



# Dubbo Farmers Market

1st & 3rd Saturday



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## DUBBO FARMERS MARKET CHARTER

Revised – October 2019

The principles in this charter apply to Dubbo Farmers' Market

*"A Farmers' Market is a predominately fresh food market that operates regularly within a community, at a focal public location that provides a suitable environment for farmers and food producers to sell farm-origin and associated value-added processed food products directly to customers."* Australian Farmers' Markets Association Charter

### WHY

Dubbo Farmers' Market is an event run by Macquarie Valley Food & Wine Inc. Our Farmers' Market is run for the benefit of the producers, but also seeks to connect the community with the growers, promoting healthy eating and encouraging the regional production of diverse, seasonal food grown sustainably.

### WHEN AND WHERE

- Dubbo Farmers' Market is held in the Macquarie Lions Park on Macquarie/Bligh Streets, Dubbo (near the Dubbo Tourist Information Centre) every first and third Saturday of each month (except January, when a market is only held on the third Saturday).
- The Market is open for trading from 8am to 12pm.
- The wet weather venue is the Dubbo RSL Memorial Club undercover carpark (corner Brisbane and Wingewarra Streets).

### WHAT

The following section will give any prospective stallholder an idea of the sort of produce that is eligible for sale at the Market. Bear in mind that we are a food-and-farm-oriented produce market and only allow the sale of food and beverages (both fresh, raw produce and ready-made or value-added goods), plants, plant requirements, and small livestock.

#### Authenticity: Ensuring real food from real producers

1. You must grow the produce you sell.

OR

2. You must make value-added goods using ingredients from regional producers and/or stallholders at the Market.
3. You must be the producer, a family member or employee of the business in order to sell at the market.
4. Ready-to-eat food must use regional produce, preferably from other stallholders, wherever possible, and be of good quality.
5. You may only sell produce you have been approved by the Committee to sell.
6. You must display certification if you are claiming to be Organic or Biodynamic.
7. No re-selling, on-selling, wholesaling or any other way of defining the action of selling something you didn't make or grow.

8. The Committee reserves the right to inspect your premises with a view to verifying authenticity.

### **Origin: We love local and regional**

1. You must be from the Dubbo area or the surrounding regions.
2. The committee can invite producers from outside our region to fill a gap or niche.
3. Whilst being local will be viewed favourably, it is not a guarantee to approval, as other factors such as supply of similar products by existing stallholders will be taken into account and may result in you being placed on the waiting list or denied entry.

### **Legal stuff: Doing the right thing**

1. You comply with all government bodies and all regulations that apply to your business (see our Coordinator for advice on where to start or google the NSW Food Authority)
2. You must comply with labeling laws, hygiene laws, weights and measures laws, and chemical withholding regulations, among other things. These exist for the protection of the customer, your business and the market as a whole, and compliance with them presents a professional image.
3. Stallholders wishing to serve food cooked on-site (including taste testing) need to comply with all Food Authority and Council guidelines for temporary food stalls.
4. You need to supply proof of compliance, wherever possible and applicable. For example, a Food Authority license/registration/notification, Council documentation etc.
5. Power users must have their leads and equipment tested and tagged annually.
6. You need to hold a \$10 million public and, where applicable, product liability insurance policy and provide a copy of your "certificate of currency" when applying for a stall, and annually thereafter. You cannot trade without a current policy.
7. The Committee or Coordinator has the right to verify compliance on the above points at any time but the responsibility to maintain compliance rests with the stallholder.

## **WHO'S WHO**

### **The Committee**

Macquarie Valley Food & Wine is run by a volunteer committee of seven members elected at each AGM.

It's their job to:

- promote the Market and organise advertising;
- manage finances;
- maintain a stallholder database;
- liaise with Dubbo Council and apply to renew the Development Application;
- formulate and maintain a charter setting out rules and regulations for conduct of stalls by stallholders and management of any market generally, and such Charter may be updated from time to time;
- make decisions on new stallholder/produce applications, taking into account variety of produce and stalls, potential oversupply of products, and stallholder compliance with the Charter, relevant Government regulations, and the purpose of the Market;
- maintain the quality of products at the Market and the viability of all stallholders and the Market, and so the Committee will limit the number of stalls offering duplicate products.

The Committee has the power to override previous decisions in the best interest of the Market, and to cancel the approval of non-compliant stalls. All decisions will be made in the best interest of the Market as a whole.

The Committee has the right to make the final decision on all applications and no correspondence will be entered into.

## **The Market Coordinator**

The Market Coordinator is employed by Macquarie Valley Food & Wine to:

- be the first point of contact on behalf of the Market for prospective stallholders and the community;
- guide new applicants through the application process;
- uphold the Charter;
- keep the Committee informed of the day-to-day running of the Market;
- resolve disputes with the assistance of the Committee;
- request that non-approved or poor quality produce be removed from sale;
- organise stall placement on market day and collect fees.

