

**Pako**

FARMERS MARKET

**STALLHOLDER CRITERIA**

2019 / 2020 SEASON



Barwon Fair Food Network Inc.

---



## STALLHOLDER CRITERIA - PAKO FARMERS MARKET 2019 / 2020 SEASON

### JOIN THE PAKO FARMERS' MARKET STALLHOLDER COMMUNITY!

Thank you for your interest in becoming part of the Pako Farmers' Market (Pako FM). We encourage prospective stallholders to review the Pako Farmers Market Criteria and Regulations to self-assess your suitability before applying.

Pako FM operates on the second Saturday of the month, from 9am-1pm, and will reopen for the 2019 – 2020 Season October 12, 2019.

Pako FM is operated by community volunteers under the Barwon Fair Food Network (BFFN), a non-profit incorporated association.

BFFN are dedicated to supporting our regional food system - ethically produced produce, small to medium scale farms, sustainable farm practices, agricultural diversity and fresh, locally grown seasonal choices for the regional community.

Pako Farmers Market is farmers market providing quality fresh produce and products direct from the farmer, producer and gourmet providers of our region. We aim to increase access to regional foods for the Geelong community. Pako FM welcomes engagement from regional business and community groups to participate.

**Location:** West Park, 207 Pakington Street, Geelong West

**Contact:** [hello@pakofarmersmarket.org.au](mailto:hello@pakofarmersmarket.org.au)

### APPLICATION PROCESS

#### **Step 1: Review the Pako Farmers Market - Stallholder Criteria and Regulations**

#### **Step 2: Submit a Stallholder Application Form**

Complete the [Pako Farmer's Market Application online via the link provided on pakofarmersmarket.org.au](#)

We may contact you for further information during this time, so please ensure you have provided phone and email contact details. Hard copies application forms are available at the market or by request at [hello@pakofarmersmarket.org.au](mailto:hello@pakofarmersmarket.org.au)

#### **Step 3: Pako Farmers Market Stallholder Notification**

Stallholders will be reviewed against the stallholder criteria and notified of acceptance with a nominated site position, generally within 7-days. A three-month trial period is provided, with the expectation this will transition into a permanent position. In some instances, stallholders may be placed on a waiting list.

#### **Step 4: Confirm your acceptance as a Pako Farmers Market stallholder,**

Confirm acceptance of the stallholder with invoice and payment details. New stallholders are confirmed based on first payment.

#### **Step 5: Pako FM Stallholder Promotions**

Provide 1-3 quality images, & statement on your business (150-word max) for promotion by Pako FM in social media and website. Advise if interested in radio promotions.

Got any questions? See our ***Pako Farmers Market - Frequently Asked Questions*** p. 4

## STALLHOLDER CRITERIA - PAKO FARMERS MARKET 2019 / 2020 SEASON

### PAKO FARMERS MARKET CRITERIA

Pako Farmers' Markets (Pako FM) is a marketplace for farmers' producers and specialty makers to sell direct to customers. Specialty makers, people who value add to primary produce need to source regional farmer's / producer's ingredients. Pako FM does not permit wholesalers or resellers to trade at our markets. Pako FM does not permit bric-a-brac stalls.

#### Stallholder Information

The market operates across Spring, Summer and Autumn seasons. For a market start time of 9am, all stallholders are required to be ready to trade by 8:50am. Vehicle access to the market site to unload and reload goods is between the hours of 7:30am - 8:45am and 1.05pm to 1.35pm. All non-approved vehicles must be removed from the market site by 8:45 am.

*Standard stall sites* are 3m x 3m for unpowered and 3m x 5m for powered sites. Larger stall sites are available on approval. Stallholders need to bring their own marquee and stall set-up equipment, including marketing signs, trestle tables, chairs, displays, marquee weights, cash tin and float.

Generally, stallholder vehicles are located offsite. Free parking is available offsite. Requests for additional space or vehicles must be included in the application process and approved.

A number of *powered sites* are available. This will determine where stallholders requiring power will be sited in the market layout. Stallholders with powered sites you will need to bring your own leads (+spares) to plug into power. Refer to Pako Regulations for tag and testing requirements.

If you can operate a stall without power, please notify the market coordinator / coordinator, as there may be times when we are at capacity and unable to offer a powered site.

If you are unable to attend the market, you must provide notice to the market coordinator prior to 12pm (midday) on the Wednesday before the market. Special circumstances may be considered at the coordinator's discretion. Non-attendance diminishes the market for other stallholders and the credibility of the market. Refer to the Pako Farmers Market Regulations for further information.

Pako Farmers' Market accepts stallholder applications from VFMA accredited and non-accredited stall holders. Go to [vfma.org.au](http://vfma.org.au) to find out how to become an accredited member of the VFMA. Pako Farmers Market is Victorian Farmers' Markets Association (VFMA) member and aims to seek market accreditation in future.

#### Mandatory Criteria

- **Public Liability Insurance:** minimum amount to be insured is \$10 million. Primary producers are often able to include public liability insurance onto existing Farm Insurance Policies.
- **Streatrader Registration:** must be obtained by all food /produce stalls prior to trading at Pako FM markets (excludes non-food items such as flowers & plants, dog food, beeswax candles). Streatrader registrations are made through your local council. For more details regarding [Streatrader](#) or your fees, please [contact the City of Greater Geelong](#).
- **Statement of Trade:** must be completed via Streatrader for each market date once an arrangement has been made with Pako FM.
- **Meat Producers** who wish to sell fresh meat at the Pako FM farmers' market are required to have a PrimeSafe license.
- **Dairy Providers** are required to hold Dairy Food Safety Victoria license. This includes but is not limited to milk from cows, sheep, goats and buffalo.
- **Egg producers** must have a current free-range certification with an accredited Australian body.
- **Biodynamic and organic labelling** can only appear on signage and packaging if the product is certified with a recognised body within Australia.
- **Sustainable farming practices** should be nominated where produce / products / farm practices are not certified biodynamic or organic. Stallholders must disclose any farm practice / product usage of chemical insecticide/pesticide on the product labeling or stall signage.

## STALLHOLDER CRITERIA - PAKO FARMERS MARKET 2019 / 2020 SEASON

### STALLHOLDER FEES

BFFN is a non-profit incorporated association. Stallholder fees go directly back into the operations and market initiatives that are important in establishing a professional farmers market.

