



## RULES OF PORINGLAND FARMERS' MARKET

### Farmers' Market Rules for Stallholders:

1. **Definition of Local:** Within a 30 mile radius of Poringland Farmers' Market.
2. **The majority of the producers will come from within the defined local area.**
3. **Difficult to source produce may be admitted from up to 100 miles within East Anglia, these producers will not be classed as local to this Market.**
  - a) Preference will be given to the most local producer when a space (for the product) becomes available and so long as quality and standards are met.
  - b) If a more local producer of a product applies to the Market they may be admitted as well if there is a space so long as quality standards are met.
4. **Own Produce:** All produce sold must be grown, reared, caught, foraged or processed (using locally grown/reared ingredients) by the producer. Producers may sell only their own produce; no bought-in produce allowed.
5. **Directly involved in production:** The producer or someone directly involved in production must attend each Market.
6. **Locally grown/reared ingredients:** Processed goods must contain as much locally grown/reared ingredients as is possible for the product – a minimum of 25% for all products; 10% minimum for bread and cakes.
  - a) The main ingredient should be own or locally grown
  - b) The base product should be significantly altered
  - c) Local grown/reared ingredients and estimated percentages should be listed on the producer application form
  - d) Proof of the local ingredients may be requested and may be passed to Trading Standards  
The following have been added in recognition of growing consumer awareness.
  - e) The main constituent of the product should be made up by the producer **not** with commercial mixes e.g. fruit filling in a fruit pie, cakes or bread should not be from mixes or part baked
  - f) Wholesome commercial mixes may be used for lesser aspects of the finished product.  
(Wholesome meaning without MSG, unnatural E numbers, food colourings etc.)
  - g) Hydrogenated fats should be avoided – most will say if they are not hydrogenated.
7. **Producer visits:** Producers agree to be visited at their place of production by a representative of the Market.
8. **Environmental Health compliant:** Produce preparation, packaging, display and handling must comply with local Environmental Health legislation. If requested by South Norfolk District Council Environmental Health Department, your details will be passed on.

9. **Trading Standards compliant:** Produce weighing, labelling and signage must comply with Trading Standards legislation. If requested by Norfolk County Council Trading Standards, your details will be passed on.
10. **GM:** Genetically Modified Products should not knowingly be used in the production of goods on offer.
11. **Insurance:** Producers must have Public, Product and Employee Liability Insurance; up to £5 million is recommended – if you are unsure about where to get this, Poringland Farmers' Market Manager or FARMA will be able to help. *NB; someone minding your stall on a temporary basis is classed as an employee*
12. **Guest stall:** At the discretion of the Poringland Farmers' Market Manager, the Market may offer a *Guest Stall* status to producers that compliment the Market but do not quite fit the criteria e.g. Charities, local community groups, a complimentary product that reflects the farmers' market ethos.
  - a. Guest stall/s will make up less than 5% of the Market or 2 stalls whichever is the greater
  - b. A Guest stall/producer will not attend more the 30% of the Markets in any one year

#### **Additional rules:**

In the interest of upholding a pleasant atmosphere at the Market where customers feel confident in the quality of the produce on sale the following rules apply:

13. The selection and balance of produce available at the Market will be agreed by the Poringland Farmers' Market Manager; the Market does not offer exclusivity for produce.
14. Produce not listed on the application form may be removed by the Poringland Farmers' Market Manager; an additional application form should be completed to add new produce to your range.
15. Changes to a producer's business structure will result in the Poringland Farmers' Market management requiring a new application to be made if he/she wishes to continue selling at the Market.
16. Only top quality produce should be offered for sale at the Market – the Poringland Farmers' Market Manager reserves the right to remove substandard items.
17. Whilst sampling and interaction with customers is encouraged, noisy and/or aggressive marketing will not be tolerated especially if it impacts negatively on other producers' stalls.
18. Poringland Farmers' Market will hold a draw at each Market for a basket of produce to encourage regular attendance by customers. Each stall will supply a contribution towards this promotion at no cost to the Market.
19. Stalls should be clearly labelled with the business name – visible even when people are standing in front of the stall.
20. If claiming organic or similar certification, a copy of the certificate and any supporting documents

that specify what is covered must be displayed on your stall.

21. People attending the stall must be clean and tidy.
  - a. Hand washing facilities are provided.
  - b. Prepared food, for consumption without further cooking – seek advice from your local Environmental Health Officer.
  - c. Measures to avoid cross contamination must be in place if selling raw meat and prepared food from one stall – seek advice from your local Environmental Health Officer.
22. Stalls must be kept clean, tidy and free from hazards.
23. Electrical equipment must be serviceable and in good repair. You must ensure that it doesn't create a trip hazard for staff or customers.
24. Transportation – producers must ensure that vehicle/s and containers are suitable for transporting food and meet food hygiene standards e.g. no risk of cross contamination from other uses.
25. Stallholders are responsible for removing their own rubbish at the end of the day.
26. Stalls must be ready for trading by 9:30 am, when the Market opens.
27. Packing up should not begin before 1 pm when the Market closes. A sign saying "Sorry, Sold Out!" should be displayed until closing time if the stall holder sells out.
28. We ask that, even if you sell out, you remain at the Market until closing as it affects the look of the Market overall – treat it as an opportunity to promote your produce and your business through leaflets and chatting to customers' pictures and information about your products and production will help generate interest as well as 'telling your story' while you have produce to sell.
29. Stallholders are encouraged to consider preparing or cooking their own produce, and to provide tasting stations.

### **Bookings/Cancellations**

30. All bookings must be confirmed with the Poringland Farmers' Market Manager no later than 10am Saturday prior to the Market.
31. Site booking can be cancelled up to 10am of the Saturday prior to the Market.
32. Late cancellation or non-appearance without cancellation at the Market will mean payment of site fee for that Market.

### **Every producer contributes to the overall look, atmosphere and, therefore, success of the Market.**

33. Antisocial behaviour by yourself or your staff will mean instant dismissal from the Market.
34. Lesser transgressions of the rules will result in disciplinary action – two verbal and one written warning; continued non-compliance will result in dismissal.

The Poringland Farmers' Market Manager's decision is final. However, if you feel you have been unfairly treated you may appeal to the Poringland Farmers' Market management committee.

Please retain one copy of these rules, sign the other and return it to:

Poringland Farmers' Market  
Poringland Mill  
45a Bridge Street  
Poringland  
Norwich  
NR14 6NA

I, the undersigned, have read and agree that I and my representatives will abide by the rules of Poringland Farmers' Market.

Signature.....

Date.....

Name.....

Position.....

Business.....

Address.....

.....

Telephone number.....

E-mail address.....