

Market Produce Policy

1. This is the statement of general policy and arrangements for **Wye Farmers Market**
2. Overall product policy is the responsibility of the **Management Committee**
3. Day-to-day responsibility for ensuring this policy is put into practice is delegated to the **Market Manager**

4. STATEMENT OF GENERAL POLICY:

This policy will be updated periodically and published for agreement at the AGM. Proposals for changes will be notified to all stallholders and four weeks allowed for comments. This policy shall be provided to customers on request.

4.1. Locally produced:

Our preference is that producers would come from within 30 -50 miles from Wye which means that stallholders should generally come from Kent, East or West Sussex or Surrey. The priority would be to support Kent based producers where practicably possible. Exceptions would need to be considered on an individual basis, for example, a one-off attendance &/or when a more local producer of the product cannot be found, and favour can be shown to stallholders who have shown long term commitment to the market but might not fully comply with these arrangements.

4.2. Stallholders:

Stallholders should be involved in &/or knowledgeable in the production of everything they sell. Accordingly, the stallholder present must be able to answer detailed questions about the origins of the produce/ingredients and their production/processing. They should be the producer/processor or a direct employee or relative.

4.3. Primary produce :

All primary produce sold must be grown, reared, shot or caught within Kent, East or West Sussex or Surrey [excluding exceptional circumstances covered under 1]. Only high quality, fresh produce should be sold, based on an assessment by the market managers. It should be produced in ways that conserves the environment and respects animal welfare. All meat and products derived from animals, eg eggs must be free-range.

4.4. Secondary produce:

All secondary produce must be brewed, pickled, baked, smoked or processed in Kent, East or West Sussex or Surrey [excluding exceptional circumstances covered under 4.1]. All processed food and drink should contain as much local ingredients as practical, which should be bought from sources which maximise returns to local farmers, e.g. from farmers' markets or farm shops. All eggs used in processed products should be free-range or similar.

4.5. Maintaining competition and choice:

The number of specific produce stalls like meat, bread etc will need careful consideration to enable a consistent balance to be struck. The business plan for the market will need to identify a product mix that may need occasional adjustment in terms of demand and supply and for example, it is unlikely that we will need three stalls selling the same produce. The current organisation of stallholders is shown at attachment.

To avoid unnecessary conflicts between stallholders, each stallholder must state what he or she will be selling on their registration form before being accepted to the market. They must not offer additional products without agreement of the market management, obtained in advance, not on the day of the market.

4.6. Guest Stalls:

We will have 'guest stalls' on a regular basis to create diversification and choice for our shoppers. Our view is that no more than 10% of our overall annual stall population would be guests. Overall this means that we would probably allow up to two stalls per market, but the actual numbers at each market will be left to the market manager discretion to cope with logistics and planning, but will need reporting to the management committee on a regular basis.

The produce they sell will need to comply with all legal requirements, but could be crafts, Fair-Trade etc and subject to standard stall-fee rates. Ideally, 'regular' guests ought not to be allowed as they potentially do not comply with the 'spirit' of our general policy on stalls, but local circumstances need to be acknowledged and taken into account agreed by the management committee after consultation with the market manager.

4.7. Stall –fees:

These will be confirmed by the management committee annually, and reviewed and published periodically after full consultation with stallholders. For community, new, and particularly smaller enterprises, at the market manager's discretion, these can be waived, especially for their first visit.

4.8. Regulatory Compliance:

All products must comply with all relevant regulatory standards, eg HACCP and traceability. Prices must be clearly displayed on the items themselves, or on relevant boxes or containers, or on a list in close proximity to the goods.

All stallholders handling food must provide a copy of their Basic Food Hygiene certificate to the market management if requested.

Stallholders selling organic food must display details of accreditation (issuer, certificate number and date of issue) on their stalls.

To meet our accreditation standards all stallholders need to be identifiable by signs giving details of who they are, what they do, where they are located and their contact information, e.g. telephone number, website, e-mail address etc.

4.9. Insurance:

All stallholders must hold Public and Product Liability Insurance of a minimum of £5 million. The market management may occasionally require up to date details of stallholders' insurer and policy number.

4.10. Non-attendance:

Excluding exceptional circumstances, a stallholder must give 5 days notice of non-attendance. This must be provided directly to the market manager, not via answering machine or email, so as positive communication is achieved.

4.11. Monitoring compliance:

In the interest of protecting the integrity of the market and all stallholders who use it, the market managers may request information to support compliance with these policies.

4.12. Stallholder representatives:

All stallholders are automatically members of the Association and their fees for this are included in their first payment of pitch fees in the new financial year, which usually will be January. There should be at least two stallholders who can act as a representative, on the management committee. Any stallholder can attend a management committee meeting and notice in advance to the market manager would be appreciated. The dates/times/venues of the regular meetings are published on the website and in the regular newsletters.

4.13. Excluding an existing stallholder:

An existing stallholder will only be excluded on a majority vote of the management committee. Reasons for exclusion could include:

- Concerns about quality of produce, which will be discussed first with stallholder;
- Complaints from customers, which must be investigated with stallholder before a decision is taken;
- Persistent late arrival at markets &/or not turning up without 5 days notice. A stallholder will receive one warning before being excluded, or a new stallholder selling similar products being invited to join the market.
- Failure to provide evidence of compliance with these policies.

4.14. Collaborative groups:

Groups of small-scale 'non-commercial' producers may take a single stall as a collaborative or cooperative group. However such groups will be treated on the same basis as other stallholders: although a mini-registration is probably more appropriate, but we need to be mindful of them being aware of the legal requirements and public liability insurance aspects. The normal pitch rate will be at the discretion of the market manager, having consulted at least one member of the management committee.

4.15. Non-food stalls:

Non-food stalls (including plant stalls) will not exceed 1/3 of the total stalls at any one market. Priority for all non-food stalls will be given to applicants within 20 miles of the market.

Examples include : crafts related to agriculture/forestry etc, coppicing/wood products particularly if using local wood, woolen goods, especially if using local wool, and plants and flowers that are raised locally.