

SELWYN FARMERS MARKET AT LINCOLN CHARTER & OPERATIONAL GUIDELINES

CHARTER

The Selwyn Farmers Market at Lincoln provides Lincoln and the greater Selwyn community a venue for a diverse mix of seasonal, local produce and value-added products sold by the producer. The market endeavours to nourish consumers with affordable, nutritious products; educate consumers about their local community; and act as an incubator for emerging local food-based or agricultural businesses.

Location and Hours of Operation

The Selwyn Farmers Market at Lincoln operates weekly on Saturday from 9 am until 12 noon, spring through autumn. While applying for our new site at the Lincoln Primary School, the Selwyn Farmers Market will be located on the grass area next to the Lincoln Community Centre.

Eligible Products

- Vendors at the market are only entitled to sell primary produce, fresh food (category 1), and value added processed produce (category 2). The only exceptions are fresh cut flowers (not dried), self-propagated plants, compost, natural fertiliser and worm farms (category3).
- The market will give priority to those vendors of fresh produce residing in the Selwyn District and the wider Canterbury region.
- Particular emphasis will be made to present as diverse a market as possible, with every effort made to reach 80% representation of fresh produce.

Secondary / Value-Added / Processed Products

Priority will be given to producers of products where the primary ingredients of value are sourced from the local Selwyn/Canterbury region.

Stallholder Categories

Member

Those stallholders who wish to participate in the market on a regular basis (i.e. weekly through their applicable season).

- The annual membership fee is \$60.
- The Member Stallholder fee is \$15 per market day for a space measuring 3 metres by 3 metres. Please note that use of generators is subject to prior approval.
- Once fees have been paid they are non-refundable.
- Please see “Reserving a Stall Space” below for further information.

Non-Member

Farmers markets act as small business incubators for those individuals interested in experimenting with a crop or product.

- Non-Members are welcome to participate in the market on a space-available basis.
- The Non-Member fee is \$25 per market day, for a space measuring 3 metres by 3 metres.
- Please see “Reserving a Stall Space” below for further information.

Shared-Use Table

The market seeks to represent a wide variety of products and producers. Some producers may wish to participate but may not require a full-size market stall. The shared-use table is available to those producers or backyard gardeners who wish to offer a limited selection.

- The fee is \$12.50 per week for non-members, or \$7.50 per week for members.
- Space is limited and available on a first-come, first-served basis.
- If your selection grows in abundance, we encourage you to become a full member stallholder.

Community Table

- At least one table or space in the market shall be reserved for the use of community groups interested in sharing information with shoppers.
- No sales or fundraising of any kind is permitted.
- The Community Table will be available on a first-come, first-served basis with preference given to those groups who have not had the opportunity to previously staff a table.

Participation is at the discretion of the Market Manager and the Selwyn Farmers Market at Lincoln.

OPERATIONAL GUIDELINES

Annual Stallholder Application

- All stallholders must complete an Annual Stallholder Application prior to selling at the market.
- Please indicate on your Annual Stallholder Application all products you intend to sell.
- Notification must be made in advance of any addition to these products.

Reserving a Stall Space

- Priority will be given to those vendors who have paid in advance for a space at the market, however fees will be collected as needed by the Market Manager on the day of market. Please consider paying in advance for multiple days to ensure your space is available.
- In the event that multiple producers of the same product wish to sell, priority will be given to those producers from the Selwyn District, those whose site fees are paid in advance and/or those with the earliest date of registration as noted on their Annual Stallholder Application.

- Please advise the Market Manager at least 3 days prior to the market if you need to cancel your reservation. Failure to do so may result in forfeiture of your stallholder fee for that week.

Stall Layout and Assignment of Spaces

- The market seeks to provide a dynamic and diverse environment.
- Layout and assignment of space is at the sole discretion of the Market Manager and Selwyn Farmers Market at Lincoln.

