



ADELAIDE SHOWGROUND FARMERS' MARKET INC.

STALLHOLDER RULES AND RESPONSIBILITIES

10 APRIL 2020

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DEFINITIONS

In these Rules:

- **"Application"** means an application by a person wishing to become or continue as a Stallholder in the form approved by the Committee from time to time.
- **"ASFM"** means Adelaide Showground Farmers Market Incorporated.
- **"Caterer"** means a person authorised by the ASFM to vend hot or ready to eat items intended to be consumed at a Farmers' Market.
- **"Committee"** means the committee of ASFM.
- **"Executive Officer"** means an employee of ASFM who has overall responsibility for the Farmers' Markets
- **"Farmers' Market"** means any market established by ASFM and, at the date of these Rules, means the markets located at the Adelaide Showground.
- **"Fisher"** means a person who is licensed within South Australia to take fish or seafood for commercial purposes or who produces farmed fish or seafood for commercial purposes.
- **"Free Range"** – Eggs and meat must meet the National Information Standard.
- **"Grower"** means a person who is responsible for, and exercises control over, a Primary Product (e.g. livestock, eggs and apples) for the bulk of the production cycle of the product sold.
- **"License"** means a license to occupy a Site granted by the ASFM to a Stallholder.
- **"Market Day"** means a day on which a Farmers' Market is scheduled to operate.
- **"Member"** means a member of the Association and can include various categories from time to time, such as but not limited to VIP Member, Trade Member, Volunteer Member.
- **"Non-Food Product"** has the meaning set out in the ASFM Allowable Product Policy.
- **"Operations Manager"** means an employee of ASFM who is responsible for the operation of a Farmers' Market/s on a Market Day.
- **"Organic"** - Organic food is food produced by methods that comply with the standards of organic farming and accredited by a certified governing body
- **"Pastured"** - means stock always having access to grazing, living in open paddocks with plenty of room, no overcrowding and definitely no indoor confinement.
- **"Primary Product"** means an agricultural product; for example a vegetable, a fruit, meat, fish and eggs.
- **"Primary Producer"** means an individual, partnership, trust or company operating a primary production business producing primary product.
- **"Producer Guarantee"** means a system created to verify that a Stallholder selling produce at a Farmers' Market is the producer of those products.
- **"Rules"** means the rules and responsibilities for Stallholders as set out in this document.
- **"Site"** means an individual space located at a Farmer's Market, licensed to a Stallholder.
- **"Stall"** means a temporary structure made up of one or more Sites.
- **"Stall Fee"** means the periodic license fee payable by a Stallholder in respect of a Site, as set out in that Stallholder's License.
- **"Stallholder"** means a Grower, Fisher or Value-Adder who is associated with a member of ASFM and who has successfully applied to trade at the Farmers Market and is party to a License.

- **"Times of Use"** means the times set out in the License.
- **"Third Party Processor"** means an individual or entity that is involved in a process/transformation of a product and is not the principal Grower of the product.
- **"Trade Member"** means a bone fide person or organisation running a business that uses Market produce and is registered with the Market as a Trade Member.
- **"Value-Adder"** means the person who uses one or more Primary Products to make a Value-Added Product for sale and is responsible for, exercises control over and participates in, the manufacture of the product, which must be produced and packaged in South Australia.
- **"Value-Added Product"** means a product produced and packaged in South Australia that is made of at least - 50% (of finished weight) South Australian grown/produced ingredients. The remaining -50% must be Australian ingredients or, where no Australian-produced ingredients are available alternative ingredients approved by the Operations Manager (in their sole discretion).

1. ASFM

1.1. COMMITTEE

ASFM is a not-for-profit incorporated association. ASFM's affairs are governed by the Committee. The Committee is responsible for ASFM's strategic management and control of its funds and other property.

1.2. EXECUTIVE OFFICER

The Executive Officer has overall responsibility for the Farmers' Markets and reports to the Committee.

1.3. OPERATIONS MANAGER

The Operations Manager oversees the day to day operations of the physical market, and ensures compliance with these Rules, in accordance with all ASFM policies as published by ASFM from time to time. The Operations Manager or Executive Office can delegate some or all of the function and authority of the Operations Manager to other ASFM staff members approved by the Executive Officer. The Operations Manager reports to the Executive Officer.