#### 3 for price of 2 Market special for 2018 /2019 season

Attend the first two markets and get the third market attendance for free

#### Regular Monthly Stallholder Fee

Stallholder(non-powered) site	3m x 3m	\$35 incl. GST per market
Stallholder (powered) site Meats, ready to eat	3m x 5m	\$45 incl. GST per market

Note: Location preferences will be allocated to permanent stallholders.

#### Casual stallholders

A small number of casual stallholders may be accepted with market stall payments due by 10am on the day. Stallholder location will be based on what is available on the day.

Casual Stallholder (non-powered/powerd) site 3m x 3m \$45 incl. GST per market, due by 10am of the market day.

*Note: Fees are reviewed annually by BFFN and subject to change.*

#### Community Organisations Stalls

Community organisations may book a stall space at the market for free on a casual basis. The organisations values must be aligned with the Pako FM and the stall comply with our regulations. Contact the [hello@pakofarmersmarket.org.au](mailto:hello@pakofarmersmarket.org.au) to enquire.

**Pako FM booking system** is via email with invoices issued and stall fees to be paid by direct deposit / Electronic Funds Transfer by the Thursday prior to the first market day, unless prior arrangement is made with the market coordinator.

### ACCEPTABLE BEHAVIOR BY PAKO FM STALLHOLDERS, VOLUNTEERS AND OPERATORS

Pako Farmers Market aims to create a welcoming, fair and safe farmers market for everyone supporting local and sustainable food. Please read carefully through the 'Pako Farmers Market Regulations'.

We expect all stallholders to operate fairly and appropriately. We will not tolerate confrontational or aggressive behavior towards any staff, volunteers or shoppers. Inappropriate behavior will result in warnings and potential removal from the market.

Stallholders who ignore the market regulations, mandatory criteria, safety, labelling or agreements made regarding goods for sale will jeopardize their position at our farmers' market.

*If a stallholder is found to be in breach of the outlined regulations or code of conduct, Pako FM will review their participation at the farmers' market and suspend further attendance if deemed appropriate.*

### FEEDBACK

We welcome stallholders' fair and direct feedback. Feedback can be provided to the market coordinator [hello@pakofarmersmarket.org.au](mailto:hello@pakofarmersmarket.org.au) or to the operators Barwon Fair Food Network [info@barwonfairfood.org.au](mailto:info@barwonfairfood.org.au).

If you have concerns about market day operations, your site or another stallholder, please tell the market coordinator in a respectful manner. If this situation cannot be resolved during the market, and you wish to pursue it further, your complaint must be formalized in writing to Barwon Fair Food Network within seven days.

## STALLHOLDER CRITERIA - PAKO FARMERS MARKET 2019 / 2020 SEASON

### FREQUENTLY ASKED QUESTIONS

#### **Where can I find further information on farmers' markets?**

If you are starting from scratch in the farmers' market industry or are unsure if your product is suitable for a farmers' markets, we recommend:

- Reviewing our website and newsletter
- Read the *Running a Market Stall in Victoria* guide by the State Government of Victoria
- Visit the Victoria Farmers Market Association or Australian Farmers Market Association websites as they are the peak body supporting a strong, fair and sustainable industry
- Reference other regional farmers market websites or the Melbourne Farmers Markets. The establishment of the Pako Farmers Market has been supported by Melbourne Farmers Markets.

#### **Is the Pako Farmers Market right for you?**

We ask you to read through the Pako FM Criteria, Regulations and application process to see if you are eligible to have a stall at our market.

If you still have questions about the Pako Farmers Market, please contact the Pako Farmers' Market coordinator via [hello@pakofarmersmarket.org.au](mailto:hello@pakofarmersmarket.org.au).

Stalls for community organizations are available on a casual basis only and will be rotated to ensure a broad cross section of aligned community groups. Community groups interested in attending the Pako Farmers Market must be aligned with the purpose and values of Pako FM. Please read through the complete application process and if suitable make an application. Community organizations do not require VFMA accreditation.

#### **How do I increase my promotions and let people know we are at the Pako Farmers Market?**

Pako Farmers Market is on Instagram, Facebook, and Twitter with a regular newsletter and stallholder profiles on our website. We support and promote regular stallholders. Follow, like and hashtag us. We are also on [localfoodloop.com](http://localfoodloop.com)

Got an event coming up? Let us know and we can cross promote it across our platforms.

#### **How do I increase sales at the farmers' market?**

Farmers' market audiences can be fickle, affected by weather, sports events and holidays. Depending on your market offering, it may also take longer than expected to establish a regular customer base. Consequently, market income can vary greatly.

Consider your marketing and communications approach – how will you build your customer base and maintain interest for fortnightly regulars.

Ask our market coordinator how you can increase your regular customer base through social media, online and newsletters.

#### **Are you planning on diversifying your sales through online shopping or pre-packed boxes?**

You are welcome to promote and presell produce for collection at the market. Let us know for cross promotion.

#### **Are cash sales the only form of payment you will accept on market day?**

Most market shoppers will limit their spending to a certain amount, especially when using cash. Offering payment alternatives to cash, such as a mobile EFTPOS, Square readers (accept debit and credit card payments) can assist with this, as can offering a pre-ordering system.

## **STALLHOLDER CRITERIA - PAKO FARMERS MARKET 2019 / 2020 SEASON**

### **How should we train our farm staff for market sales?**

Customers love the opportunity to speak directly with you and learn more about their food.

When attending the market transparency is key and customers love the opportunity to speak directly with farmers and producers to find out more about their food. Do you have clear, informative signage, website or printed material for shoppers?

Is your team prepared and capable of answering all kinds of questions about your products? Do you have an intimate knowledge of the product, to answer any questions asked by potential customers? Will they be engaging with customers and maximizing potential sales for your business?

Stallholders who engage with customers using eye contact, a friendly smile and open, approachable body language are more likely to leave a positive impression in a shopper's mind: they're more likely to return to your stall if they've had a positive exchange with you.

