



## THE CITY FARMERS' MARKET CHARTER

The City Farmers' Market is an initiative of Clare Buchanan and Melissa Bayer and a committee, operating as 'The City Farmers' Market Incorporated', a non-profit organisation.

Britomart – transport hub of Auckland city with a fascinating historic past, a vibrant city centre community creating a living future.

### PURPOSE OF THE MARKET:

- To support and stimulate the profitable trading and business growth of independent primary producers, hobby farmers, community and home gardeners and associated produce value-adders.
- To provide customers with regular supplies of fresh locally grown and manufactured food and access to improved nutrition.
- To contribute to the Auckland region's economic and social development.

### LOCAL VENDORS

- The market will give first priority to vendors whose point of production is within 50kms of Auckland
- Second priority will be given to vendors whose point of production is within 100km of Auckland
- Stallholders who do not meet the criteria will be able to trade, but only with the approval of the City Farmers' Market management.

### WHO CAN SELL THE PRODUCT?

- The principal producer or someone with in depth knowledge of the product and production process

## PRIMARY PRODUCTS

- Includes eggs, fruit, vegetables, herbs, olives, cured meat (canned meat, cooked meat, sausages, cured ham, or cured bacon), fish, seafood, prepacked poultry, cheese, milk, butter, ice cream, flour, nuts, grains, honey, fruit juices, potted herbs.
- The produce must have been reared or grown by the producer/business named on the application form.

## SECONDARY PRODUCTS / VALUE ADDED

- Includes products such as oils, wine, jams, preserves, breads, cakes, and desserts which are based on locally grown content, ie; blueberry muffins (blueberries sourced from the region.)
- The City Farmers' Market does not permit the purchasing/re-packaging/selling on of finished or imported goods.
- The stallholder may sell only products listed on the approved application form.
- If stallholders have additional produce or products to sell during the season, the market trust must approve this. Stallholders must give 24 hours' notice, in writing, via email, fax or mail, of intention to vary the produce originally nominated on the application form.

## PRODUCT RANGES

- All food products are accepted plus plants that can be eaten, flowers, drink and products that enhance sustainable food production and waste reduction. For example worm farms, manure, Bokashi. All products must meet the criteria
- No other products can be sold

## NEW VENDORS

- Every stallholder must have completed an application form prior to commencement at the market

## MARKET REQUIREMENTS

- All vendors are advised they should consider Public Liability insurance except small scale home suppliers
- If produce is organic the market management would like proof of certification
- Any alcohol suppliers will need a Special License from Council
- Documentation of the use of commercial kitchen that you operate from if selling secondary products

## FOOD SAFETY & HYGIENE STANDARDS

- All stallholders must trade in accordance with the Food Hygiene Regulations 1974
- Safe practices in food handling, cooking and storage are essential to prevent food borne illness.
- All stallholders must have effective means of cleaning hands – either with antibacterial sanitising gel or wipes. Always clean hands before and after handling food.
- If food is perishable, it must be maintained at a temperature of 4°C or below. This should be in a refrigerated unit or chilly bins packed with ice.
- All food must be individual packaged or covered to protect from cross-contamination.
- Care must be taken to protect food from cross-contamination when transported to and from the market.

- Tongs must be used to handle food – not hands. Gloves should be avoided if also handling money.
- If food is cooked at the market, care must be taken to ensure that food is cooked though and served promptly to maintain temperature.
- All food other than fruit and vegetables must be prepared and pre-wrapped in a registered premise. No home preparation is allowed. A copy of the current registration certificate for the premises where the food is prepared must be attached to your application. Processed food must remain in its pre-market packaging while on display.
- Periodic inspections will be carried out by the Environmental Health Officer for Auckland City Council to ensure that all stalls comply with these food safety regulations.
- Smoking by stallholders is not permitted.
- If you have any questions in regards to food safety, please contact Darryl Thompson Senior Environmental Health Officer of ACC, on (09) 353 9667

#### LABELLING & SIGNAGE

- All vendors should be aware of NZSFA labelling requirements. At a minimum, packaged foods should be labelled with the name of the food; name and address of the supplier; possible allergens (i.e. contains nuts); ingredients and use by dates. More information about labelling can be found on the NZSFA website: [www.foodstandards.govt.nz](http://www.foodstandards.govt.nz)
- All organic produce must be certified by the relevant accrediting body (e.g. BioGro, AgriQuality Organic) and be labelled “certified organic.” Evidence of accreditation must be provided upon application.
- All prices (per kilo or per item) must be clearly visible.
- Stallholder details including name, address and phone number must be displayed in a manner visible to the public. Stallholders must be able to readily produce their market permit if asked.

