



Farmers Market Taranaki

Stallholder Information Pack 2023

Brought to you by the Farmers Market Taranaki Trustees
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www.farmersmarkettaranaki.org.nz

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About us

The Farmers Market Taranaki is a weekly food market where customers can buy fresh, local food direct from growers and producers. The market operates from 9am-noon every Sunday, regardless of the weather.

Ownership, financial & legal

Formed in June 2004, Farmers Market Taranaki is a registered charitable trust managed by a volunteer trust board, representing a balance of community stakeholders, farmers and stallholders. The Trust Deed and Charter Document are available from the Farmers Market Taranaki [website](#).

Farmers Market Taranaki Trust runs on a not-for-profit basis with annual financial statements being independently reviewed.

Stallholder fees and other funds are used for the management, promotion and maintenance of the market and associated aims of the Farmers Market Taranaki Trust.

Our mission

- To support and stimulate profitable trading and business growth of independent primary producers, hobby farmers, community and home gardeners and associated produce value-adders and cottage industries.
- To provide customers with regular supplies of fresh local food and access to improved nutrition.
- To contribute to the economic and social capital of the community.

Community values

Farmers' Market Taranaki aims to be an integral part of the Taranaki Community and strives to provide various local benefits, including:

- Food and nutrition education
- Regeneration of community spirit
- Rural/urban linkages
- Facilitation of community-based food security programs
- Recycling of green waste and appropriate packaging.

Our market, how to join and what to expect

Authentic, local, high-quality produce

Farmers Market Taranaki is a food only market. All food must be grown, made or produced by the stallholder or their family-members or employees. **As a rule, the reselling of food produced by a third-party or any other third-party product is *not* permitted. In exceptional circumstances, in the interests of providing a wider range of products at our market, the Trust may consider applications for the *conditional* sale of specific products. This will be taken on a case-by-case basis and the Trust's decision is final.**

Fresh produce must be of Taranaki origin. Value-added food has to be locally made, using local ingredients where possible.

All food offered for sale is to be of high quality.

Application and selection criteria

- Applications must be made via the Application form on the FMT [website](#). Please contact the Market Coordinator at marketcoordinators@gmail.com if you have any questions prior to [submitting your application](#).
- The Farmers Market Taranaki Trust reserves the right to accept or decline applications using the following considerations: balance of fresh produce and value-added foods, presentation and site requirements, availability of space, and whether or not power is needed.
- Sustainable business practices are preferred. The use of sustainable, bio-degradable packaging is encouraged.
- Approval to trade is non-transferrable. If a business is sold, the new owner must submit a new Application to trade to the Trust.

Regulations

- The Manufacture of all value-added products must comply with MPI Food Safety regulations regarding food processing, packaging and labelling. Relevant NPDC / MPI registration must be provided with the stallholder application.
- Pricing must be clearly displayed, weights and measures accurate, and scales compliant with regulations.
- Certified organic producers must display their current BioGrow or other organic certificate at all times. Stallholders may not advertise or promote goods as organic unless organic certification is held.
- Stallholders cooking food at the market must comply with relevant Health & Safety regulations.
- Stallholders must comply with the Farmers Market Taranaki Health & Safety Plan.

- Alcohol producers must be registered to sell alcohol.

Site allocation and use

- The Market Coordinator allocates specific market sites on a plan emailed to stallholders by the day before the market.
- The Trust reserves the right to assign and re-assign sites, as well as move stallholders to a new site at short notice, if required.
- The site must be left in at least as clean a condition as that in which it was found.
- **Weekly market fees of \$30 cover the cost of a 3x3 stall. Space used outside this allotment must be approved by the Trust and stallholders may be charged for supplementary space used. Stallholders' market fees may increase. In this event, every stallholder will be notified prior to market attendance.**
- Each stallholder is responsible for the disposal of rubbish and waste offsite.

