy of your current insurance certificate. If not you must obtain insurance or extend your current business insurance before your application is successful. Any questions, please ask us.

Do you have a current food handler's certificate? _____ (please attach a photocopy or contact our shire for information regarding requirements)

Do you have a registered kitchen? _____ (please attach a photocopy of your registration certificate or the registration for the kitchen you will be hiring)

Have you filled out a food safety template with Mt Alexander Shire? _____ (please attach)

If you said no to any of these and are providing a food related product you must obtain all or some these before your application is successful. Please contact Tracey Watson Mount Alexander Shire 5471 1769 email: watson@mountalexander.vic.gov.au for more information

How are you directly involved in the production of your goods?

Are you a full time and/or registered farmer?

Do you grow or make your entire product/produce range?

If you are a 'specialty producer' (value adding), where do you source your ingredients?

Please provide accurate proportions of self grown/direct from local farmers in your region/wholesale markets/Victorian vs interstate, imported ingredients etc.

What are the usual outlets for the sale of your goods?

Do you attend other markets?

If so which?

Are you certified organic?

Are you accredited by VFMA?:

If you regularly use chemicals, please describe your regime and the chemicals you use.

How are your products packaged? Is it as environmentally responsible as can be, within health department requirements?

What will you use instead of plastic bags at your stall?

I have read the criteria and information provided by Castlemaine Farmers Market. I agree to abide by them and actively support the aims of the Castlemaine Farmers' Market. I understand that the acceptance of my application and the allocation of stalls is at the discretion of the organisers.

Signature:

Date:

Name (please print):