

Market Charter

Toowoomba Farmers' Market

April 2017



Toowoomba Farmers' Market – Charter

1.0 Overview

The Toowoomba Farmers' Market (TFM) seeks to encourage local and regional growers and producers of fresh, organic, biodynamic or minimal spray produce however still allow the growers who use conventional methods.

2.0 Introduction - The purpose of the market is:

- To educate the Darling Downs and the surrounds about the origin of real food and its journey. This market is being brought to the community by a community that supports best farming practices and embraces innovation through sustainability.
- This is a market that defines itself from others within the Darling Downs. A market that advocates for the farmer, the grower, the producer and the artisan whilst promoting education and awareness.
- A market that recognises the consumer's need for a regular market to help aid a change in eating habits to truly learn where real food comes from. It aims to give our local and wider community a chance to buy fresh, seasonal food direct from the people who grew it. This farmers' market will lead our community to a healthier lifestyle through a change of habits and a change in mindset.
- Our objective is to minimise the carbon footprint of the food we eat and it all starts with educating ourselves and the younger generation. Our market days include an insight into food education such as demonstrations, guest speakers and footage of our growers and artisans' processes. Education programs are followed through at Paddock to Potager's farm, caring for animals, growing fruits and vegetables, harvesting crops and milking cows. These programs are supported by, and followed through at school level, with many local schools having involvement with our farm program to tie in with the markets.
- Surplus funds raised will go back into our community and other charity groups from any organised events such as farm trails, on-farm tours, table events and experiences for children and families alike.
- Providing opportunity for growers to have a sales platform and outlet within our region. Additionally, an opportunity for consumers to purchase quality, farm-grown and fresh produce.
- A community gathering place - to promote economic growth by assisting new business creation and growth while creating retail traffic/tourism in the Darling Downs region.

3.0 Time, Place and Weather

- TFM is held weekly, each Saturday morning.
- Set-up for stall holders is between 5:00 am to 6:30am. TFM is a "Rain-Hail-Shine" market, meaning that the market will go ahead irrespective of the weather.
- TFM begins at 7am on market days and concludes for sales at 11am.
- TFM is located at 'Walton Stores' 476 – 482 Ruthven Street, Toowoomba Qld 4350.

4.0 Who can sell

- Only registered food vendors, approved in accordance with the Market Charter may sell at TFM.
- Food vendors and stall holders are required to fill out an application

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- Our application process works as follows
 - Applications are sent out towards the end of each season or by request
 - Applications are due back no less than 1 week prior to the market the stall wishes to attend
 - Applications are reviewed and stallholders will be notified accordingly
 - Payment details are sent out and payment is due 3 days prior to the market (Wednesday prior)
 - Stalls are finalised and sitemap is sent out 2 days prior to the market
- All stallholder enquires must be directed to Kate (Market Manager) and stallholders must inform her directly if they wish to attend each market. Our preferred method of communication is via email.
- All applications must be sent via email to info@toowoombafarmersmarket.com.au
- If the items a stall holder wishes to sell differ from the original application a separate application form will need to be completed. Each year stall holder and food vendors are required to provide the TFM stallholder coordinator a current copy of their public liability and/or product insurance. TFM reserves the right to prohibit anyone from selling at the TFM and to cancel the privileges of stall holders who in the opinion of the TFM management, have violated the Rules governing the Market Charter. Fees will not be refunded in this case.