Market time and venue access

- Farmers Market Taranaki operates from 9am-noon every Sunday, regardless of the weather.
- Approved stallholders are allowed access to the site from 7:30am-1:00pm.
- **Stallholders must arrive onsite no later than 8:30am.** Generally, vehicles are not permitted on the Huatoki Plaza. Stallholders are expected to use hand trolleys to move their produce from their vehicles parked temporarily on Devon Street. In exceptional circumstances, the Market Coordinator has permission to supervise the movement of individual vehicles. For safety reasons, such vehicle movements are not allowed between 8:00am and 12:30pm.
- Stallholders are to remain onsite and not pack up tables or canopies until the close of market at 12:00pm.
- It is preferred for stallholders to move their vehicles at least a block away from the venue to provide access to other stallholders and parking for customers during the market. If you chose to leave your vehicle parked in front of the plaza, please go to one of your fellow stall holders who did move their vehicle away and let them know when you are leaving so that they may move their car into your parking space, ensuring that they can also safely pack their things away.

Market Coordinator

The Trust Board employs a part-time Market Coordinator to oversee the market. Duties include communicating with stallholders, designing the market layout, overseeing the market set-up and pack-down, collection of fees etc. Stallholders are expected to provide assistance in setting up and packing down canopies used by the Market Coordinator and Musicians, as well as chairs, pavement signs and other aspects of the overall market.

Marketing

Farmers Market Taranaki uses multiple approaches to marketing our stallholders' produce. These include:

- Our website www.farmersmarkettaranaki.org.nz - regular committed stallholders are given a page on our website to showcase their business and produce. In order to create this, new stallholders need to provide High resolution jpeg images of the stallholder and products, promotional paragraph(s) describing the product/offering, a link to their current Facebook page and website, contact details.
- Social media – our Facebook and Instagram pages are regularly updated using photographs taken at the market and provided by stallholders. Stallholders are asked to assist the Market Coordinator by providing information on their businesses and sharing and tagging our pages. In order to be featured on our social media pages in the run up to a market stallholders must confirm attendance at the upcoming market to the Market Coordinator by 11pm on Thursday, prior to each market.
- The Trust places advertisements in local high-value magazines and in local newspapers for special events. The market coordinator will also collaborate with other organizations to actively promote the market and make use of any additional opportunities to advertise the market.

We expect stallholders to actively support Farmers Market Taranaki with marketing and promotional initiatives when possible. These might include interviews for local news media, surveys or focus group research, events, giving occasional presentations to market customers, etc. Each stall is a part of the collective market – what benefits one, benefits all.

Communication with stallholders

Approved stallholders are added to the weekly Farmers Market Taranaki Stallholders list managed by the Market Coordinator through marketcoordinators@gmail.com. An email is sent out early in the week asking who is expecting to attend the following market - we request that you reply by Thursday evening so the market layout can be completed. Stallholders who stop attending the market regularly will be removed from the email list.

Please communicate any concerns directly to the Market Coordinator as soon as possible., preferably in person. Any suggestions on how to improve the market, potential stallholders, ideas for events etc will be gratefully received.

All stallholders are encouraged to attend our regular Stallholder meetings and social get-togethers.

Terms and conditions

All Trustees, Stallholders, Staff and Volunteers accept the Farmers Market Taranaki Trust *Terms and conditions* which includes the *Code of Conduct*, *Health and safety policy* and *Conflict resolution and complaints process*. The Trust reserves the right to amend the *Terms and conditions* with adequate notification. All changes will be binding on all stallholders.

General requirements

- All applicants agree that the Trust will make stallholder names and public contact details available to interested parties for promotional and other purposes.
- Stallholders grant permission for the Trust to use any images or photographs of stallholder sites and staff for promotional purposes.
- In the interest of fairness to year-round stallholders and aspiring stallholders and with consideration of potential space constraints at future markets, the Trust may ask stallholders with inconsistent or casual attendance to increase participation at the Farmers Market Taranaki or risk losing their right to trade at the market. This does not apply to stallholders selling seasonal produce exclusively eg. feijoas, strawberries, etc.