1.4. THESE RULES

ASFM has established these Rules to ensure the successful maintenance of the Farmers' Markets as efficient and effective outlets for Stallholders and Caterers to sell their products directly to consumers.

1.5. THE MARKET

- 1.5.1. Farmers' Markets will be operated at times and locations as determined by the Committee and the Executive Officer.
- 1.5.2. Farmers' Markets will be made up of Stallholders and Caterers. Sites will be licensed by ASFM to Stallholders and Caterers and will be operated by Stallholders and Caterers according to these Rules and in accordance with service agreements entered into with Caterers.
- 1.5.3. The Rules shall apply at all times to all Stallholders and Caterers at all Farmers' Markets operated by the ASFM (unless otherwise agreed in writing by ASFM).

1.6. POLICIES

All Stallholders and Caterers agree to comply with the policies and Code of Conduct as published by the Committee from time to time and made available on ASFM's website. These policies and the Code of Conduct as currently approved are attached to these Rules as follows:

- 1.6.1. Appendix A – Allowable Product Policy;
- 1.6.2. Appendix B – Weather Policy;
- 1.6.3. Appendix C – Responsible Packaging Policy;
- 1.6.4. Appendix D – Health and Hygiene Policy;
- 1.6.5. Appendix E – Catering Policy;

- 1.6.6. Appendix F – Complaints, Grievances and Dispute Resolution Policy;
- 1.6.7. Appendix G – Stallholder Code of Conduct; and
- 1.6.8. Appendix H – Market Mix Policy

2. TRADING AT THE MARKET

2.1. STALLHOLDER ELIGIBILITY

- 2.1.1. To be eligible to trade, a person wanting to establish a Stall at a Farmers' Market must make an Application and have that Application approved in writing by the Operations Manager.

PLEASE NOTE: The approval to trade at one Farmers' Market does not necessarily allow trade at other Farmers' Markets. Should an applicant wish to trade at more than one Farmers' Market a separate Application for each Farmers' Market will need to be submitted and a separate approval given by the responsible Operations Manager or equivalent.

- 2.1.2. Priority will be given to Applications by applicants

- (a) with produce or products that are certified organic or biodynamic; and
- (b) in the case of Value Adders, to applicants who undertake the whole production process themselves.

- 2.1.3. Prior to trading, a person wanting to operate a Stall at a Farmers' Market must:

- (a) be a resident of South Australia;
- (b) Have a fully owned, operated and registered South Australian company/business/entity;
- (c) be a current member of ASFM;
- (d) have completed the Producer Guarantee application form and provided the form and all further requested documentation to the Operations Manager;
- (e) not have had their license to occupy a Stall or trade at a Farmers' Market previously revoked, cancelled or terminated under these Rules or previous versions of these Rules;
- (f) have had their Application approved by the Operations Manager;
- (g) sign a License (which includes the Stallholder's agreement to comply with these Rules); and
- (h) have paid the initial Stall Fees.

- 2.1.4. Only persons whose Application has been approved in writing by the Operations Manager, and who have met the requirements in R 2.1.3 will be eligible to trade at the Farmers' Market.

- 2.1.5. The Operations Manager may decline any Application at their sole discretion.
- 2.1.6. Any Stallholder who has their License terminated under these Rules or their License (or under previous versions of these Rules) may not reapply to become a Stallholder without the prior written consent of the Committee.

2.2. ALLOWABLE PRODUCT AND SALES

- 2.2.1. The Stallholder may sell only:
 - (a) 'allowable product' (defined in the Allowable Product Policy) that is listed in their "Letter of Approval" or in their License ("**Listed Product**"); or
 - (b) Primary Products, Value-Added Products or Non-Food Products that have been previously approved in writing by the Operations Manager (or by the Committee in accordance with R2.2.3),

which are grown or made and packed in South Australia by the Stallholder (unless otherwise approved by the Operations Manager or the Committee in accordance with R2.2.3) ("**Allowable Products**").