5.0 What can be sold

- All items sold from stall holders must be produced, grown or wild-gathered by the stall holders' business. The purchase of produce for resale at the Market is not allowed
- Produce is defined by fruits, vegetables, grains, flowers, herbs, seedlings, bedding and potted plants. Bedding and potted plants must be grown from seed, cuttings, bulbs or bare root and be established in their current container by the stall holder. The purchase of plants for resale is not allowed.
- Artisan/value-added products are goods that include agricultural products grown, raised or wild-gathered but not sourced commercially, which include jams, salsas, oils, vinegars, olives, baked goods, wines, pickles, relishes and the like. These ingredients should be sourced locally (ideally up to 70%) where at all possible when further processed by the stall holder in some manner. It is recognised that some ingredients, such as sugar, spices & condiments, may need to be purchased commercially due to non-availability.
- Meat and animal products. This category includes poultry, game and meats; fresh, frozen, cured and small goods, milk, cheese, eggs, farm-raised fish, honey, wool, leather, and other products derived from animals. All care and control of the animal to be slaughtered must be for a minimum of 50% of the animal's life immediately before the time of slaughter; all slaughtered animals must be in the Vendor's immediate custody. Vendors must comply with all applicable regulations to packaging, labelling and inspection requirements of their farm.
- No live animals other than geese, chickens, ducks, other fowl, lambs, piglets, kids, calves or other small livestock intended for either human consumption or agricultural production (eg. eggs) are to be sold or displayed for sale at TFM unless given permission by the management committee.
- Crafts & homemade items are not encouraged for sale at our true genuine farmers' market. However, yarn, dried flowers, beeswax products, soaps and other intermediate products are permissible if incorporating ingredients raised, produced or gathered regionally by the stall holder. Furthermore, a small percentage (approx 30%) of homemade items (made from the stall holder) are granted for sale that complement a particular stall. Eg, a homemade pot plant made from recycled goods that run with our ethos.
- Only drinks such as fresh fruit juices incorporating agricultural products grown or wild-gathered may be sold at TFM.
- Samples can be opened, arranged or cut for display or tasting at TFM provided they are properly stored and/or served in accordance with food handling requirements. Samples cannot be sold but may be offered for tasting on a 'free of charge' basis.

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- We boast on being a genuine Farmers' market that is based on reconnecting producers and consumers through fresh food and produce, as well as value added products whereby we most certainly do not allow the act of reselling or wholesaling. In the instance of where a product is not available we do put a lot of time and consideration into whether the item will assist the consumer. By that, we do allow a small number of stalls that run with our ethos pertaining to art and some craft, if we feel they strongly meet our values. These stalls must provide consumers with a clear link to the products/produce our consumers buy from the other stallholders.

6.0 Stall holder & Food Vendor Guidelines

- Inspection - TFM reserves the right to inspect, by appointment, any stall holders farm or source of supply and production. The primary purpose of a visit/inspection will be to determine whether the participant is producing all that he or she is selling at TFM and the nature of production.
- Each stall holder and food vendor is required to set and display their own selling prices. Prices should be set in keeping with customer satisfaction, profitability and consideration of other TFM stall holders.
- Packaging should be biodegradable wherever possible. Non-biodegradable carrier bags are to be avoided as we are encouraging the introduction of a no plastic bag policy.
- Complaints or any grievance regarding stallholders or their produce should not be directed to the stall holder in question, but the initial grievance should be reported to the TFM Coordinator who will bring the concern to the attention of the TFM management who will advise those involved of what action is to be taken.
- Inappropriate behaviour, language, music or lighting, profanity, noise or other harassment or abuse by a stallholder or participant toward another stallholder, participant, employee, or customer of TFM is grounds for immediate and permanent expulsion from TFM.
- No customer, vendor or stallholder vehicles will be allowed to move in or out of TFM site during TFM hours (6:30am-11am). Set-up must be completed by 6:30am, before the commencement of TFM at 7am and one hour will be allowed after the market closing time of 11am for completion of sales, tear-down and site clean-up. We ask that all cars be moved into the designated area by 6:30am unless prior arranged.
- General cleanliness is the responsibility of individual vendor and stallholders to maintain a clean and healthy environment within their assigned site area and vendors/stallholders are required to leave that area free of rubbish, debris and "broom clean" at the conclusion of each TFM day. Nothing, including 'oil' or 'grease' is to be spilt or dumped within the TFM site area or in the surrounding area or gardens; but must be disposed of in an appropriate manner using the waste bins provided as appropriate (waste/recycling).
- Gazebos, canopies, tables, tents, umbrellas and the like shall always be safely secured from unexpected weather events.
- We hold a high expectation of the stall presentation for each stallholder and ask that each stall be presented in a professional manner.
- Stallholders/vendors/school/community group are required to supply their own gazebo, table, display equipment etc.
- TFM will be held "Rain, Hail or Shine". Therefore, no refunds are given to stallholders. In the event that there is a need to cancel or change TFM arrangements from proceeding as normal, stallholders will be advised by 12noon on the preceding Friday. TFM reserves the right to change the size, cost, shape and position of any site(s) as may be necessary.
- All vendors/stallholders must comply with appropriate packaging and labelling regulations and be in possession of any necessary licenses or permits required to produce or sell their products. Copies of these licenses or permits must be available for inspection on TFM Market Day. For more information go to www.foodstandards.gov.au/code/Pages/default.aspx

