

## INFORMATION FOR STALLHOLDERS

### Introduction & Background:

The market is run as a formally constituted community group, like a social enterprise, and is operated on not-for-profit principles.

A management committee is responsible for operating the market and meets bi-monthly to oversee the running of the bi-weekly market, agree overall strategy and direction for the market, review progress on key activities, authorise payments, discuss key issues that might affect the market and agree new stallholders etc.

Wye Farmers Market is one of the original farmers markets in Kent and we believe that we have created a friendly, welcoming atmosphere that makes shopping at the market a pleasant and enjoyable experience.

It currently operates a market twice a month and has stallholders that regularly provides for example, fresh vegetables, cheese, fish, meat, game, fruit, fresh and smoked fish, jams and preserves, breads, cakes, pastries, eggs and plants, herbs and flowers.

Many producers are committed to providing organic products and some meet Soil Association standards. The standards needed to meet this are indicate a commitment to quality produce and management and operation of the market.

The management and producers believe that farmers markets bring the following benefits to the community and these beliefs underpin our principles and operation of the market:

- ❖ They cut out the middleman allowing a fair return for producers through direct selling, price control, and a regular cash flow.
- ❖ Transport and packaging requirements are less thus reducing the producers' costs and helping the environment.

- ❖ There is direct contact and feedback between customers and producers, so you can be sure for example, how your vegetables are grown and meat produced. Food always tastes better when you know where it comes from!
- ❖ They encourage more environmentally friendly production practices, such as organic or pesticide free fruit and vegetables.
- ❖ They encourage local economic development by increasing employment, encouraging consumers to support local business, and thus keeping money within the local community.
- ❖ Healthy eating is promoted, through the availability of fresh produce; where else could you buy tomatoes picked that morning, or fish landed only last night?
- ❖ Rearing, slaughtering and selling animals locally help prevent the spread of diseases etc.
- ❖ They provide a market place for a wide range of products, which encourages organic production methods, including using traditional breeds and varieties which helps maintain genetic diversity.
- ❖ High quality produce is seasonally available on a regular basis at sensible prices.

## Guidance and criteria for stallholders & produce

### Locally produced:

Only produce from the following defined area is eligible for sale at our farmers market.

- ❖ Preference will be given to producers within a 35 miles radius of Wye.
- ❖ Other producers within the county boundary are also eligible, with preference given to those within a 50 miles radius of Wye.
- ❖ Producers from further afield may attend the market if there is no suitable local producer of a given product although it is recommended that no producer should come from beyond 100 miles of the market.

### Principal producer:

The principal producer or a representative directly involved in the production process must attend the stall, i.e. the stall should be operated by someone directly involved in production, not just in other aspects of the producer's business. One of the key principles of a Farmers' Market is for the consumer to have a direct relationship with the producer.

### Producer co-operatives and community associations:

These may be agreed as principal producers on a case by case basis by the management committee. The market rules which apply to individual producers and stallholders would apply to each member of the co-operative.

### Primary, own produce:

All produce sold must be grown, reared, or caught by the stall holder within the defined local areas described above.

Primary produce will have been grown or reared on the producer's land; for livestock and plants this means grown or finished (having spent at least 50% of it's life) on the producer's land. Preference should be given to the largest percentage of products life cycle spent on the producer's land.

The person licensed to hunt the game should ideally sell game shot or caught within the defined local area

The fisherman, ideally, should be the one that sell fish. A representative of a number of known local boats may attend the market so long as the fishing grounds are known, local, inshore water and receipts can be produced when requested by Trading Standards. This is to allow for the irregular nature of fishing and time spent ashore.

### Secondary, own produce:

All produce must be brewed, pickled, baked, smoked or processed by the stallholder. Anyone processing produce or adding value is a secondary producer. All processed goods must contain at least one ingredient of origin from within the defined local area (not merely bought locally). The minimum local ingredient is 10% of each product. Receipts should be kept as proof of origin for inspection by Trading Standards.