#### PRESENTATION

- Stallholders will be expected to be neat, suitably dressed and deal with the public in a courteous manner.
- Products should be displayed attractively, with due regard for consumers and other stallholders. Try using baskets and crates to present items so the presentation is appealing to customers. Clean, simple and uncluttered is a good way to start.
- Try and limit the amount of plastic used in your stall.
- Feel free to have information about the product, how it is made / grown, on-site for customers.
- Tastings of products are strongly encouraged. Produce or products prepared or opened for tastings cannot then be sold.

#### QUALITY OF PRODUCE

- Produce should be picked as close to market time as possible and stored and handled in such a manner as to preserve freshness until the market opens.
- Stallholders must guarantee against selling “unmarketable” produce. This includes a requirement to adhere to manufacturers’ instructions in relation to products used to grow produce or prepare processed goods. For example, the withholding period

- between use of crop sprays and consumption.
- o Different grades of produce can be sold but these must be clearly labelled as such so consumers are making an informed choice.

#### SETTING PRICES

- o Selling in direct competition, for example; price under-cutting of other stallholders, is not in keeping with the spirit of the market. If there are two or more of the same kind of produce, then stallholders should work together instead on developing differences in the produce or explore ways to add value and differentiate their product
- o The market recognises that consumers maintain the right of choice whilst enabling each stallholder to determine their own price.
- o Stallholders should ensure their measuring scales are accurately calibrated, as per standard trading regulations.

#### SET UP/DOWN

- o Sales begin at 8.30am and close at 12.30pm as per our agreement with the land owners
- o Stallholders will not be permitted to erect any tents, umbrellas or canopies over their table as an alternate wet weather venue will be supplied. This is a safety hazard. Dangerous covers will be asked to be taken down.
- o Even if you sell out of product we require you to stay at the market until closing time. It is a good chance to talk to customers.
- o The market managers are responsible for space allocation.
- o Regular vendors can have their space allocated for the season if they are consistently attending the market.
- o Casual vendors cannot be assigned a permanent spot. Every attempt will be made to accommodate your needs
- o Sharing of site space may be permitted with prior agreement of the trust board.
- o Stall layout is decided on by the City Farmers' Market management and can be changed at any time.

#### SITE SAFETY

- o Stallholders must confine displays and signs to the stall site and keep pathways clear for shoppers.
- o All stalls must be set up by 8.15am and all vehicles that are not necessary for the display or sale of food must be moved to the offsite stallholders' carpark.
- o Stallholders must not dismantle their stalls or begin packing up until the close of the market at 12.30pm, indicated by the ringing of the whistle.
- o No vehicles are to be moved onto the market site until after the close of the market.
- o Stallholders must take all due care when driving onto, around and off the market site.
- o Stallholders are responsible for maintaining their site in a clean and tidy condition at all times and are encouraged to present an attractive site in keeping with the theme of a farmers' market.

#### INCUBATOR

- o Small scale home suppliers can sell their product through the community table which will occasionally be available. This will require a \$15 fee for a share of the community table and 10% commission on sales. If the venture is successful they can then move to become a regular stallholder meeting all the other requirements

## DISCLAIMER OF RESPONSIBILITY

- The City Farmers Market Inc. 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 City Farmers' Market inc. 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.

## COMPLAINTS

- Please bring any complaints to the attention of the Market Manager, or contact The City Farmers Market directly via [info@cityfarmersmarket.co.nz](mailto:info@cityfarmersmarket.co.nz)

## OTHER

- No products can contain genetically modified organisms
- The only music at the market is music authorised by market management.
- Market management reserve right to visit farm or production site to verify authenticity
- As members of NZ Farmers Market Ass. we will adhere to their guiding principles.
- Endeavouring to keep a balance of produce, there will be some competition
- Customers will be encouraged to access the market on foot, by public transport or bicycle.