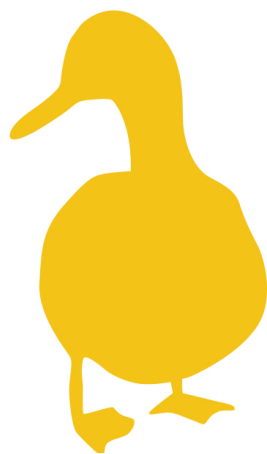
### **Why haven't I been allocated a stall when I comply with the criteria?**

Stall holders may be allocated to the stallholder waiting list if there are more providers in a particular food category.

Our aim is to provide a strong farmers market with a mix of stalls that ensure good sales across the market. It is a fine balance of creating a marketplace that offers a viable opportunity for all stalls attending and providing choice for customers.

We will monitor our markets' product range, customer demand, and feedback. When sites become available, we will offer a suitable stallholder a market trial period.

Seasonal produce and products not commonly found in the markets (i.e. quinces, passionfruit, peonies) are often easier to allocate a site compared to the farmers' market staples (i.e. eggs, bread, cheese, meat).



**Pako**

**FARMERS MARKET**

**STALLHOLDER REGULATIONS**

2019 / 2020 SEASON



---

Barwon Fair Food Network Inc.

---



<b>1. ABOUT PAKO FARMERS' MARKET</b>	<b>4</b>
1.1 BARWON FAIR FOOD NETWORK	4
1.2 THE PAKO FARMERS' MARKET	4
1.3 MARKET COORDINATOR	4
1.4 ASSISTANT COORDINATOR	4
<b>2. STALLHOLDER ELIGIBILITY</b>	<b>4</b>
<b>3. VICTORIAN FARMERS' MARKETS ASSOCIATION</b>	<b>5</b>
<b>4. PRODUCE</b>	<b>5</b>
4.1 ALLOWABLE PRODUCE	5
4.2 FOOD VANS AND READY FOOD POLICY	9
4.3 PRODUCT PRICING	9
<b>5. CANCELLATION CONDITION</b>	<b>9</b>
<b>6. STALLHOLDER UNDERSTANDING &amp; AGREEMENT</b>	<b>9</b>
6.1 CODE OF CONDUCT	9
6.2 MARKET PERIOD	10
6.3 ALL OTHER TIMES	10
6.4 RENEWAL	10
<b>7. STALL &amp; PRODUCE PRESENTATION</b>	<b>10</b>
7.1 STALL EQUIPMENT AND PRESENTATION	10
7.2 LABELLING PRODUCTS	11
7.4 MUSIC	11
7.5 CODE OF DRESS	12
7.6 CUSTOMER INTERACTION	12
7.7 SMOKING	12
<b>8. MARKET SITE AND SET UP</b>	<b>12</b>
8.1 MARKET and STALLHOLDER SITES	12
8.2 VEHICLE ACCESS & MANAGEMENT	13
8.3 READY TO TRADE / LATE ARRIVAL PROCEDURE	13
<b>9. REGULATION COMPLIANCE</b>	<b>13</b>
9.1 FOOD SAFETY	13
9.2 LIQUOR LICENCE	14
9.3 FOOD TASTINGS	14

<b>10. EQUIPMENT</b>	<b>14</b>
10.1 GAS	14
10.2 ELECTRICITY	14
10.3 MEASURING INSTRUMENTS	15
10.4 WATER & HAND WASHING FACILITIES	15
10.5 FIRST AID	15
10.6 MARQUEE WEIGHTS	15
10.7 SIGNAGE	15
<b>11. INCIDENT REPORTING</b>	<b>15</b>
<b>12. SECURITY</b>	<b>16</b>
<b>13. INSURANCE &amp; INDEMNITY</b>	<b>16</b>
<b>14. STALLHOLDER FEES</b>	<b>16</b>
<b>15. MARKET INITIATIVES</b>	<b>16</b>
<b>16. MARKET DAY CANCELLATION</b>	<b>16</b>
<b>17. ENVIRONMENTAL CONSIDERATIONS</b>	<b>17</b>
17.1 STRICT NO PLASTIC POLICY	17
17.2 REFUSE RESPONSIBILITIES	17
<b>18. PRIVACY</b>	<b>17</b>
18.1 PHOTOGRAPHIC & FILMING RIGHTS	17
<b>19. COMPLAINTS</b>	<b>17</b>
19.1 CUSTOMER COMPLAINTS	17
19.2 STALLHOLDER COMPLAINTS	17
19.3 MANAGEMENT COMPLAINTS	18

## **1. ABOUT PAKO FARMERS' MARKET**

### **1.1 BARWON FAIR FOOD NETWORK**

Barwon Fair Food Network Inc. (BFFN) is a non-profit incorporated association established in 2017. BFFN is managed by a Committee of Management and oversees the Pako Farmers Market (Pako FM).

Barwon Fair Food Networks purpose is to support and deepen the connection between regional community, fair food producers, food education, land stewardship and emerging farmers in the region.

Barwon Fair Food Network has established the Pako Farmers Market to provide an outlet for regional farmers to sell their produce, promote sustainable farming practices and create a fun, open and profitable marketplace for all. The expectations set out in this document act as our rule book. If there are any issues or concerns with any of the content, please contact [secretary@barwonfairfood.org.au](mailto:secretary@barwonfairfood.org.au)

### **1.2 THE PAKO FARMERS' MARKET**

The Pako Farmers' Market will be operated at times and locations as determined by the Committee of Management.

The Farmers' Market will be made up of stallholders and community groups. Sites will be rented and operated according to these Regulations and Responsibilities to ensure the successful maintenance of the Farmers' Market and ensure that it is an efficient and effective outlet for producers to sell their products directly to consumers.

The Regulations and Responsibilities listed in this document apply at all times to all stallholders and community groups at the Pako Farmers' Market (unless otherwise specified).

### **1.3 MARKET COORDINATOR**

The Market Coordinator operates the Farmers' Market, and ensures compliance with these Regulations and Responsibilities, in accordance with all BFFN policies. The Market Coordinator may delegate Market Coordinator authority to a nominated Pako FM staff or Committee member as agreed by the Committee of Management.

### **1.4 ASSISTANT COORDINATOR**

The Assistant Coordinator works with the Market Coordinator to ensure the effective operation of the Pako Farmers' Market. Like the Market Coordinator, they ensure compliance with these Regulations and Responsibilities, in accordance with all BFFN policies.