### No Bought-in Produce or Middlemen:

The produce on offer should be grown, reared, caught, brewed, pickled, baked, smoked or processed by the stallholder. Buying in produce and reselling, without substantially altering the product, is excluded.

### Collaborative groups:

Groups of small scale producers, either primary or secondary, may come together as a collaborative group, subject to the criteria for primary and secondary produce, but with the potential exception that producers should attempt to attend at least one market in three.

### Guest stalls:

At the management committee's discretion, one stall per market that do not directly meet the above criteria can be allowed, They are expected to match the criteria insofar as practically possible, and can demonstrate commitment to the beliefs of the market. However, preference will be given to those committed to meeting organic or Fair Trade equivalent standards.

### Craft Stalls:

Craft stalls may be permitted on a case-by-case basis decided by the management committee. If so, the products should include materials grown or reared within the area defined as local, should be the stallholders own work and the producer, or someone closely involved in production, should attend the stall.

## Compliance:

Stallholders will need to meet the standards set out in the application / registration form, which is shown at attachment. Particular attention is also drawn to three areas:

- ❖ Arranging insurance for produce, personal injury, employer's liability etc. You may wish to refer to your insurance broker for advice on this or for example, contact the NFU Mutual, or National Market Traders Federation for further information.
- ❖ Labelling of produce and other aspects that relate to Trading Standards or Environmental Health, who can provide further advice and guidance if required.
- ❖ Food Hygiene standards need to be complied with, and where appropriate, certificates of compliance or training should be readily available

## Fees:

The current fee for a standard size single market stall is £19 per market, or £9.50 for a shared pitch.

For just £19 stallholders should expect:

- 1 x 6ft table (2 x trestles and a wooden table top)
- Covered pitch space which is erected and dismantled for you

## Stall presentation:

Stallholders at Wye Farmers' Market should always strive to present their own stall to the highest possible standard. We therefore encourage stalls to include the following:

- ❖ Tablecloth
- ❖ Banner or some way of clearly displaying the name of the farm / company
- ❖ Leaflets if appropriate

It is in the interests of the stallholder to ensure their stall displays a clear identity to help customers recognise them from week to week (this is especially helpful to customers if the pitch layout is reorganised from time to time and stallholders are asked to move to a different pitch space).

## Market Opening Times:

The market is held on the Green, by the Post Office on first and third Saturday of the month.

The opening times to the public are from 9-12 noon. Generally we expect stallholders to arrive by 8.30 at the latest and be ready to receive customers by 9am. Please note, there is always a group of 'early birds' that is happy to shop before this time.

We expect stallholders to be there for the full time, even though you may have virtually sold out of produce well before twelve-o'clock, and you might feel that the best thing for you to do is to start packing up and leave early.

Unfortunately, this leaves a glaring gap in the market, which gives a misleading impression to shoppers and leaves the other stallholders sometimes having to explain what is going on and we believe that we need to have full attendance for the full time we are open for business.

## Publicity / Special events:

Wye Farmers' Market drums up a lot of publicity through a variety of ways that benefit both the market as whole and individual stallholders. Stallholders can benefit from assistance with publicity / marketing through WFM and are invited to approach the Market Manager, who can also be contacted by phone on 07804 652156 or email at [marketmanager@wyefarmersmarket.co.uk](mailto:marketmanager@wyefarmersmarket.co.uk)

WFM currently offers marketing / publicity to all its stallholders via:

- ❖ Our website - [www.wyefarmersmarket.co.uk](http://www.wyefarmersmarket.co.uk)
- ❖ **Press Releases** – Regular colourful features in the local press on a wide range of seasonal events, farming & other issues etc.
- ❖ **Photo Calls** – Attracting photographers & reporters (press, radio, tv) media for eye-catching markets or stallholder activities.
- ❖ **Seasonal Events** – Making market day more of a community event with a range of activities at celebrations for: Christmas, Guy Fawkes, Pancake Day, Apple Day, Easter etc.