

# **PORT FAIRY FARMERS MARKET**

UNDER THE AUSPICES OF

**PORT FAIRY AGRICULTURAL, PASTORAL & HORTICULTURAL SOCIETY, INC**  
(referred to in this document as **PORT FAIRY SHOW SOCIETY**)

## **TABLE OF CONTENTS**

### **OBJECTIVES**

### **BASIC MARKET INFORMATION**

### **OPERATIONAL GUIDELINES**

1. **Certificates and Requisites for Participation**
2. **Prices, Labels and Measures**
3. **Organic Producers**
4. **Dates and Times**
5. **Clean Up**
6. **Stall Spaces**
7. **Quality**
8. **Standards**
9. **Disputes**
10. **Management**
11. **Other Rules**
12. **Stall Fees**

## **OBJECTIVES**

The Port Fairy Farmers Market is an activity that:

- Seeks to create a vibrant and sustainable Farmers Market, which will bring fresh, healthy and untainted produce, at a fair price, directly from the producer to the consumer.
- Maximises the opportunity for producers and processors to diversify and trial new ideas in a real life situation.
- Give local cottage industries the opportunity to provide the consumer with an alternative source of supply to the big food business.
- Maximise the earning potential for producers and processors.
- Create as few obstacles as possible for producers and processors to become involved.
- Provide an appealing and diverse range of products.
- Stimulate value adding.
- Foster community spirit, attract tourism and encourage visitors to patronise local business operators.
- Recognise the importance of delivering quality products.
- Create a supportive environment for producers, processors and consumers to interact.

## **BASIC MARKET INFORMATION**

The Port Fairy Farmers Market will usually be held on the first and third Saturday of each month between 8.00 am and 1.00 pm. No Farmers Market will be held during the month of January.

The Market will operate hail, rain or shine and is located on Railway Place, Bank Street, Port Fairy.

It is hoped to attract the following locally produced items for sale at the market (subject to food safety regulations):

Fruits and vegetables, herbs; essential oils; olives; chicken and duck eggs; berries; apples and other fruits; all varieties of cheese and yoghurts; bush tucker; fish; meat; lavender; mushrooms; ice cream; tea and coffee; prepared foods; cakes; preserves; pickles; jams; honey; chilli products and plants propagated by vendor.

No resale or wholesale vendors or secondhand booksellers are permitted to participate in the market.

**Please note it will be the responsibility of all vendors to maintain current products and public liability cover which includes the consumption of food. The Port Fairy Show Society will not be held responsible for the condition of goods sold at the market or the conduct of stallholders.**

All market enquiries can be directed to:

Anita Watts  
Secretary of the Port Fairy Show Society  
pfshow1@outlook.com

## **OPERATIONAL GUIDELINES**

The Port Fairy Farmers Market will operate in the Town of Port Fairy in accordance with the prevailing laws and regulations of local government for the benefit of the producers and consumers.

The Market will act as a direct marketing outlet for local produce. Products are required to be grown, reared, caught, baked, processed or value-added, locally by the vendor. Processed or prepared food products are required to be made in the local area from local agricultural/horticultural produce, the majority of which is grown, for commercial purposes, in the local area.

Other products and services, including those sourced from outside the local area, may be considered to fill gaps in locally available products and services at the discretion of the Port Fairy Show Society Executive.

Non-local vendors shall be reviewed and, where all is equal, preference will be given of local producers.

The following rules will apply to the Port Fairy Farmers Market:

### **1. Certificates and Requisites for Participation**

All producers must abide by regulations pertaining to the sale of food as set out by the relevant government departments, particularly to the health and food safety regulations. A copy of Moyne Shire Council's required Food Safety Guidelines is available from the Shire Office.

Only the Certified Producer or a member of the grower's family or bona fide employee may offer produce for sale.

The Certified Producer may sell commodities for a maximum of two other Certified Producers if the agent producer clearly signs the origin of the produce.

The Certified Producer must produce over 70% of the products offered for sale.

No resale or wholesale vendors are permitted to participate in the market.

## **2. Prices, Labels and Measurers**

Prices are to be displayed clearly and unambiguously. Prepack containers or bottles should be marked with the quantity and weight, the grade, and the name and address of the producer.

Scales used in the market must carry current valid inspection seals.

## **3. Organic Producers**

Any producer claiming organic produce status must grow the produce in accordance with prevailing organic certification practices and certificates must be displayed on stalls.

Organic Producers must also provide the Port Fairy Show Society or representative with copies of any required documentation pertaining to organic food production.

## **4. Dates and Times**

The Port Fairy Show Society determines the opening and closing dates and times of operation. Each market will be attended by a Representative from the Port Fairy Show Society. The current operational times are usually the first and third Saturday of each month (except for the month of January) between 8.00 am and 1.00 pm. Sales shall not be permitted before or after the official opening times. The date of each Farmers Market for the next calendar year will be sent to stallholders in December each year.

## **5. Clean Up**

Vendors are to ensure the grounds are left in a clean and tidy condition at the completion of each market. All rubbish must be placed in bins provided or taken away by the Vendor.

## **6. Stall Spaces**

Assignment of spaces is at the discretion of the Port Fairy Show Society Representative. The Representative will respect the seniority of vendors who have a record of co-operation. All things being equal, preference will always be given to the most local producer.

## **7. Quality**

Growers shall guarantee to offer for sale the highest possible quality food products. If seconds are sold, they are to be marked and produced accordingly.

The Representative has the authority to ask vendors to remove substandard or non-locally grown produce from sale.

## **8. Standards**

Vendors are expected to maintain high standards of honesty and to conduct themselves in a courteous, businesslike manner. Rude or abusive behaviour will not be tolerated at any time. Customers are expected to maintain the same standard of behaviour.

## **9. Disputes**

On those occasions where these Operational Guidelines do not provide clear definition regarding Vendor proposals, or if there is a dispute, the Port Fairy Show Society has the authority to make a determination.

Day to day problems and disputes are to be resolved by the Port Fairy Show Society Executive or Representative.

The Port Fairy Show Society or Representative will assure compliance as follows:

1. Deliver fair warning for alleged infringements, verbally with a witness present and then, if necessary, in writing.
2. If the dispute is not resolved, the Port Fairy Show Society Executive may recommend suspension of Vendor rights.

## **10. Management**

The Port Fairy Show Society shall consider and address the smooth operation of the Market at its meetings and has the final say in any dispute resolution matters referred by the Representative.

## **11. Other Rules**

From time to time other rules may be instituted to facility the smooth running of the Market. If this occurs, Vendors will be notified in advance and in writing.

## **12. Stall Fees**

The cost of a standard stall site is \$25.00 with an additional charge of \$5.00 for power to the site. If a Vendor requires a non-standard stall site an additional charge will be incurred at the discretion of the Port Fairy Show Society.

Anita Watts  
Secretary

May 2023