

Ferguson Valley Marketing and Promotions Inc.

Farmers and Producers' Market - at Eaton Fair Shopping Centre

MARKET CHARTER 2011

The purpose of the Ferguson Valley Marketing and Promotions Inc (FVMP) Farmers and Producers' Market (Eaton Farmers Market) is to help producers, processors and local artisans to sell their goods direct to the public, near their source of origin, creating benefits to both the market participants and the local community.

Producers must have grown, bred, caught, pickled, brewed, smoked or baked the goods themselves or constructed them from local raw materials. Where there is a perceived need for specific produce not currently sold at the market, this product can be sourced from outside the local area, but must be sold at the market by the producer or an employee of the producer. The selection of produce and goods available at the Farmers and Producers' Market will vary with season.

The Ferguson Valley Farmers and Producers' Market will:

1. Provide a focus for, and act as facilitator in the promotion of producers of the Region resulting in growth, development and promotion of regional produce.
2. Provide growers and artisans with the opportunity to network and develop their skills and, through direct contact with their customers, gain greater knowledge of customer requirements.
3. Regularly provide a variety of local and quality fresh produce and selected cottage crafts of an affordable nature to the residents of and visitors to the Shire of Dardanup and surrounding region.
4. Provide an atmosphere that builds on our sense of community.
5. Provide a variety of fresh produce grown within the region.
6. Provide an opportunity for the consumer to purchase directly from the producer.
7. Provide a place where people can shop in a friendly and relaxed atmosphere.

The primary aim of the market is to develop a friendly and social environment where consumers and producers are brought together.

This Charter outlines the principles, rules and guidelines necessary for the Farmers and Producers' Market to operate efficiently.

LOCATION AND DATES

The Market is held in the central atrium area of the Eaton Fair Shopping Centre, corner Eaton and Recreation Drive, Eaton, WA, 6232, every Sunday.

MARKET HOURS OF TRADING

1. The market will operate on Sunday mornings from 9am until 1pm.
2. Stallholders must not begin trading until the Market Manager has signalled that the market is open for the day (by way of the ringing of a bell).
3. Stallholders must be ready and set up by 9am to commence trading immediately after the bell has rung, and stay until 1pm – even if completely sold out.
4. Stallholders must not pack up their stall, but instead display a sign to indicate that they have sold out.

MAKING AN APPLICATION FOR A STALL

Interested producers wishing to sell produce must provide a completed Stallholders Booking Form to the Market Manager and pay the appropriate stall fees. Annual membership of Ferguson Valley Marketing and Promotions Inc (Level F) includes a stall at no extra cost.

The Market Manager on behalf of FVMP has the authority to reject applications that do not comply with stated conditions.

Once approval is given, the permit to trade applies for the duration of the season. If the number of applications exceeds the available stalls (20), or there are too many applications to sell the same type of produce, the Market Manager will give priority access to:

1. Members of the Ferguson Valley Marketing and Promotions Inc.
2. Producers/manufacturers from within the Shire of Dardanup who have the earliest application date.

A waiting list will be developed and maintained if necessary. A ratio of 1/10 will be maintained to ensure there is not an oversupply of any one product.

PRODUCT RANGE

The Market Manager will work to ensure that a broad range of produce is available, and that the market is not dominated by one particular type and/or variety of product.

The market reflects the rural lifestyle of this area, and FVMP welcomes stalls that have produce and crafts that also reflect this lifestyle.

The variety and quantity of fresh produce at each market must exceed the quantity of processed/manufactured/value-added products offered for sale.

The decision of the Market Manager in all matters relating to the running of the market shall, on the day, be final and FVMP reserves the right to refuse any products that are not in keeping with the farmer/producer theme of these markets. Appeals may be made to the FVMP, in writing.

STALL FEES

Stallholders will be required to pay the appropriate fee to the Market Manager with the Stallholders Booking Form at least 12 days prior to each market. Payment shall be made by way of cash or cheque made payable to the Ferguson Valley Marketing and Promotions Inc.

2011 FEES

FVMP Level F members	Included in annual membership fee
Non-members	\$35 per market

PRODUCTS TO BE SOLD

Products sold will *preferably* be produced, caught, grown or raised in the Shire of Dardanup or manufactured by the stallholder primarily from produce grown in the Shire of Dardanup. The Market Manager may request proof of authenticity of the produce grown and if necessary visit the grower's property.

Where the required primary produce for manufacturing is unavailable from within the Shire of Dardanup, primary produce grown and products from the surrounding South West region may be accepted where such products are not available locally, and it adds variety to the market. The inclusion of stallholders selling such products will be at the discretion of the Market Manager.