## **2. STALLHOLDER ELIGIBILITY**

To be eligible to trade, a person wanting to establish a stall at the Farmers' Market, must make an application to trade and have this application approved by the Barwon Fair Food Network Committee of Management.

The Committee has absolute discretion to decline any application, by a new or existing stall holder, to operate a stall at the Farmers' Market. Queries or feedback can be taken up with the market Coordinator or directly with the BFFN.

Prior to trading, a person wanting to operate a stall at the Farmers' Market must:

- Comply with the Stall Holder Market Criteria (see Stallholders Market Criteria)
- Have completed all documentation requested by, and provided it to, the responsible Market Coordinator;
- Have had the application to operate a stall approved by the Market Coordinator, confirmed booking and paid the initial market fees.
- Only persons whose applications to trade have been approved by the Market Coordinator, and who have met the requirements will be eligible to trade at the Farmers' Market.

### **3. VICTORIAN FARMERS' MARKETS ASSOCIATION**

Pako Farmers' Market is a Victorian Farmers' Markets Association (VFMA) member and aiming for VFMA accreditation as per the VFMA Membership and Accreditation Handbook.

Regional markets must have 75% accredited stallholders at each market. Priority will be given to stallholders who are VFMA accredited or in the process of applying for VFMA accreditation.

A VFMA levy for each market day will be paid by the Pako Farmers Market to the VFMA on behalf of the stallholders.

### **4. PRODUCE**

#### **4.1 ALLOWABLE PRODUCE**

Pako FM supports regional producers and sustainable farming practices such as biodynamic, organic and regenerative or permaculture. Priority will be given to those regional producers based in the South Barwon region, western and central Victoria or within a 200km range from Geelong. If producer with a similar product of the same or greater quality applies to attend the market and is located considerably closer to the market location, provided they meet all other requirements, the new stall holder may also be accepted into the market.

Stallholders may only sell items listed on their stall holder application. All stallholders must notify the market Coordinator in writing if they wish to introduce new products at the market, which are not listed on their original application or renewal form.

The market Coordinator will carry out market day assessments throughout the year and will follow up with stallholders if any products are not on the list or have not been confirmed by the Pako FM and Barwon Fair Food Network.

Stallholders must also notify / apply through the VFMA for any new products to be added to their existing accredited range of products, independently of Pako FM.

#### **Food Nutrition, Ecological Health and Product Compliance**

Food is to be sustainably produced and processed, high in nutrition and the farming practices must work to build soil and animal health, regenerate the ecology and not degrade the land and waterways.

All food items on sale must avoid the use of GMO's, monosodium glutamate, hydrogenated fat, trans-fats and aspartame. Any E numbers must be declared.

All fertilisers to be used should be bio-degradable and should not bio-accumulate. Pesticides and insecticides must be avoided.

Meat must be reared without growth hormones and nil-antibiotics unless essential for humane animal husbandry.

## **Sustainable Farming Practices**

All stallholders must disclose the farming practices including the use of terms such as sustainable, *regenerative, grass fed, permaculture, chemical free or pesticide free* require proof of claim with a description of the farming methodology / practices.

BFFN champions the rights of the farmers to produce food ethically and the rights of consumers to know what chemical inputs are used in the production of the food.

BFFN will work to provide a consistent statement for display by stall holders to assist with community understanding. This will be trialed in the markets first three months of establishment.

## **Organic/Biodynamic produce**

All organic/biodynamic producers must display a certificate from a recognised governing body at each market day. Pako FM does not permit the use of the words, 'organic' or 'biodynamic' on stall displays or labelling without certification from a recognised governing body.

## **Primary produce**

As Pako FM is a platform for Barwon regional farmers of sustainable farming practices to sell direct to their customers, it is the farmers markets priority to ensure that primary produce makes up the majority of goods for sale. This is farm based produce grown or reared by the stall holder selling it. Value added products such as cheese and preserves are also considered primary produce if the main ingredient is produced on the manufacturer's own land, by the manufacturer. No re-sellers/agents are permitted.

## **Specialty / Artisanal / Value Added Produce**

The farmers market also provides stalls for a number of manufacturers, who hand make their product, to attend the market provided their product is:

- 1/ a 'staple' (e.g. bread, preserves, fermented foods)
- 2/ particularly unique and unavailable elsewhere
- 3/ ingredients are sourced direct from other stallholders or specifically local
- 4/ supporting a local community group

Products must be made at a registered premise by the stall holder and utilise Victorian or Australian primary ingredients. Products that are bought-in and re-packaged cannot be sold at the market.

## **Farmers Market Allowable Products**

All stallholders must only sell items that qualify as 'allowable products'.

### **Allowable Food Produce / Products:**

Vegetables	must be grown in central or western Victoria, no fresh produce from genetically modified plant varieties is allowed nor insecticides or pesticides used on the produce
------------	--

Fruit	must be grown in central for western Victoria; no fresh produce from genetically modified plant varieties is allowed nor insecticides or pesticides used on the produce
Juices	must be made in western Victoria from Victorian grown fruit and vegetables
Honey	must be a regional business based in western Victoria and primarily produced in Victoria
Herbs	must be grown in western Victoria, no fresh produce from genetically modified plant varieties is allowed
Tea	Regionally sourced ingredients or fair trade, certified organic preferred, herbal components should be sourced from regional farmers / stall holders where possible
Coffee	must be roasted in western Victoria and fair trade, direct trade and certified organic preferred, must be a regional business
Dairy / Yoghurt / Cheese  (goat / sheep / cow)	must be sustainably produced from a Victorian milk dairy and processed by a wholly owned Victorian company.  No dairy items from an intensive dairy production allowed.
Meat (beef/lamb/pork/kangaroo)	animals must be free range, reared and processed in central or western Victoria. No meat from intensive livestock production allowed.
Fish / Seafood (freshwater / saltwater)	must be or sustainably farmed in western Victoria without the use of antibiotics or caught in Victoria's coastal waters. Must comply with the MSC Sustainable Seafood guidelines
Poultry (duck/chicken/quail)	animals must be free range, sustainably farmed and reared and processed in western Victoria without the use of bleach / chemical processes
Small goods	must be made from meat grown in Victoria, and processed in a Victorian PrimeSafe registered butchery / facility
Eggs	must be certified free range and sustainably farmed produced in central or western Victoria