Code of conduct

The Farmers Market Taranaki Trust is committed to providing an environment that is enjoyable, safe and secure for all members of the public, stallholders, staff and volunteers.

All Trustees, Stallholders, Staff and Volunteers will:

- Take responsibility for their behaviour
- Treat all individuals and property with respect and care
- Have awareness for the well-being and safety of others.

The following behaviours are not acceptable at Farmers Market Taranaki and may result in the suspension of trade, or other disciplinary action:

- Disruptive behaviour which interferes with the rights or working/selling opportunities of others
- Offensive or threatening language, be it verbal or written
- Behaviour or hand gestures of an offensive nature, acts of aggression, bullying or intimidating behaviour
- Carrying or being under the influence of alcohol and/or drugs
- Smoking in or near the market area
- Stealing or vandalism
- Failure to comply with Farmers Market Taranaki Trusts' *Terms and Conditions**

Health and safety policy

Each individual market stallholder is responsible for ensuring compliance with obligations under the NZ Health and Safety at Work Act 2015 (the Act) and associated Regulations. This includes, but is not limited to ensuring:

- The safety of themselves, their staff and members of the public around the market.
- That all gazebos and umbrellas are securely weighted down in preparation for all weather conditions at all times.
- That all stallholder's goods are displayed safely on a sturdy table or display case.
- That all extension cords are covered with rubber mats to prevent people tripping over them.
- Stallholders using any kind of cooking equipment at the market must ensure the safety of the public. This will include, but is not limited to:
 - a. Keep sharp knives and hot equipment away from the front of stall, out of reach of customers.
 - b. Hot oil and fat must be sheltered from weather elements, such as rain.
 - c. Comply with any regulations pertaining to selling food products.
 - d. Stallholders using cooking equipment are encouraged to have their own safety plan in place in accordance with the applicable law and regulations.
 - e. All stallholders cooking with gas must have a current fire extinguisher at the market at all times.
- All stallholders must familiarise themselves with the whereabouts of the first aid box.
- Farmers Market Taranaki Trust is responsible for identifying hazards and risks pertaining to the operation of the market, and for taking steps to eliminate or minimise those hazards and risks. Stallholders must inform the Market Coordinator of any hazards or risks that they notice so that appropriate action can be taken.
- The Market Coordinator can request all and any unsafe activities and/or equipment be stopped or that control measures are put in place immediately to ensure the safety of stallholders and customers.

Conflict resolution and complaints process

All parties involved are expected to speak together with civility and seek to resolve the issue between them. If this proves unsuccessful the next step is to approach the Market Coordinator who will meet with all parties involved to get an understanding of the conflict and help to resolve the conflict. The Market Coordinator will consult with the Trust, as needed.

All complaints are to be referred to the Market Coordinator who will consult with the Trust as needed.

Acceptance of Farmers Market Taranaki Terms and conditions

I have read and agree to the Farmers Market Taranaki Trust *Terms and Conditions(including the *Code of Conduct, Health and Safety Policy and Conflict resolution and complaints process*).**

*Breaches of *FMT Terms and Conditions* may result in disciplinary action being taken by the Trust. This action will take form firstly as a verbal warning, followed by a written warning for a second breach including possible suspension of permission to trade. A third breach will result in the withdrawal of the permission to trade.

Name of Business _____

Stallholder Name _____

Stallholder Signature _____

Date _____

Welcome aboard as a stallholder with Farmers Market Taranaki! Having access to several growers, makers, and creators in one place is something that is highly valued and greatly appreciated by our community. Thank you for choosing to add your skills and talents to our incredible market and make your products available to our customers. We hope that you will feel a sense of community among your farmers market peers and are able to promote and grow your business through our organization.