



TRARALGON FARMERS' MARKET

MARKET CHARTER

STALLHOLDER REQUIREMENTS

The principles in this charter apply to the Traralgon Farmers' Market which is conducted by the Lions Club of Traralgon Inc.

1. The region includes the local government area of Latrobe City. Other neighbouring areas may be permitted at the discretion of the management group. Priority will be given to those producers closest to the region for each market.
2. Traralgon Farmers Market is for farmers and food producers of quality regional produce. Self-propagated plants, seeds, small livestock, organic fertilizers, worm farms, flowers and personal care items from home grown primary produce will also be eligible in most circumstances. Under no circumstances will any type of craft be permitted.
3. All produce must be sold by the principal producer who is directly involved in the production process, or a nominated family member or employee or delegated representative (the latter at the discretion of the Market Manager).
4. Re-sellers are not permitted. (Collaborative Selling - in certain situations, collaborative selling maybe permitted and is to satisfy the following criteria: Inter-region farmers may collaborate to transport product to market, but one farmer should be available to represent the group. Partnership produce should carry clear designation on produce and promotional materials and **prior permission of the market management committee must be sought in writing.**)
5. Priority will be given to producers of fresh seasonal produce and value added local produce.
6. Value added produce is to be of the highest quality and derived primarily from vendors property or from within the geographic boundaries.
7. Cooked food should be of the highest quality. It is preferable that local produce is utilised and where possible, obtained from other stallholders.
8. Any products being sold as organic must have, and display, proof of certification.
9. Any second grade fresh produce must be labelled and priced accordingly.
10. Every stall shall be clearly identified and named. It is recommended that each stallholder in attendance wear a name badge.

11. All produce must be clearly labelled.
12. Produce should be offered at fair, market driven-prices that reflect the quality and/or specialty nature of the goods sold. **ALL PRICES ARE TO BE CLEARLY MARKED.** All applicable prices are to include GST where applicable.
13. All local, state and federal regulatory obligations must be met and are the responsibility of the stallholder.
14. All packaged food for sale is required to have labelling as prescribed by the Australia Food Standards Code. Information on food product labelling, including a Nutritional Panel Calculator is available from the food standards Australia New Zealand (FSANZ) website www.foodstandards.gov.au.
15. All stallholders must hold \$20m public liability insurance including product liability cover where applicable. Proof of currency must be returned with the signed Statement of Acceptance to the Market Manger prior to attendance at the Market.
16. All stallholders are required to complete a Food Act Registration for submission to the Environmental Health Unit of their local council. Council has scheduled charges for the Food Act registration. Stallholders selling plants are not required to complete a Food Act Registration.
17. Each stallholder is responsible for bringing all required equipment and leaving the stall site clean and tidy.
18. All scales and weighing equipment required by stallholders must be calibrated and certified by the appropriate authority.
19. Stall holders who engage in product sampling must ensure that Food Act Safety Guidelines are met, samples are to be cut and a receptacle provided for discarded samples.
20. Wine tastings by vigneron is allowed at the Farmers Market, but the number of stalls is limited to two at any one time. Any change from this is at the discretion of the Market Management.
21. The Farmers Market is run for the benefit of producers – vendors and their representatives are expected to behave in a courteous manner. Any breaches are to be handled by the Market Manager. Consumption of alcohol (other than wine tasting by licenced predicating vigneron) and smoking is not permitted on the market site.
22. Customer satisfaction should be paramount as should the promotion of goodwill through generosity. Customers who have legitimate complaints should be offered a full refund or replacement goods of equal value. The Market Manager should handle unresolved customer complaints.

23. Every effort will be made by the Market Manager to maintain regular stall sites however this cannot be guaranteed.
24. Each stall holder must register their intention to attend in advance and also **of inability to attend if booked in.**
25. All vehicles must be in place or off site within half an hour of the market start time. All care must be taken at all times when driving within the site. Please adhere to the one-way traffic requirements. No vehicles are to drive on the grassed areas.
26. No stallholder is to be packed up before the end of the market advertised trading time (13.00 hours) unless with the permission of the Market Manager. If sold out a sign is to be shown **Sold Out.**
27. The Farmers Market offers a broadly diverse and seasonal and range of fresh produce, and value-added products. The specific vendor mix is the responsibility of the Market Management. The size of the market and the community it serves will determine the viability of vendors, and permissible duplication of product. It is perfectly feasible to host more than one vendor of a specific product, provided that there are unique features to distinguish those products. These features can be based upon place of origin, variety, organic status, quality etc.
28. **On market day, the Market manager has the right to uphold the Market Charter and request that any items in breach be withdrawn from sale or that the non-compliant stallholder be requested to leave. Any such incidents will subsequently be reported to the Market Management Committee.**
29. Any formal complaints or suggestions for variations to the Market Charter must be made in writing to the Market Management Committee.
30. **By signing the Statement of Acceptance pertaining to the Traralgon Farmers Market Charter, the stallholder agrees to allow the Farmers Market Management Committee or delegate, and the Market Manager to inspect goods to be sold at the Market to verify authenticity of the produce.**

Enquiries:

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