Bread	<p>must be made from grain grown and milled in Victoria where possible, ancient / native grains preferred</p> <p>Additions such as olives, dried fruits etc. must be regionally produced, preferably sustainably farmed, biodynamic /organic.</p>
Savoury & Sweet baked goods	<p>must be made in western or central Victoria using grain grown and milled in Victoria where possible, ancient / native grains preferred</p> <p>Additions such as cheese, olives, dried/preserved fruits etc. must be regionally produced biodynamic / organic sustainably produced and preferably sourced direct.</p>
Preserves	<p>must be predominantly made from biodynamic / organic / sustainably produced produce grown in Victoria, and a regional business</p>

---

### **Allowable Non - Food Products:**

Organic compost	<p>must be produced in western Victoria and components disclosed / or test results provided.</p>
Worm farms & worms	<p>made and/or produced in western Victoria</p>
Seeds	<p>must be open pollinated regionally produced / western Victoria vegetable, herb &amp; flower seeds for the home gardener. No genetically Modified varieties allowed. No chemical treatments allowed.</p>
Food plants	<p>must be grown in western Victoria, no plants from genetically modified plant varieties allowed. Native edible plants of the region preferred</p>
Cut flowers	<p>must be grown in western Victoria. Must not be from a regional weed. No cut flowers from genetically modified plant varieties allowed</p>
Nursery stock	<p>must be grown in western Victoria and native to the region No genetically modified plant varieties allowed.</p>
Wine & other beverages	<p>must be produced in western or central Victoria predominantly from fruit and grain grown in Victoria</p>
Nuts, grains & pulses	<p>must be grown in Victorian, No meat from intensive livestock production allowed.</p>
Vegetable, nuts & seed oils	<p>must be grown in Victoria</p>

## 4.2 FOOD VANS AND READY FOOD POLICY

Food sold by on-site food vans and ready food stall holders must comply with allowable produce and must pertain to regional quality produce and nutritious foods. On-site food vans and ready food stall holders must be approved by the BFFN Committee to provide ready food at the Farmers' Market.

All on-site food vans and ready to eat food vendors are required to have food safety handling equipment as per their food class classification. Stallholders must also register with Streatrader for every market that they attend.

Stallholders, other than designated food ready contractors are not allowed to provide on-site ready food.

## 4.3 PRODUCT PRICING

Pako FM aims to educate consumers about the true value of the cost of food production. Stallholders will offer all produce at fair, market driven prices that reflect the quality and/or specialty nature of the goods sold and which achieve profitable outcomes.

Overcharging and/or advantageous pricing is discouraged and will be monitored.

## 5. CANCELLATION CONDITION

Once an agreement is made on your attendance, it is the expectation of Pako FM that the stall holder will notify the market Coordinator of any changes to attendance, at the earliest convenience.

We understand that there are special circumstances under emergency and last-minute situations, and these will always be considered, but we encourage you to set in place contingencies for such events and contact the market Coordinator at the earliest possible opportunity.

If a stall holder does not notify cancellation of attendance 72 hours prior to the commencement of a market or in accordance with the Pako FM Attendance & Booking Policy, they will be issued with a warning. If lack of notification occurs on more than three occasions, Pako FM will review the stall holder's participation at the farmers' market with possible cancellation of the agreement.

*If unable to attend, please email [Coordinator@pakofarmersmarket.org.au](mailto:Coordinator@pakofarmersmarket.org.au), and text the Pako FM mobile. Always state your TRADING NAME and market date.*

## 6. STALLHOLDER UNDERSTANDING & AGREEMENT

### 6.1 CODE OF CONDUCT

Pako Farmers' Market welcomes stallholders' input and is open to fair and direct feedback. Stall holders who ignore the rules of accreditation, labelling or agreements made regarding goods for sale will jeopardise their position at our farmers' market.

If you have concerns on a market day about operations, your site or another stall holder, please tell the market Coordinator in a reasonable manner. If this situation cannot be resolved during the market, and you wish to pursue it further, your complaint must be formalised with written submission to the PAKO FM committee within seven days.

We will not tolerate confrontational or aggressive behaviour towards any staff, volunteers or shoppers. Inappropriate behaviour will result in warnings and potential removal from the market.

**If a stall holder is found to be in breach of our regulations or code of conduct, PAKO FM will review their participation at our farmers' market and suspend further attendance if deemed appropriate.**



## 6.2 MARKET PERIOD

Stallholders agreements are based on a one month and three-monthly periods, although we anticipate stallholders will commit to an ongoing market presence.

New stallholders may elect to book for a one-month period in order to gain a feel for how the market will work and build regular customers. Shoppers may take a few markets to adjust their buying habits to include new stall holder.

Three months is a good period for stall holders and shoppers to get to know one another better and to have a feeling for potential sales, returning customers, and feedback.

Stallholders will be accepted, and their market attendance will be reviewed on an annual basis, or as necessary. Stall holder acceptance of attendance at our markets is based on our consideration of existing stallholders and seasonality.

Pako FM will work hard to ensure new stallholders are well promoted, with opportunities to participate in membership offers and complement the market mix.

Pako FM will work with new stallholders over a three-month period in order to develop a positive partnership. A trial period of nominally three months will be employed for incoming stallholders to ensure the product mix is suited to the market.

Pako FM makes every effort to get the market balance and balance of product mix and seasonality right. If a stall holder's product is found to conflict with the existing market mix or their conduct found to be unsatisfactory, Pako FM will advise the stall holder. If this continues after one warning the market Coordinator reserves the right to dismiss the stall holder at any point with a minimum of one weeks' notice.

If for any reason the market is not suitable to you, you can discontinue at the end of the market period booked for or go back onto our waiting list for any other market opportunities that may pop up in the future.

## 6.3 ALL OTHER TIMES

Pako FM reserve the right to dismiss any stall holder with a minimum of one month's notice. However, if it is found that a stall holder has acted in a way that is detrimental to the reputation or the interests of the market, or not in accordance with the Pako FM Regulations and Responsibilities for Stallholders or the rules of the partnering organisation, Pako FM has the right to dismiss the stall holder without prior notice.