- 2.2.2. Applications to amend a Stallholder's Listed Products or to seek approval for the sale of a product in accordance with R2.2.1(b) must be made to the Operations Manager in writing using the appropriate forms as approved by the Committee from time to time.
- 2.2.3. Subject to R2.3, the Operations Manager can decline any application made under R2.2.2 in their sole discretion, regardless of whether the product could be defined as an Allowable Product. Should a Stallholder disagree with the decision made by the Operations Manager to decline an application to sell a product at a Farmers' Market, they can ask for a review of the decision by following the Complaints, Grievances and Dispute Resolution Policy.
- 2.2.4. The Operations Manager, Executive Officer and Committee may consider Stall/product approvals that do not fit the current Rules in the event of a need being identified for the market.
- 2.2.5. If a Listed Product has not been available for sale by that Stallholder in the past six months unless subject to seasonal availability outside of the six months, then the approval for that product will be subject to a review and approval for the sale of that product can be revoked by the Operations Manager, Executive Officer or Committee.
- 2.2.6. The provisions in R2.2.1 to R2.2.4 do not apply to Stallholders, ingredients and products that have previously been approved under former versions of these Rules and which have current approval for trading at the market. Stallholders in this situation can continue to be approved for the life of the Stall or that product. If the product or ingredient is not offered for sale for a six month period however, unless subject to seasonal availability outside of the six months, exclusivity of that product will no longer apply. The exemption in this rule is not transferable to another product, Stall or new owner of that Stall or if the stall site license has been previously cancelled or terminated.

- 2.2.7. Without limiting R4.3, only Stallholders with appropriate certification can label their produce organic or biodynamic. Certification must be clearly displayed at the Stall.
- 2.2.8. Stallholders must only offer for sale the highest possible quality food products. If seconds are sold, they must be marked and priced accordingly. The Operations Manager has the authority to require that Stallholders remove from their Stall sub-standard product or product that does not comply with these Rules.
- 2.2.9. The Stallholder is responsible for the operation of their Stall. The Stall may be operated on Market Day by:
 - (a) the Stallholder, or
 - (b) a relative, an employee (paid or otherwise), intern of the Stallholder who has sufficient knowledge of the product and the production / growing process to enable accurate explanation to the consumer.
- 2.2.10. On sighting an ASFM membership card, the Stallholder, or person operating the Stall, must provide to members of ASFM at least a 10% discount off the full-price of products. (Stallholders are required to ask any member to produce their current membership card before applying this discount). The Stallholder must clearly display both the full-price and the discounted members' price for all products sold at the Stall. Product prices should not be increased generally to accommodate member discounts which should be a genuine 10% reduction on normal prices. **DISCOUNT NEEDS TO BE APPLIED AS AN ACTUAL DISCOUNT, RATHER THAN A FEW EXTRA PIECES OF STOCK ADDED TO THEIR BAG**

2.3. LEASING LAND AND SHAREFARMING

- 2.3.1. Growers who lease land must be able to demonstrate that:
 - (a) they have a written lease agreement or arrangement with the owner of the land; and
 - (a) they are managing the crops or livestock through the bulk of the growing cycle.
- 2.3.2. Stallholders who engage in share farming activities must meet the definition of Grower. Growers who share farmland must show that they have a share farming arrangement and can demonstrate that they are significantly involved in the management and inputs of growing the crops or livestock and bear a share of the risk involved.
- 2.3.3. All new applications for share farming are subject to approval by the Committee.

2.4. RESELLING AND ONSELLING

Stallholders may only sell their particular Allowable Products and NO reselling or carrying of products other than those of the Stallholder will be permitted.

