

University Hill FARMERS' MARKET

University Hill Farmers' Market Charter

1. Definition

The University Hill Farmers Market will operate as an authentic Farmers' Market as defined by the Victorian Farmers' Market Association (VFMA). An authentic Farmers Market is a predominantly local fresh food and produce market that operates regularly at a public location which provides a suitable environment for farmers and food producers to sell their farm origin product and their associated value added primary products directly to customers.

2. Community Ownership.

The University Hill Farmers' Market will be operated in conjunction with the Rotary Club of Bundoora and will be operated on not for profit principles. A management group representing stallholders and community stakeholders will assist the Farmers' Market Coordinator with the operation of the market.

3. Produce for Sale

The University Hill Farmers Market will operate with the key objective of promoting local fresh food and farmer's products and their origins.

Vendors at the market should sell primary produce (including small livestock); fresh food and value added and processed edible produce.

Exceptions such as self propagated plants, compost or cut flowers may be included depending upon the individual farmers' market requirements, however the products must be sold by the person who is directly responsible for growing them.

No craft or 'bric a brac' will be accepted at a Farmers' Market.

4. Authenticity

Operations of Farmers Markets

The University Hill Farmers' Market management group will endorse and operate under the principles of an authentic Farmers' Market (as defined in the VFMA's Charter). As members of the VFMA they will be independently accredited as a Farmers Market.

Criteria of Sales at a Farmers Market

All produce must be sold by the person, family member or farm based employee directly involved with growing, rearing, catching, or making the product.

Resellers are not permitted to be vendors at a Farmers' Market.

Pricing must be clearly displayed, weights and measures accurate and scales compliant with regulation.

The origins of the produce are to be clearly communicated, distinguishing the identity of farmer, farm, region, processor or food manufacturing business.

In exceptional circumstances (i.e. remote, regional areas where there are no alternative growers) growers and producers are allowed to sell another grower's product from their local region. Produce must be clearly marked as supplementary and its grower and origin identified. This arrangement is only permitted in exceptional circumstances and NOT on a regular, ongoing basis. Supplementation is NOT allowed when it is in conflict with another grower. Under no circumstances may supplementary supply may be sourced from wholesale markets or through distributors.

5. **Geographical Boundaries**

First priority will be given to vendors from the City of Whittlesea; Value adders and producers who grow and manufacture products within 100 km of University Hill will be given second priority.

All vendors will be encouraged to participate in regional markets in their area before attending city markets.

6. **Vendor Mix**

VFMA promotes the predominance of fresh, local produce at a farmers' market.

The University Hill Farmers' Market will offer a broadly diverse and seasonal range of fresh produce and value added products. The specific vendor mix is the responsibility of the market management.

7. **Produce Quality**

University Hill Farmers' Market stallholders are committed to offer for sale fresh, high quality, seasonal and regional produce, and artisan or high standard value-added food products.

The manufacture of all value-added products must comply with regulations applicable to food processing, packaging and food labelling.

Food cooked on the site at the market (including tasting samples) must be of high quality and wherever possible utilise the market vendor produce. Its preparation must comply with food safety requirements.

8. Pricing

Farmers' Markets aim to educate consumers on the true value of the cost of production of food.

Vendors at the University Hill Farmer' Market will offer all produce at fair, market driven prices that reflect the quality and / or speciality nature of the goods sold.

Price structure to be established that achieve profitable trading outcomes for participant vendors.

The total product price is to be clearly marked, which includes GST where applicable.

9. Labelling

All produce is to be clearly identified. All value added produce is to be labelled in accordance with prevailing food safety regulations.

Quality levels to be clearly designated.

Only certified organic produce should be labelled organic. Sellers who claim organic status should display proof of certification.

10. Policy and Information

The University Hill Farmers' Market will operate in accordance with operational procedures drawn up by the Market Coordinator and member of the University Hill Market Management Committee.

11. Regulation

The University Hill Farmers' Markets operates in accordance with prevailing community and government regulations including food, health and safety, weights and measures, public and product liability, and applicable local government requirements.

12. Insurance

Stallholders and University Hill Farmers' Market management are expected to be covered by appropriate product and public liability insurance.

It is the University Hill Farmers' Market manager's responsibility to ensure stallholders have appropriate product and public liability insurance.