## 6.4 RENEWAL

Specialty Makers may be asked to renew their application every 12 months. Failure to do so risks tenure at the market for the following year.

## 7. STALL & PRODUCE PRESENTATION

### 7.1 STALL EQUIPMENT AND PRESENTATION

Stallholders need to provide their own tables, shade or weatherproof covering. Marquees must be adequately weighted including leg weights available to use on either hard or grassed surfaces. Refer to section 10.6 for specific requirements and procedures regarding marquee weights.

Your **Trading Name** must be clearly visible to customers at ALL times. All goods for sale should be presented neatly and have prices clearly marked for customer viewing, using signage or label if it is a packaged product.

Food certification, farming practices and VFMA accredited stallholders must be displayed in clear view for customers.

Do not place any food items or produce directly onto the ground or pavement. Pako FM markets are dog-on-lead-friendly environments, all produce must be presented at a height which will avoid animal contamination.

## **7.2 LABELLING PRODUCTS**

Signage must be used to name and price all unpackaged items.

All produce sold at the market must comply with the labelling requirements in the *Australia New Zealand Food Standards Code*. See the FSANZ website for more information.

At a minimum, Pako FM requires the following information on packaged labels:

- *Name of food*
- *List of ingredients*
- *'Use by' or 'best before' date as appropriate*
- *Net weight or liquid volume*
- *Special storage requirements if applicable*
- *Instructions for use if applicable*
- *Name and address of producer*
- *Allergen or Warning Statements*
- *Declaration of alcohol by volume (if alcohol present)*
- *State the product is Australian / Victorian Made*

## **7.3 STALL ATTENDANCE**

Stall attendance must be either by the principal producer, a family member or farm/ business-based employee, all of whom must be directly involved with growing, rearing, catching or making of the product.

In the case of value-added products, stallholders must be involved in the production process and have thorough relevant product knowledge.

Stallholders must avoid leaving their stall unmanned for any length of time during market operating hours unless they reach 'SOLD OUT' status. In this circumstance signage must be left on the stall stating that they are 'SOLD OUT' along with the time that status was reached. At all other times, if a stall holder must leave their stall for a short time, we suggest they ask a neighbouring stall holder to serve customers in their absence.

No stall holder is eligible to leave the market prior to 1pm except for in the case of severe weather conditions. Should this be the case, the Market Coordinator will advise you that it is time to depart.

## **7.4 MUSIC**

Stallholders who wish to play music must seek approval from the Market Coordinator first.

## **7.5 FARMERS MARKET DRESS CODE**

We recommend stall holders selling food items wear aprons or appropriate clothing. Aprons with the stall holders business name or farmers market name are encouraged. Stall holder name badges are encouraged.

## **7.6 CUSTOMER INTERACTION**

Stallholders and assistants are required to maintain the highest standards of stall/product presentation, customer service and relations. Stallholders should refrain from sitting, reading and mobile phone use while the market is open to the public. Loud and intrusive selling techniques will not be permitted. Stallholders are not to use any public-address system or other practices, which may cause annoyance to other stallholders and customers.

## **7.7 SMOKING**

Please note that there is NO smoking permitted at all on the premises of West Park. While manning the stalls, a 'No Smoking' policy must be strictly adhered to. Smoking will not be permitted within a 10 metre radius of any food vendor. To maintain good hygiene practices, hands should be washed prior to returning to your stall.

## **8. MARKET SITE AND SET UP**

### **8.1 MARKET and STALLHOLDER SITES**

The dimensions of the stall sites are 4 metres x 3 metres. Additional space may be possible on a case-by-case basis and this must be requested on the Stallholders application form and may also incur additional fees.

In most instances, vehicles will be required to be removed from the market site prior to the start time. We cannot guarantee space for your vehicle.

The Market Coordinator has complete and unfettered right to allocate each stall holder a site as they see fit. A site plan will be available for permanent stall holders in the days leading up to the market. Casual stall holders will be allocated a stall site on the day.

Stall holder cooperation is essential to the set-up procedure to prevent any disruptions. It is important that stallholders listen and abide by any traffic or movement instructions within the market area.

Stallholders should unload their vehicles as quickly as possible to avoid inconveniencing others also trying to set up. Further logistical briefing will take place prior to stall holder commencement at the market.

To allow for smooth traffic flow, no produce can be placed in front of your stall earlier than half an hour before commencement of the market. Thereafter, stallholders must not place any goods beyond one metre distance from the front of their stall without prior consent from the Market Coordinator nor cause obstruction to other stallholders or the public.

The Market Coordinator will endeavor to keep regular stallholders in the same position each week, but permanent site allocation is not guaranteed. Sites cannot be transferred, assigned or sold as part of a business sale or change of business ownership.

The BFFN Committee reserve the right to relocate the entire Farmers' Market at any time to ensure the best interests of the Farmers' Market or for any legal requirement.

## 8.2 VEHICLE ACCESS & MANAGEMENT

Strict **5km** per hour speed limit within the market area during set-up and pack down. No traffic movement within the market area from 15 minutes prior to market opening time and close of trade (except for emergency vehicles). Vehicles are to activate hazard lights during all vehicle movements onsite.

Vehicles are to be moved off the market site 30min before market open times. Only prearranged stall holders' vehicles required for the sale of the produce will be allowed to remain on site during the market hours.

Penalties, as determined by the Committee and Market Coordinator, and provided to stallholders, may apply for a breach of these rules.

## 8.3 READY TO TRADE / LATE ARRIVAL PROCEDURE

Access to the Farmers' Market site for stallholders is 1.5 hours before the advertised opening time of the Farmers' Market to the public.

Trading hours for the Farmers' Market are determined by the BFFN Committee. Trading hours will be subject to the BFFN "Weather Policy".

Stallholders must be onsite and ready to trade 15 minutes prior to the opening of the market. If a stall holder will be late arriving at a market, notification by text or phone must be made to the Pako FM market Coordinator. Late stallholders may not be provided access by vehicle to the site. If a stall holder is consistently late, further action will be taken by Pako FM.

Late arrivals become a serious OH&S compliance issue and traffic management must be adhered to. When arriving, the stall holder must seek out the Market Coordinator for safety instructions prior to entering the site.