2.5. INSURANCE

- 2.5.1. Stallholders must effect and maintain:

- (a) product liability and public liability insurance, for at least \$20 million per claim;
 - (b) workers' compensation insurance as required by law; and
 - (c) all other insurances required by law.
- 2.5.2. All Stallholders must provide the Operations Manager with a certificate of currency relating to above policies. The certificate of currency must clearly state:
 - (a) The Stallholder insured - full entity name and/or trading name;
 - (b) That cover is provided for public and products liability; minimum \$20,000,000
 - (c) Anywhere in Australia; and
 - (d) The amount per claim insured.
- 2.5.3. It is the responsibility of the Stallholder to ensure a renewal copy of their certificate of currency is forwarded to the Operations Manager before the annual expiration of the insurance policy.
- 2.5.4. It is the responsibility of the Stallholder to advise if any changes to their insurance cover are made.
- 2.5.5. If evidence of current insurance is not provided to the Operations Manager, the Stallholder will not be allowed to trade.
- 2.5.6. If the Stallholder takes out a 'claims made policy', which requires all claims and any fact situation or circumstance that might result in a claim to be notified within the period of insurance, the Stallholder must maintain the policy during the period in which they operate a Stall and are bound by these Rules a policy in like terms for 7 years, after the Stallholder ceases to operate a Stall.
- 2.5.7. If the Stallholder takes out an 'occurrence' policy, which requires the circumstances to which a claim relates to occur during the period of insurance whilst the notification of the event can occur at any time subsequently, the Stallholder must maintain the policy throughout the period in which it operates a Stall and is bound by these Rules.

3. MARKET DAY

3.1. STALL BOOKINGS

- 3.1.1. Outside Sites can be licensed on a weekly, fortnightly or monthly basis.
- 3.1.2. Inside Sites will normally be licensed on an annual basis.

3.2. SITE ALLOCATION

- 3.2.1. The location of a Stall will be determined by the Operations Manager.
- 3.2.2. The Site boundaries for a Stall will be determined by the Operations Manager.

- 3.2.3. The location of a Stall will be determined taking into account Stallholder requests and needs and the best interests of the Farmers' Market.
- 3.2.4. The Operations Manager will endeavor to keep regular Stallholders in the same position each week but permanent Site allocation is not guaranteed.
- 3.2.5. The license to occupy a Site cannot be transferred, assigned or sold as part of a sale of a Stallholder's business or a change in ownership of a Stallholder.
- 3.2.6. The Executive Officer and Operations Manager reserve the right to alter the size, shape and position of individual Sites at any time, to ensure the best interests of the Farmers' Market or if required by law.
- 3.2.7. The Committee and Executive Officer reserve the right to relocate the entire Farmers' Market at any time to ensure the best interests of the Farmers' Market or if required under the Head Lease.

3.3. ACCESS TO MARKET SITE

- 3.3.1. Access to the Farmers' Market and Sites for Stallholders to trade is only during the Times of Use (being 3 hours before the advertised opening time of the Farmers' Market to the public).
- 3.3.2. Trading hours for the Farmers' Market (and thus the Times of Use) may be amended for Market Days by the Executive Officer or Operations Manager. Trading hours will be subject to the Weather Policy managed by the Operations Manager
- 3.3.3. Stallholders are required to have their Stall ready, with all products displayed for sale, by no later than 15 minutes prior to the Farmers' Market opening time. Stalls must be open, and properly staffed for the entire trading period of the Farmers' Market. Stallholders should note that various categories of members are allowed access into the Market to shop prior to the official public trading times.
- 3.3.4. Other than for reasons of safety, Stalls cannot be dismantled until the close of the Market unless prior approval has been given by the Operations Manager.
- 3.3.5. Vehicles including Stallholder cars and forklifts cannot be driven around inside or immediately outside of the Farmers' Market until after the market's closing time and it is safe to do so.
- 3.3.6. Car parks within the outside market perimeter are reserved for Stallholder vehicles only. Employees and helpers are not permitted to park in these car parks.
- 3.3.7. All vehicles not used in the sale of Stallholders' goods must be parked off the Farmers' Market Site no later than 30 minutes prior to the opening time of the Farmers' Market.
- 3.3.8. No generators will be allowed to run during market trading hours
- 3.3.9. Where on-Site power is available, it can only be used with the approval of the Operations Manager.
- 3.3.10. Speed limits are to be observed at all times.
- 3.3.11. Stallholders must abide by all traffic management plans of the ASFM and of the lessor or owner of the property. Only vehicles and /or trailers requiring outside

power, or direct access to the pavilion during market trading hours may remain in designated area subject to approval by the Operations Manager. Penalties, as determined by the Committee and Executive Officer, and provided to Stallholders, may apply for a breach of these Rules.