- The produce must have been reared or grown or manufactured by the producer/business named on the application form and have spent at least 50% of its life on the producers land.
- This market does not permit the purchasing/re-packaging/selling on of finished or imported

goods.

- Value-added products will not exceed 50% of all produce available for sale at any one market.
- The stallholder may sell only products listed on their approved application form.

WHO MAY SELL?

Only the producer, his/her family, or employees directly involved in production will be permitted to sell the produce. Non-producing retailers are not permitted to sell at the market.

COMMITMENT FROM STALLHOLDERS

Stallholders will make a commitment to sell, at least 12 days in advance of each market.

Only those stallholders who pre-pay at least 12 days in advance will have a confirmed site for that market. Late bookings may be allowed, subject to space. No refunds will be paid should a stallholder be unable to attend a market, after booking/payment is made.

Stallholders must be in attendance between the advertised times of 9am to 1pm.

Stallholders are expected to be neat, suitably dressed, and to deal with the public in a courteous manner. Stalls and display equipment must be clean and tidy.

PROMOTION

The Market Manager shall regularly promote the market to consumers and the trade.

QUALITY OF PRODUCE

Stallholders must guarantee against selling unmarketable produce, that is any products that appear badly marked, poor quality, over ripe, fruit fly infested, or have other pest infestations (presence of mealy bug, sooty mould etc), and as determined by the Market Manager.

Stallholders in breach of the charter will be required to withdraw produce.

SETTING OF PRICES

Selling direct competition, for example - price under-cutting of other stallholders, is not in keeping with the spirit of the market.

The Market recognises that the consumers maintain the right of choice, whilst enabling each stallholder to determine their own price.

Stallholders should ensure their measuring scales are accurately calibrated, as per standard trading regulations.

LABELLING AND SIGNAGE

All stallholders will be expected to comply with the minimum requirements of current trading standards regulations regarding labelling and descriptions of goods.

All organic produce must be certified by the relevant accrediting body (e.g. NASAA, BDF) and be labelled 'certified organic'. Evidence of accreditation must be provided to the Market Manager, prior to certified organic products being advertised and offered for sale.

All prices (per kilo, per item) must be clearly visible.

Each stallholder must display a sign showing their name and farm address every day they attend the market. Stallholders must confine displays and signs to the stall site and keep pathways clear for shoppers.

HEALTH AND SAFETY

Smoking by stallholders is not permitted.

Dogs are not permitted within the market area.

All food stallholders must trade in accordance with the Health Department of Western Australia's food-handling regulations, and other relevant local health laws (e.g. value-added products such as baked and cooked items shall be prepared in an "approved" kitchen)

The Shire of Dardanup Principal Environmental Health Officer may request to visit kitchen premises where products are manufactured.

Stallholders will acknowledge that they have read and understood the guide — ***"From Paddock to Plate, a guide to running a food stall that complies with the Food Safety Standards and the Shire of Dardanup Health Local Laws 2000"***, available from the Shire of Dardanup — by signing the Stallholders Booking Form.

INSURANCE

It is the responsibility of stallholders to carry their own with public liability and product insurance and must present a certificate of currency when booking

INDEMNITY

Stallholders participate in the Market at their own risk and are required to indemnify and hold harmless the FVMP against any claim for damages, costs, claims, expenses and liabilities, (including without limitations consequential loss and loss of profit) in respect of any loss, damage, injury, disease or death caused through any of the stallholders activities at the Market.

CLEAN UP AND RUBBISH

All stallholders must ensure that their stall site and the area that surrounds it is left in a clean and tidy state once the market closes each day. Failure of this requirement may result in the permit to trade being revoked.

Stallholders must remove all of their rubbish and packaging from the site.

The Market Manager will ensure that rubbish bins are provided for consumers.

MUSIC

Musicians, entertainers and/or buskers will be permitted to perform at the Market or in the vicinity on market days only by prior arrangement with the Market Manager.

FUND RAISING ACTIVITIES

Community groups may apply to the FVMP to run fund raising activities that do not compromise any of the Market activities or any of the stallholder's enterprises.

ABOUT FERGUSON VALLEY MARKETING AND PROMOTIONS INC

FVMP Inc is a non-profit organisation established to marketing and promote the Shire of Dardanup in Western Australia's South West. The association is managed by an elected board of management, with Ferguson resident Turk Ellis as chairman. It employs a part-time Marketing Officer.

Membership of FVMP Inc

Any business or individual with an interest in marketing the Shire of Dardanup as a place to live, invest and visit is welcome to join the association. Please see

www.fergusonvalley.net.au for further details.

Ferguson Valley Marketing and Promotions Inc.
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