## **Stallholders**

Stallholders are the backbone and lifeblood of the Market. Their crucial role is to:

- complete an application, providing all requested documentation. If necessary information is not supplied, this may mean your application is not reviewed by the committee and no answer will be given to your application. This applies to existing stallholders wishing to add to their approved produce;
- agree to comply with the current Charter and any future Charters and Government regulations;
- supply quality, authentic produce, grown/made by themselves;
- maintain a neat and professional personal and stall appearance;
- assist the Committee and Coordinator in any way they can to make the market a success; and
- advise the Committee if they are selling their market business, as the new business owners will be required to submit their own application to gain approval to trade at the Market.

Please be aware that your treatment of Farmers Market staff and volunteers, Committee members and other stallholders, any conduct or activity, and any social media posts or comments made in a public forum which, in the opinion of the Committee, denigrates the Farmers Market, or is not conducive to, or in furtherance of the interests of Macquarie Valley Food & Wine and the Dubbo Farmers Market and its members, could have a negative impact on your application and any future applications to attend the market or could result in the termination of your approval as a current stallholder.

## **HOW: The reality of Market life**

### **Presentation: Looking good in all weather**

1. Ensure your stall and surrounding area is clean, tidy and attractive. This goes for your personal presentation too.
2. Your business name and contact details should be visible to customers (either on a sign, banner, or product labels), so customers can find you again, recommend you to friends, or, on those rare occasions, make a complaint.
3. Provide biodegradable or reusable bags where possible.
4. Bring the obvious equipment: a pergola, maybe a table, and a change float so you don't panic at the first sight of a customer with a \$50 note.

### **Safety: Prevention is better than cure**

1. Confine your products and equipment to your stall site.
2. Peg or weight down your pergola so in the event of high wind, we avoid injury.

3. Do not leave the market before the end of trading (see the Coordinator in extenuating circumstances).
4. Report any issues to the Coordinator.
5. And yet again, comply with food regulations, and be aware of any allergy warnings for customers (eg. gluten, soy, eggs, MSG etc).

#### **Market Day Management: Coming prepared**

1. Inform the Coordinator prior to the Market if you will not be attending. Please be warned – if you treat the market casually, you will be viewed as a casual and allocated a casual site. Repeated non-attendance without notification could result in the need to reapply to the committee for approval.
2. Stall site allocation is done by the Market Coordinator and priority is given to regular market attendees.
3. Arrive and set up in time to be ready to trade at 8am (no vehicle movement will be allowed on site after this time).
4. Stall fees will be collected during trading times – please ensure you come armed with enough cash or a cheque.
5. Stall fees are \$50 for 3m frontage, \$95 for 6m frontage, \$15 per extra metre. Stalls are permitted to extend their size backwards for no charge if there is space to do so, but must allow sufficient room for customers to walk down the length of their stall without encroaching on neighbouring stalls.
6. A yearly levy of \$45 will be charged to all stallholders, unless they choose to become members of Macquarie Valley Food & Wine (\$55 annual membership fee). Becoming a member of Macquarie Valley Food & Wine means that you will have the right to vote at each AGM, electing the committee or becoming a committee member yourself.

#### **Conduct: Stuff we shouldn't have to tell you**

1. Be considerate and respectful of others. Unresolved disputes will be referred to the Committee.
2. The bins provided by the Council are for customer use only. Please take your bulk rubbish, boxes and bags home with you.
3. Leave your stall site and communal areas clean and undamaged.
4. It is expected that all stallholders, at all times, will act in a courteous manner to the customers, fellow stallholders, the staff of Macquarie Valley Food & Wine Inc, and its committee members. It is required that all stallholders, at all times, act in the best long term interest of the Dubbo Farmers Market and undertake no actions that could possibly cause division. Macquarie Valley Food & Wine Inc will refuse a stallholder a site if their behavior is detrimental to the atmosphere of the market.

#### **Breaches: Something we hope doesn't happen**

1. We hate to have to say it, but the Coordinator is required to uphold the Charter and has the power to ask you to leave the Market for breaches of the Charter.
2. And again, the Committee has the final right to approve or deny applications, and to terminate stall approval, if, in their opinion, it is in the best interests of the market.

#### **Disclaimer: It's got nothing to do with us**

1. Stallholders will indemnify Macquarie Valley Food and Wine Inc. from any damage, expenses or liability arising from any injury or damage to any person occurring either on the site occupied by the stallholder or elsewhere as a result of its occupancy or anything connected with occupancy.
2. Macquarie Valley Food and Wine Inc. will not be liable for any loss or damage to the property of the participants due to any cause whatsoever that may arise from use and occupancy of the site.
3. Macquarie Valley Food and Wine Inc. assumes no liability for any damages or losses resulting from or relating to the failure of the participant to comply with the provisions of this agreement.
4. Macquarie Valley Food and Wine Inc. will not be responsible if a current insurance 'Certificate of Currency' is not forwarded promptly to the Market Manager.