## 9. REGULATION COMPLIANCE

### 9.1 FOOD SAFETY

All stallholders must meet food safety requirements as determined by the food safety risks associated with their food handling activities, therefore you **must hold a Food Act registration or notification certificate** for your class 2, 3 or 4 activities. When applying for the registration or notification, your principal council will advise what food safety requirements you must meet and whether you need a food safety program, according to your activities.

It is expected that you will follow safe food handling practices at the market.

### STATE-WIDE REGULATION

In 2012, Streatrader, the state-wide registration and notification scheme for temporary and mobile food premises was introduced. This means your *Food Act registration or notification* with your principal council will be recognised by all councils state-wide so you can trade in different districts.

Please read *Victoria's Food Act – food vans and stalls* to ensure you understand the new scheme and what is required of you.

Also see [www.health.vic.gov.au/foodsafety](http://www.health.vic.gov.au/foodsafety) for more information or speak to the Health Unit of the council in which your business is based.

As part of the new state-wide registration and notification scheme, market stallholders must submit a *Statement of Trade* to every council in whose district they wish to trade. Contact your principal council or register via: [https://streatrader.health.vic.gov.au/public\\_site](https://streatrader.health.vic.gov.au/public_site)

**All stallholders must submit a *Statement of Trade (SoT)* to the appropriate local council for each market trade day and provide a copy with the SoT to Pako FM.**

## **PRIMESAFE**

All stallholders transporting meat, poultry or seafood must ensure they are transporting produce to the market in a vehicle that complies with food safety regulations and maintains safe conditions between 2 and 5 degrees. Visit the PrimeSafe website for more information.

## **DAIRYSAFE**

Under the Dairy Act 2000, anyone wishing to produce milk for sale or be involved in its production, transport, manufacture or distribution, must hold a license from Dairy Food Safety Victoria (DFSV). Milk includes but is not limited to milk from cows, sheep, goats and buffalo. For more information visit the Dairy Safe website or call 03 9810 5900.

## **9.2 LIQUOR LICENCE**

Any stall holder selling alcohol is responsible for arranging their own liquor license with the appropriate local council.

## **9.3 FOOD TASTINGS**

Any stall holder wishing to offer tasting samples to customers must notify the Market Coordinator and the council where the market is held accordingly.

## **10. EQUIPMENT**

### **10.1 ELECTRICITY OFF GRID / GRID CONNECTED**

Electric / powered stall sites are available on an as needs basis and are provided to meet health regulations. No power supply will be available for cash registers or weighing machines. We therefore ask that stallholders to make alternative arrangements.

A maximum of 10 amps is available per powered site unless otherwise negotiated with Pako FM prior to commencement of the market. Vans with onsite renewable energy / PV are welcome.

All electrical equipment must be tagged & tested before use at the farmers' market. If equipment is not tagged and tested, stallholders will not be permitted to use it, and may be charged if a technician must attend on market day. Equipment must be tagged & tested every 12 months.

Stallholders must supply their own extension cables to run from the power outlet to their stall. A minimum of 30 metres is recommended. Stallholders must ensure that all plugs of extension cables are elevated where possible and not on the ground. Stallholders must bring waterproof covers to be used when joining leads.

Market management will make all precautions necessary to ensure the safety of the electrical area. Please avoid walking through the electrical area and please deter market shoppers from entering the powered area.

### **10.2 GAS – NON-RENEWABLE ENERGY SOURCE**

Gas appliances may be used on an as needs basis. Induction electric cooktops are preferred with powered sites made available on an as needs basis. Any gas used on site must be detailed in the Stallholders Application and approved by Pako FM prior to stall holder market day start.

It is the responsibility of the stall holder to:

- Regularly check all gas bottles and equipment attached to gas bottles to ensure gas hoses and attachments are not faulty and that bottles are date compliant.
- Provide an appropriate working fire extinguisher for any stall where gas burners are used and to ensure they know how the extinguisher is operated.
- Ensure their gas appliance is compliant with gas safety standards.
- Ensure that any gas appliance used for cooking is clean and satisfies food safety regulations. All fat and oil must be disposed of safely and must not leak or drip near naked flames.
- Ensure the area around the cooking appliance is left as they found it, no dripping of fat etc. onto asphalt.

### **10.3 MEASURING INSTRUMENTS**

Stallholders using measuring instruments must ensure they comply with the Trade Measurement Regulations 2009. For more information, read the Guide for Market Stallholders and Roadside Traders and visit [www.measurement.gov.au](http://www.measurement.gov.au).

Measuring instruments such as scales must be approved with an NMI (National Measurement Institute) or NSC (National Standards Commission) number and verified by a servicing licensee or inspector before they can be used at the market.

### **10.4 WATER & HAND WASHING FACILITIES**

There will be hand-washing facilities at the market site's amenities block. Some stallholders will need to supply their own dedicated hand-washing facility, depending on their food handling activities (**refer to 9.1 Food Safety**). It is the responsibility of the stall holder to know what is required of them.

**ALL stallholders must have hand sanitiser easily accessible.**

### **10.5 FIRST AID**

Stallholders should provide their own clearly labelled first aid kit with a supply of blue waterproof dressings.

### **10.6 MARQUEE WEIGHTS**

Stallholders must bring minimum 4 marquee weights to every market. The marquee weights must be put in place as soon as the marquee is erected and for the entirety of the market trading hours.

PAKO FM is not liable for any damage incurred by a stallholder's marquee, equipment or vehicle to other property/persons or product on market sites.

### **10.7 SIGNAGE**

All stallholder signage (banners, blackboards, A-Frames, posters etc.) must be kept within the allocated site boundaries and the Market Coordinator reserves the right to have inappropriate signage removed. All stallholders must provide signage on the farming practices in clear view for customers.

## **11. INCIDENT REPORTING**

All first aid and Occupation Health and Safety matters need to be reported immediately to the Market Coordinator. If you identify a potential hazard or 'near miss', please notify the Market Coordinator immediately and steps will be taken to prevent injury or damage to property. OH&S is the responsibility of all stallholders, market staff and volunteers.

## 12. SECURITY

PAKO FM strongly recommend that stallholders keep money in a money belt, zipped pockets or in a secure location at all times. PAKO FM cannot be held responsible for any loss of stall holder money. ATM facilities are available in the local area.