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- Where required, vendors/stallholders must possess the means to weigh all goods for sale using certified scales as required under the Weights & Measures Act.
- All stall holders selling dairy, meat, or eggs as a business are expected to have registered their business with <http://www.safefood.qld.gov.au/>
- All food vendors are expected to comply with Food Standards Australia rules and regulations www.foodstandards.gov.au
- Each stall holder and food vendor is responsible for the safety of his or her own equipment, own products and is expected to maintain adequate product and public liability insurance.
- Food safety - The construction, fit out, finishes and operation of all food stalls must comply with the Food Act 2006. Guidance may be obtained from <http://www.lgtoolbox.qld.gov.au/EH%20Document%20Uploads%20-%20Customer/Temporary%20Food%20Stall%20-%20Food%20Licence%20Information.pdf>
- Wine stallholders must have a copy of their license(s) available on Market Day and must display all required signage as stipulated by the QLD Authority. All wine stall participants must hold and have copies of their current RSA certificates available on Market Day.
- Insurance & GST – TFM is not responsible for public and product liability insurance or for the collection and payment of sales tax (GST) for individual vendors.
- Stallholders/vendors must have appropriate public and/or product liability insurance 'Certificate of Currency' when reserving a site (typically by providing policy details) and/or at the commencement of trading at TFM and provide promptly a copy of any annual renewal thereof. Failure to provide current insurance policy details will preclude participation in TFM.
- Toowoomba Farmers' Market website & Facebook Toowoomba Farmers' Market has been revamped and upgraded providing guests and stallholders with a range of up-to-date information on what's happening at Toowoomba Farmers Market. To connect more directly with our client base and vendors we have a vibrant and active Facebook page with almost 20,000 people following including updates with the markets sister business Paddock to Potager. This is a great tool to promote and share what's happening at the market. We frequently share and post about what our vendors are growing, making and selling. You are welcome to share information with us to share through our social media channels and/or encourage you to share information of your business and its association to Toowoomba Farmers' Market.
- Use of logos and images. All logos, design and images are Copyright of The Toowoomba Farmers' Market (TFM)©2015 and their assigned contractors, including but not limited to, Graphic Designers, Web Developers and Photographers. Written authorisation from TFM will be required for use of any image or logo from the TFM website or printed material, external to that website and associated material.
- Contributors - TFM welcomes submissions from external parties which may include (but is not limited to) blog, website and social media content such as recipes, articles, video and photographs. Any content submitted to TFM is done so at no expectation of reimbursement by TFM, and TFM will not be held liable for any situation that may arise as a result of publishing third party content. TFM reserves the right to publish and withdraw third party content at its' own discretion without the permission of the author of said content.
- Any stall holder or food vendor can be expelled from the Market for failure to comply with the Market Rules.

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AIMS

The Charter of the Australian Farmers' Markets Association (AFMA) has the following key aims, which we strive to adhere to:

- To facilitate the formation of a strong network of authentic, educational Farmers' Markets across Australia.
- To support the viable and self-sufficient operation of existing and future Farmers' Markets.
- To define clearly the concept of an authentic Farmers' Market and facilitate the development of this model in the cities and regions of Australia.
- To provide a simple resource to community groups and individuals seeking to establish an authentic stall at our successful Farmers' Market.

MISSION

Farmers' Markets operate with multiple beneficial aims.

The four primary aims are:

1. To educate people about the origin and process of their real food.
2. To preserve and support farmland and sustainable agriculture through the profitable trading, viability and business growth of independent primary producers, small scale farmers, community and home/backyard gardeners, and associated artisan produce value-adders.
3. To provide customers with regular supplies of fresh food and access to improved nutrition and education.
4. To contribute to the economic, social and health capital of the host community.

COMMUNITY VALUES

Farmers' Markets are an integral part of the host community and aim to provide various economic, social and health benefits including:

- Support of sustainable agricultural practices
- Food and nutrition education
- Promotion of fresh and local produce consumption
- Revitalisation of town and public space
- Regeneration of community spirit
- Rural/ urban linkages
- Facilitation of community-based food security programs
- Recycling of green waste and appropriate packaging