- 3.3.12. Stallholders cannot sell to any public customer prior to the official opening or following the official closing of the Farmers' Market unless a soft opening is directed by the Operations Manager or Executive Officer at any given time. This does not include any designated member as identified from time to time by the Executive Officer. Sales to other Stallholders and staff are permissible. Sales to registered and identified Trade members during the Trade Only hour prior to the official published trading hours are permissible.
- 3.3.13. Stallholders must comply with the reasonable and lawful directions of ASFM and the Operations Manager from time to time.
- 3.3.14. Stallholders may access their site/s other than at Market trading hours as per 3.3.1 as necessary subject to approval by the Operations Manager for things such as but not limited to: maintenance, deliveries, cleaning.

4. HEALTH AND SAFETY AT THE FARMERS' MARKET

4.1. PRODUCE / PRODUCT

- 4.1.1. Stallholders must comply with all relevant laws relating to the sale of food, including but not limited to the *Food Act 2001 (SA)* and *Food Regulations 2002 (SA)*, in addition to the Australia New Zealand Food Standards Code and all relevant National Food Safety Standards.
- 4.1.2. It is the responsibility of each Stallholder to apply for any licenses or permits required for the production of their products or the sale of their products to the public.
- 4.1.3. All Value-Added Products must be made in a kitchen/food premises approved by the relevant Local Council. (Contact Local Councils for details) and which have any other required accreditations or licenses for that facility and/or food process being undertaken. Stallholders must also ensure that any Third Party Processor that they use for the production of their Value Added Product also complies with these Rules.
- 4.1.4. A copy of the licenses/permits/approvals referred to above must be given to the Operations Manager prior to commencing trading at the Market.
- 4.1.5. Stallholders shall comply with obligations imposed upon it by the requirements of the *Work Health and Safety Act (SA) 2012*, *Work Health and Safety Regulations (SA) 2012* and Codes of Practice. In addition, Stallholders acknowledge that they shall ensure the safety of all persons at their Site.

4.2. SITES

- 4.2.1. All Stall paraphernalia and trading of the Stall must be kept within allocated Site boundaries as determined by the Operations Manager. The distribution of materials promoting the Stall, Stallholder or Stallholder's products, the provision of samples, the soliciting of sales and the taking of orders must only be undertaken within the allocated Site boundaries unless written permission has been provided by the Operations Manager.
- 4.2.2. All tents, overhead shades and poles must be securely fixed and not be positioned to cause obstruction or danger to any person at the Farmers' Market. Weight requirements to secure fixtures as issued from time to time by the Operations Manager must be adhered to.
- 4.2.3. Stallholders must request permission in writing to the Operations Manager for additional structures for shade or umbrellas.
- 4.2.4. Stallholders must maintain their Stall and Site in a clean and sanitary manner as determined by the Operations Manager.
- 4.2.5. If requested, Stallholders must follow the Australian Government Business Advice for issuing receipts as follows:

"You must always give your customers a receipt or proof of purchase for anything over \$75. A customer can ask for a receipt for any purchases under \$75. If they do, you must provide them with a receipt within 7 days of their request."

It's generally good practice to offer a receipt to your customers at the time of purchase, regardless of the total amount."

"A receipt or proof of purchase may be printed from a cash register, hand written or a tax invoice.

Any receipt or proof of purchase you give your customers must include:

- Your business name and Australian Business Number (ABN) or Australian Company Number (ACN)
- The date of supply
- Details on the product or service
- The price"

Further information can be found on the following website

<https://www.business.gov.au/Finance/Payments-and-invoicing/Receipts-and-proof-of-purchase>

- 4.2.6. All Stallholders are responsible for any refuse left at their Site and ALL stallholder refuse must be removed from the market by the Stallholder. Stallholders are not to use waste bins provided for customers for the purpose of disposal of any stallholder waste. Table covers and display cloths must be cleaned, folded and stored in a vermin-proof location.
- 4.2.7. Wastewater must only be poured into sewage/sullage points as specified by the Operations Manager and NOT into gutters or storm water drains.
- 4.2.8. At the end of trading on a Market Day, Stallholders must sweep their Site, and take all product off-site unless packed in sealed containers and placed in a storage area approved by the Operations Manager. All remaining items must be lifted off the ground. Stallholders who store refrigerated or any other stock on site during the week do so at their own risk.