## 13. INSURANCE & INDEMNITY

All stallholders must have a current public and product liability insurance for the sale of goods produced by their business, whilst operating at the farmers' market. Stallholders must ensure their policy covers a minimum of \$10 million dollars and remains current whilst trading. PL Insurance policy documentation and/or Certificate of Currency is to be lodged with Pako FM prior to commencing at markets & a copy to be available at all markets.

Pako FM accepts no responsibility for any damage incurred whilst on site.

The stall holder must indemnify to the extent permitted by law, the Pako FM, BFFN and the site management from any damage, expenses or liability incurred from any injury or damages to any person or property resulting from or arising out of the occupancy of the stall site or anything connected with such occupancy. Pako FM nor BFFN is not responsible for any damage incurred by another stallholder's equipment to property/person or product.

## 14. STALLHOLDER FEES

BFFN is a nonprofit social enterprise. Stall fees collected go directly back into the operations, market initiatives & opportunities and standards that are important in establishing a professional organisation within our sector. Stallholders fees are reviewed annually and subject to change. Stall holder fees are based on:

- Permanent sites prepaid monthly or quarterly and available for powered and unpowered sites;
- Casual sites unpowered, pre-paid or paid on the day, subject to availability.

Payment of permanent stall fees is by online pre-payment and must be monthly or quarterly unless a request has been made to and written acceptance received from the Market Coordinator.

Casual payments may be made on online in advance or on the market day by 10am. Bookings for a casual site must be requested to the market Coordinator one week prior to the market day.

Stall fees are inclusive of any stall holder market day levy charged by the VFMA for the farmers' market accreditation purposes and will be paid by the Pako FM.

Please refer to **3. Cancellation Conditions** if you need to cancel a booking or attendance at the Pako FM.

## 15. MARKET INITIATIVES

Pako FM has initiatives to engage the local community, add value to the market and encourage shopper spending. This may involve offering a discount to loyal shoppers or supporting educational activities for children.

You will be provided with more information when these initiatives are developed. Stall holder cooperation will be necessary for these initiatives to be successful.

## 16. MARKET DAY CANCELLATION

In the case of cancellation of a market, Pako FM or BFFN will not be liable for any loss of sales by the stall holder. Cancellation with less than one weeks' notice.

## **17. ENVIRONMENTAL CONSIDERATIONS**

Pako FM is committed to sustainable operations, supporting the regional food economy and minimizing waste. Packaging must be recyclable and if plastic cannot be avoided - code 1, 2 or 3 plastic.

Alternatives in tasting cups, coffee cups, juice glasses etc. such as reusable glass or ceramics, PET and corn-starch are actively encouraged.

Onsite food composting may be provided. A food donation box may also be available at the Pako FM information stall.

### **17.1 STRICT NO PLASTIC POLICY**

The Pako FM market is plastic shopping bag free. Stallholders will not be permitted to supply new plastic (or bio-degradable) bags to the public. In the case of plastic being required for health standards or product longevity, please discuss with the Market Coordinator prior to attending the market.

In addition, reusable shopping market bags will be available for sale by Pako FM at the Pako Farmers' Market information stall.

### **17.2 REFUSE RESPONSIBILITIES**

At the end of the market, stallholders are responsible for ensuring that all rubbish is bagged up and taken away with them. Rubbish bins provided by market management are STRICTLY for public use only. Please speak with the Market Coordinator regarding on-site dumpsters & if they are accessible to stallholders.

Stallholders are responsible for leaving their stall site and surrounding area clean and tidy. Wastewater from a stall must not be disposed of in site drains. Ice is not to be disposed of on garden beds.

## **18. PRIVACY**

### **18.1 PHOTOGRAPHIC & FILMING RIGHTS**

Pako FM has the right to use any image or footage of the market or stall to promote the market generally, whether by printed material, through its website or other means.

Stallholders may request electronic copies of images or footage taken of their stall. Pako FM will actively promote the stallholders and farmers market on social media online marketing and the newsletter. Please contact the market Coordinator if there are any concerns.

## **19. COMPLAINTS**

### **19.1 CUSTOMER COMPLAINTS**

Customer complaints on market day should be made in writing and given to the Market Coordinator, or following market day, made in writing via mail or email to BFFN. Should a customer complaint be relating to unsatisfactory produce or goods, Pako FM will refer the complaint directly to the stall holder from whom the product was purchased. Should the customer request anonymity Pako FM will appropriately deal with the complaint.

### **19.2 STALLHOLDER COMPLAINTS**

Complaints raised by stallholders must be made in writing via mail or email to the BFFN office. The stall holder details will be kept confidential.



If a complaint is made about a stall holder by an PAKO FM staff member, a market partner or other stall holder, the stall holder in question will be provided with written notice detailing the claim/s and given an opportunity to respond in writing or in person at a subsequent confirmed meeting with PAKO FM and/or applicable working groups.

Should the stall holder in question decide not to respond to the claim/s and/or should it be found by Pako FM that the stall holder has acted in a way that is adversary to the Pako Farmers Market Regulations, code of conduct, reputation or interests of the market, Pako FM has the right to dismiss the stall holder from the market without prior notice, as per **section 6. Stall holder Understanding & Agreement section, 6.3 All other times.**

### **19.3 MANAGEMENT COMPLAINTS**

Complaints relating to the Market Coordinator must be made in writing to the BFFN office and will be handled by a dispute resolution procedure, and as per VFMA rules.

Complaints raised by the Market Coordinator must be made in writing to BFFN and will be dealt with accordingly.

**Thank you for reading and abiding by these market regulations, and as always, we welcome stallholder feedback.**

#### **The team at PAKO FARMERS' MARKET**

[Coordinator@pakofaremrsmarket.org.au](mailto:Coordinator@pakofaremrsmarket.org.au)

[www.pakofarmersmarket.org.au](http://www.pakofarmersmarket.org.au)

E: [info@barwonfairfood.org.au](mailto:info@barwonfairfood.org.au) or [secretary@barwonfairfood.org.au](mailto:secretary@barwonfairfood.org.au)

[www.barwonfairfood.org.au](http://www.barwonfairfood.org.au)