

Hurstbridge Farmers' Market Charter



HURSTBRIDGE FARMERS MARKET

1. Definition

The Hurstbridge Farmers' Market will operate as an authentic farmers' market as defined by the Victorian Farmers' Market Association (VFMA). An authentic farmers' market is a predominantly local fresh food and produce market that operates regularly at a public location which provides a suitable environment for farmers and food producers to sell their farm origin product and their associated value added primary products directly to customers.

2. Community ownership

The Hurstbridge Farmers' Market will be managed by Nillumbik Shire Council on not-for-profit principles. It will have a management group that represents managers, stallholders and community stakeholders.

3. Produce for sale

The Hurstbridge Farmers' Market will operate with the key objectives of promoting local fresh food and farmers' products and their origins.

Vendors at the market should sell primary produce (including small livestock), fresh food and value added and processed edible produce. Value-added produce should, where possible, be made from own-grown ingredients or from regional produce. Self-propagated plants, compost and cut flowers may also be sold, however the products must be sold by the person who is directly responsible for growing them.

No craft or bric-a-brac will be accepted at the Hurstbridge Farmers' Market.

4. Authenticity

4.1 Operations of the Hurstbridge Farmers' Market
The Hurstbridge Farmers' Market Committee of Management endorses and operates under the principles of an authentic farmers' market (as defined in the VFMA's Charter). As members of the VFMA they will be independently accredited as a farmers' market.

4.2 Criteria of sales at the Hurstbridge Farmers' Market
All produce must be sold by the person, family member, or farm-based employee directly involved with growing, rearing, catching, or making the product.

Resellers are not permitted to be vendors at the Hurstbridge Farmers' Market.

Pricing must be clearly displayed, weights and measures accurate, and scales compliant with regulation.

The origins of the produce are to be clearly communicated, distinguishing the identity of farmer, farm, region, processor or food manufacturing business.

In exceptional circumstances growers and producers are allowed to sell another grower's product from their local region. Produce must be clearly marked as supplementary and its grower and origin identified. This arrangement is only permitted in exceptional circumstances and NOT on a regular, ongoing basis. Supplementation is NOT allowed when it is in conflict with another grower. Under no circumstances may supplementary supply be sourced from wholesale markets or through distributors.

5. Geographical boundaries

Perimeters will be applied to facilitate vendor eligibility. Value-adders and producers who grow and manufacture products within the Shire of Nillumbik boundaries will be given first priority. Value-adders and producers who grow and manufacture products within a 50km radius of Hurstbridge will be given second priority.

The Hurstbridge Farmers' Market will draw from multiple regions, however, vendors will be encouraged to participate in their regional farmers' market before participating in the Hurstbridge Farmers' Market to ensure the sustainability of farmers' markets in regional centres.

6. Vendor mix

The VFMA promotes the predominance of fresh, local produce at a farmers' market. The Hurstbridge Farmers' Market will offer a broadly diverse and seasonal range of fresh produce and value added products. The specific vendor mix will be determined by the Hurstbridge Farmers' Market Committee of Management.

7. Produce quality

Hurstbridge Farmers' Market stallholders are committed to offer for sale fresh, high quality, seasonal and regional produce, and artisan or high standard value-added food products.

Hurstbridge Farmers' Market will be GM free.

The manufacture of all value-added products must comply with regulations applicable to food processing, packaging and food labelling.

Food cooked on the site at the market (including tasting samples) must be of high quality and wherever possible utilise the market vendor produce. Its preparation must comply with food safety requirements.

8. Pricing

Farmers' markets aim to educate consumers on the true value of the cost of production of food. Vendors at the Hurstbridge Farmers' Market will offer all produce at fair, market-driven prices that reflect the quality and / or speciality nature of the goods sold.

Price structures are to be established that achieve profitable trading outcomes for participant vendors.

The total product price is to be clearly marked, which includes GST where applicable.

9. Labelling and packaging

All produce is to be clearly identified. All value-added produce is to be labelled in accordance with prevailing food safety regulations.

Quality levels are to be clearly designated.

Only certified organic produce should be labelled organic. Sellers who claim organic status should display proof of certification.

In keeping with Hurstbridge's status as a Plastic Carry Bag Free Town, no plastic carry bags are to be used unless they are recycled.

10. Policy and information

Hurstbridge Farmers' Market will operate according to a set of Operating Guidelines which have been established by the Hurstbridge Farmers' Market Committee of Management.

11. Regulation

The Hurstbridge Farmers' Market will operate in accordance with prevailing community and government regulations including food, health and safety, weights and measures, public and product liability, and applicable local government requirements.

12. Insurance

Stallholders and Hurstbridge Farmers' Market management are expected to be covered by appropriate product and public liability insurance. It is the Hurstbridge Farmers' Market Coordinator's responsibility to ensure stallholders have appropriate product and public liability insurance.

Links:

www.hurstbridgefarmersmarket.com.au

www.vicfarmersmarkets.org.au



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