Who May Sell

- The farmer, producer, their family members or persons directly involved in the production of the produce may sell. The intent of the market is to connect the consumer with the producer. It is vital for you or someone involved in and keenly aware of your business and product range to be present at your stall. The more information and enthusiasm you can provide, the better your sales will be!
- Stallholders may send someone in their place in an emergency but only as a temporary measure.

Setup, Breakdown and Cleanup

- Stallholders are expected to be set up and ready for the market by 8:45 am.
- There are to be no cars on the grass area between 8.45 am and 12 noon. Please ensure you unload before this time and park your vehicle elsewhere. Stallholder and customer parking is available next to the Lincoln Community centre
- Tables, canopies and other display items are the responsibility of the stallholder.
- Sales prior to the 9 am start are discouraged.
- Stallholders are required to remain set up for the duration of the market. Should you sell out in advance of the close of the market, take the opportunity to shop from your fellow vendors, check out their displays or relax with a cup of coffee!
- Stallholders must cease selling at 12 noon and be packed and out of the market site by 1pm.
- Stallholders shall leave the market site clean and tidy.
- Any waste or compostable materials should be taken home with or disposed by the stallholder.

Food Handling and Health & Safety

- All stallholders must use safe practices in food handling, cooking and storage to prevent foodborne illness and comply with Selwyn District Council/NZ Food Safety Authority requirements.
- All foods other than fresh, unprepared produce must be prepared in a registered kitchen. Foods prepared in a home kitchen are not permitted. A copy of the current registration certificate for the premises where the food is prepared must be attached to your Annual Stallholder Application.
- Offering samples of products is highly encouraged. It can often make the difference between a casual browse and an instant sale. Any food provided for sampling at the market must be cooked or prepared in accordance with applicable health guidelines.

- Smoking is not permitted within the market area.
- Animals are not permitted within the market area.

Labelling and Signage

- Stallholders must display a sign that indicates their business name and farm/business location.
- All products offered for sale must be clearly marked with a sign stating price and unit of sale (i.e. per kilo, per 100g, per punnet, etc.).
- All signs must be limited to the stallholder's space and not impede pedestrian traffic or create a visual barrier to their neighbour.
- Value-added/processed food products must be labelled in accordance with Food Standards Australia New Zealand guidelines (i.e. name of product, ingredients in product, name and address of manufacturer, possible food allergens such as nuts, etc.)
- Stallholders selling product as certified organic must be certified by an approved organic certification scheme. A copy of the organic certificate should be attached to the Annual Stallholder Application.

Presentation/Quality of Produce

- Stallholders are expected to maintain an attractive and tidy display.
- Produce sold should be of the highest quality. Seconds, blemished or overripe produce may be sold but shall be clearly marked as such.

Packaging

Stallholders are encouraged to use recyclable or compostable packaging material whenever possible. Please contact the Market Manager for leads on sourcing biodegradable packaging. You may wish to have a supply of recycled plastic shopping bags or empty box cartons to offer your customers. Alternatively, ask customers if they've brought their own bag—if they didn't, they might think about doing so next time!

Alcohol Sales

- Sales of alcoholic beverages are subject to the approval of the Council and the market manager.
- Stallholders must attach the applicable certificate from Council to the Annual Stallholder Application.

Insurance and Site Safety

- Stallholders are responsible for the quality and risks associated with their product.
- Canopies, umbrellas and other display materials must be safely secured against wind and set up in a manner that minimizes tripping hazards. Ask the market manager for tips on securing your display; there are many inexpensive ways to do so.

Liability Waiver

- The market will not be liable for any loss or damage to the property of the stallholders due to fire, robbery, accidents or any cause whatsoever that may arise from use and occupancy of the site.
- The market assumes no liability for any damages or losses resulting from or relating to the failure of the stallholder to comply with the provisions of this agreement.

Dispute Resolution

- Any disputes, conflicts or complaints should be forwarded to the Market Committee in writing.

This Charter and Operational Guidelines may be amended from time to time by the Selwyn Farmers Market Committee. Stallholders will be notified of any such changes.