4.3. STALL SIGNAGE, LABELLING AND PACKAGING

- 4.3.1. All stallholders must have adequate promotional stall signage on their stall to advertise their stall name and product that should be a minimum of 1500mm wide and at the front of their marquee above head height. All proposed signage to be approved by the Executive Officer and Marketing Communications Officer.
- 4.3.2. Stallholders must have signs that clearly display their name, address, and business trading name, whilst trading at the Farmers' Market. Stalls must be able to be clearly identified by the consumer.
- 4.3.3. All Stallholder signage (banners, blackboards, A-Frames, posters etc.) must be kept within the allocated Site boundaries and the Operations Manager reserves the right to have inappropriate signage removed.
- 4.3.4. Stallholders must have certification for proof of claims that are being made for signage when using terms like organic and biodynamic.
- 4.3.5. All Stallholders must abide by all laws relating to the advertising, labelling and sale of their products. Without limiting the above, Stallholders must ensure that any labels for their products are not misleading or deceptive. Stallholders are responsible for and must follow best industry practice and 'Truth in Labelling' requirements for their products. Stallholders are responsible for ensuring that their products meet accepted industry standards for product labelling.

- 4.3.6. Stallholders can voluntarily provide additional information that relates to values or ethics on signage or labels of their food products such as “Minimal Spray” “Pesticide Free” “Organic Methods”, as long as the information is not false, misleading or deceptive.
- 4.3.7. All goods packaged on the Site must be weighed according to the *National Measurement Act 1960* (Cth). The weight of produce packaged on the Market Site must be visible to customers. Stallholders must provide the opportunity for customers to check weight of packaged goods should they ask to do so. All scales must be calibrated by a third party accredited service at least once every twelve months at the stallholders’ expense and a copy of the certification supplied to the Operations Manager.
- 4.3.8. Any Stallholder giving away stock/branded bags etc. must first have those giveaway products approved by the Operations Manager.
- 4.3.9. In keeping with the ethos of the Market, all packaging should be minimal or nonexistent. Stallholders are expected to work towards packaging free product. All packaging must follow the ASFM Responsible Packaging Policy found in Appendix C.

4.4. ELECTRICAL TESTING AND TAGGING REQUIREMENTS

- 4.4.1. All of a Stallholder's electrical fittings, equipment or materials must comply with all laws relating to work health and safety.
- 4.4.2. All power users must have approved power centres with safety switch.
- 4.4.3. All electrical fittings, equipment or materials are subject to inspection by persons appointed by ASFM, including the Operations Manager and a licensed electrician.
- 4.4.4. Electrical compliance testing will be conducted annually. Any electrical equipment without a current compliance tag will be tested and tagged at the Stallholders’ expense.
- 4.4.5. If any such electrical fittings, equipment or materials are deemed not to comply with regulations, or the Operations Manager deems them to be unsafe for any reason, they shall be removed from the Site at the expense of the Stallholder.
- 4.4.6. All electrical malfunctions must be reported to the Operations Manager.

4.5. COOKING EQUIPMENT AND FIRE SAFETY

- 4.5.1. The Stallholder must, at its own cost comply with any requirements and directives of ASFM with regard to fire safety systems and procedures including fire evacuation drills and other procedures.
- 4.5.2. No gas or portable cooking appliances are to be used on Site without the prior written approval of the Operations Manager. No gas bottles can be stored on Site out of market hours.
- 4.5.3. It is the responsibility of the Stallholder to regularly check all gas bottles and equipment attached to gas bottles to ensure gas hoses and attachments are not faulty and that bottles are date compliant.
- 4.5.4. It is the responsibility of the Stallholder to provide a working fire extinguisher and fire blanket for any Stall where gas burners or portable cooking appliances are

used. It is the responsibility of the Stallholder to ensure they know how the extinguisher is operated.

