



kangaroo island farmers' market charter

The Kangaroo Island Farmers' Market (at Penneshaw) is a not-for-profit initiative of Good Food Kangaroo Island.

market aims

The primary aim of the Kangaroo Island Farmers' Market is to develop a friendly and social environment where consumers and producers are regularly brought together to buy and sell Kangaroo Island food produce.

To achieve this, the Kangaroo Island Farmers' Market facilitates a regular and reliable avenue for producers and manufacturers to sell a variety of local and quality fresh produce, of an affordable nature, to the residents of and visitors to Kangaroo Island. This contributes to a sense of Kangaroo Island food produce identity that benefits the market participants and the local community.

The Kangaroo Island Farmers' Market specifically provides:

1. a regular platform for producers of the Region to sell their produce, resulting in growth, development and promotion of regional produce;
2. growers and manufacturers with the opportunity to network and develop their skills and, through direct contact with their customers, gain greater knowledge of customer requirements;
3. an atmosphere that builds on our sense of community;
4. an opportunity for the consumer to purchase directly from the producer; and
5. a place where people can shop in a friendly and relaxed atmosphere.

This market charter outlines the principles, rules and guidelines necessary for the Farmers' Market to operate efficiently.

definition of terms

Kangaroo Island Region

For the purpose of the Good Food Kangaroo Island Association, the region is defined as Kangaroo Island.

Producers

Those producing, and/or manufacturing food products from primary produce grown, manufactured or farmed inside the Kangaroo Island Region.

Market Manager – Kangaroo Island Farmers' Market Committee

The person/s responsible for the monthly co-ordination of the market, as contracted by the Market Management Group.

Market Management Group – Good Food Kangaroo Island Inc

Persons representing growers and other interested parties responsible for decisions regarding the overall management and operation of the markets.

Stallholders

Those persons only whose names are on approved stalls application forms and have paid all necessary fees to the Market Manager.

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Unmarketable

Any products that appear badly marked, poor quality, over ripe, insect infested, or otherwise un-saleable, as determined by the Market Manager.

appropriate produce

The Kangaroo Island Farmers' Market reflects the rural lifestyle of this area, and the Market Manager welcomes stalls that have produce that reflects this lifestyle.

To sell produce through the market, producers must have grown, bred, caught, pickled, brewed, smoked or baked the goods themselves.

All products must comply with Government regulations, and Council approvals must be secured before making any products available for sale.

The selection of produce and goods available at the market will vary with the seasons. Where there is a perceived need for specific produce not currently sold at the market, this product may be sourced from outside the local area, but must be sold at the market by a Kangaroo Island producer or an employee of the producer.

The Market Manager and the Market Management Group will work to ensure that a broad range of food produce is available, and that the market is not dominated by one particular type and /or variety of product.

applications for stalls

Interested producers wishing to sell food produce at the Kangaroo Island Farmers' Market must provide a completed market application form to the Market Manager at least two weeks before the proposed market and to pay the appropriate stall fees.

The Market Management Group will decide what balance of stall holders is appropriate for the size of the market, ensuring that there is an appropriate mixture of fresh produce, artisan produce and cooked food available at all time.

The Market Manager on behalf of the Market Management Group has the authority to reject applications that do not comply with stated conditions, or do not meet the balance of kangaroo island produce needed for the market.

Once approval is given, the permit to trade applies for the duration of the market day stated on the application form only.

Stall fees

Stallholders will be required to pay the appropriate fee to the Market Manager prior to or at commencement of trade. This stallholder fee provided Public Liability Insurance for the stallholder for the period of the market day only.

Payment shall be made by way of cash or cheque (made payable to the Good Food Kangaroo Island, Inc).

The appropriate stallholder fees shall be proposed by the Market Manager and approved by the Market Management Group on an annual basis. These fees will reflect the cost of running and promoting the market.

From 17th September 2009 the fees per market are:

- marquee hire \$10/business
- tressle hire \$5/business
- stall fee:
 - \$15/ business for existing Good Food Kangaroo Island Inc members
 - \$20/ business for non Good Food Kangaroo Island Inc member
- + additional \$5.00 fee per stalls requiring power

Stall application priority

If the number of applications for the Kangaroo Island Farmers' Market exceeds the available stalls, or there are too many applications to sell the same type of produce, the Market Management Group will give priority access to:

1. Seasonal members of the association

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2. Registered members of the association
3. Producers/Manufacturers from within Kangaroo Island
4. Producers who have the earliest registration date
5. Stallholders who have traded previously in the Kangaroo Island Farmers' Markets

Members of the Market Management Group will also be offered priority access to trade at the market regardless of the above criteria, in acknowledgment of the voluntary work done on behalf of all potential stallholders.

A waiting list will be developed and maintained if necessary.

A ratio of 1/5 will be maintained to ensure there is not an oversupply of any one product.

market day procedures

Market dates

The Kangaroo Island Farmers' Market will be held on the first Sunday of every month, or to correspond with key public holidays and special events, at the discretion of Market Manager.

Trading hours

1. The market will operate from 9:30 am until 1 p.m.
2. Stallholders must not begin trading until Market Manager has signaled that the market has opened for the day
3. **All stall holders must be ready and set up by 9.00 am**, to commence trading at 9.30am. **There should be no major transporting of stall displays after 8.45am of before 1pm**, to protect the visitors and customers from accident or injury, and to protect the visual integrity of the market as a whole.
4. Stall holders who wish to commence trading later than 9.30am may do so, but they must have their stall set up by 9am and should display a sign on their stall that indicates their starting time
5. All stall holders must stay until 1 p.m. Stallholders who are sold out or who choose to finish trading, should pack up their stall to the extent that it is tidy, but must remove their stall display. They should display a sign to indicate that they have finished trading.
6. The Market Manager may signal that the market will close earlier than 1pm if the majority of stall holders are sold out, or if market traffic has discernibly declined, and only if the market has no other commitments to remain open.

Venue

The Kangaroo Island Farmers' Market will be held in the Penneshaw township.

Unless otherwise communicated, the venue will be under marquees on the Penneshaw oval.

The venue and times may change subject to availability of stall holders and weather.

decisions of the market manager

The decision of the Market Manager in all matters relating to the running of the market shall, on the day, be final and the Market Manager reserves the right to refuse any products that are not in keeping with the food and farm/rural theme of these markets.

Appeals may be made to the Market Management Group, in writing.

Market Management Group
Kangaroo Island Farmers' Market (at Penneshaw)
Good Food Kangaroo Island, Inc.
PO Box 675, Penneshaw
Kangaroo Island SA 5222