

South Hams Farmers Market's Ltd

Guidance & Criteria

Introduction:

The prime aim of the market must be to develop a vibrant environment where consumers and producers are brought together and the farmers' markets principles are promoted and upheld.

In consultation with the South Hams Farmers Market (SHFM) Board of Directors some interpretation is flexible to allow for geographic and production variations throughout the area.

Policy:

A farmers market should be clearly labelled as such and separate from any other retail operation especially other market stalls that will confuse customers' perception of a farmers' market.

Trading standards, environmental health, alcohol licensing, market charters and other relevant legislation must be adhered to.

The farmers' market policy in terms of sourcing locally produced food and encouraging sustainable methods of production to be available to customers

Producers must produce clear written information about production methods which shall be available to any consumer who requests it. - The market to publicise the availability of this information.

SHFM may establish other standards which they feel are appropriate, e.g. restricting the use of ingredients perceived as undesirable by consumers and compliance with minimum animal welfare standards.

These policies will be kept under review and may be altered to take account of changing circumstances.

The markets may set other rules which do not conflict with the main principles set out in the criteria.

All producer's business names, addresses and contact details will be registered with the South Hams environmental health team.

Producers attending SHFM must be trained to at least a basic food hygiene certificate level or equivalent. If this is not the case a period of 6 months will be given in order to achieve this outcome.

SHFM will assist with any disputes where a producer considers she or he has been unfairly excluded, or that other producers have been allowed by the market to flout the Criteria.

Criteria:

SHFM has developed a set of criteria with which all members must comply. - Individual circumstances will be taken into account when considering applications.

The criteria has been kept as brief as possible. While they must be followed closely, not all circumstances have been provided for and exceptions will be considered where a case can be made. Each exception must be agreed by SHFM Board.

Local as a radius

Local is defined as a radius of 30 miles from the market although up to 50 miles is acceptable at the discretion of SHFM as the South Hams markets are located within coastal and remote towns and villages. - A majority of the producers must travel to sell at the market from within the 30 mile radius - producers from the area defined as local will be given preference.

Difficult to source produce /maximum distance:

Producers from further afield, up to a maximum distance of 100 miles may attend the market if there is no suitable local producer of a given product. - "Preference will be given to the most local producer when a space becomes available at the market, without compromising quality".

Principal producer

The principal producer, a representative directly involved in the production process or a close family member must attend the stall. - One of the key principles of a farmers' market is for the consumer to have a direct relationship with the producer.

Community associations such as local allotment societies or country market groups (WIs) may be agreed as principal producers on a case by case basis. In all cases they must be bone fide producers.

Primary, own produce

Primary produce will have been grown or reared on the producer's land, for livestock and plants this means grown or finished (having spent at least 50% of its life) on the producer's land. Preference will be given to the largest percentage of a products life cycle spent on the producer's land.

Game shot or caught within the defined local area may be sold at the farmers markets by the person rearing or licensed to hunt the game.

Fish at a Farmers Market - (ideally, should be sold by the fisherman).

A representative of a number of known local boats may attend the market so long as the fishing grounds are known local, inshore waters and a link to the fishing business/businesses can be proven.

Secondary, own produce

All produce must be brewed, pickled, baked, smoked or processed by the stall holder using at least one ingredient grown or reared within the defined local area. - For these processed products the base product should be substantially altered and they must contain as much local ingredient as possible.

Receipts should be kept as proof of origin for inspection by the market manager and trading standards when requested; a producer growing their own should be prepared to be visited by an appointed representative from the market management.

Processors, who want to benefit from the success of farmers' markets, which is partly built on the localness of the food on offer, should be prepared to abide by similar principles.

Split Stalls

SHFM may choose to split a stall space to allow small scale producers such as allotment associations to sell at the market.

Each producer will be treated as a separate applicant and the criteria will apply as before.

In addition for split stalls:

All producers involved should complete separate application forms

All producers involved should have their own insurance

Each producer's areas of the stall should be distinct and produce must be clearly labelled with the producer's name and place of business in addition to legal labelling requirements.

SHFM may agree a concession on shared attendance at the market for very small scale producers.

For formerly constituted co-operatives such as country markets (formerly WI Markets) please contact SHFM for advice.