4.5.5. It is the responsibility of the Stallholder to make themselves aware of the location of the nearest fire extinguisher on Site.

4.5.6. Gas appliances are not permitted for use inside the market pavilion.

4.6. SMOKING

The Farmers' Market is a non-smoking venue.

4.7. ANIMALS

The ASFM provides free, supervised pooch parking for customers subject to volunteer availability. Some conditions apply. Location is subject to change at the discretion of the Operations Manager or Executive Officer. Only guide dogs, assistance dogs and dogs in training are permitted inside the Market area.

4.8. DANGEROUS EQUIPMENT AND INSTALLATIONS

The Stallholder may only install or use within the Site equipment and facilities which are reasonably necessary for and normally used in connection with the Permitted Use and will not install or bring onto the Site machinery, equipment, chemicals or other dangerous substances which may pose a danger, risk or hazard.

4.9. OFFENSIVE ACTIVITIES

The Stallholder must not carry on any offensive or dangerous activities on or from the Site or create a nuisance or disturbance either for ASFM or other stallholders and must ensure at all times that activities conducted on or from the Site will not bring any discredit upon ASFM or other stallholders.

4.10. USE OF FACILITIES

4.10.1. The Stallholder will ensure that the facilities provided by ASFM are used carefully and responsibly and in accordance with any directions that may be given by ASFM from time to time.

4.10.2. The Stallholder will be responsible to repair or correct any damage or malfunction which results from any misuse or abuse of the facilities by the Stallholder.

4.10.3. All stock or equipment left on site is at the Stallholders own risk including but not limited to freezers, refrigerators, display cabinets, shelving.

4.10.4. All stallholders are responsible to repair or correct any damage they may cause to another stallholders equipment or stock in the process of operating their stall, accepting deliveries or any other reason that may cause damage.

5. CATERERS

5.1. Stallholders, other than designated Caterers, are not allowed to provide on-Site catering.

5.2. A person wishing to be approved by ASFM as a Caterer must:

- 5.2.1. enter into a service agreement with ASFM;
 - 5.2.2. have a Business Food Notification Number;
 - 5.2.3. be a current member of ASFM; and
 - 5.2.4. comply with the Catering Policy.
- 5.3. The Committee may additionally approve a limited number of Stallholders to sell selected products for casual consumption on site to ensure the provision of hot food items for customers with specific dietary requirements.

6. COMPLAINTS

Complaints involving the Stallholders, Customers, committee, staff and volunteers of the Adelaide Showground Farmers' Market Inc, including any decisions made by these individuals which affect Stallholders will be handled in accordance with the Complaints, Grievances and Dispute Resolution Policy.

7. FARM AND PREMISES VISITS

- 7.1. The property of each business/individual applying to become a Stallholder may be subject to a Site visit by the Operations Manager or delegate prior to trading at the Farmers' Market. The costs associated with the Site visit are to be borne by the applicant, unless otherwise agreed in writing by the Operations Manager.
- 7.2. The Operations Manager, or delegate, reserves the right to visit any premises, facility or property listed in the Stallholder's Application at any time, without warning as deemed necessary by the Committee, Executive Officer or Operations Manager.
- 7.3. The Operations Manager, or delegate, will normally contact the Stallholder prior to such a visit to confirm a mutually convenient appointment time. However spot checks of Stalls during market trading hours may be made without notice.
- 7.4. The Stallholder must comply with the certification system that is applicable to the Farmers' Market that they attend.

8. EMERGENCY MANAGEMENT ACT 2004

Should an Emergency Management Directive be issued under the Emergency Management Act 2004 in South Australia or any subsequent update to the Act then these rules and regulations are subject to change without notice.

9. SEVERANCE

These Rules must be read down to the extent necessary to be valid. If it cannot be read down to that extent, it must be severed.

Appendix A

1006. ALLOWABLE PRODUCTS POLICY

PURPOSE

The Adelaide Showgrounds Farmers' Market (**ASFM**) aims to provide a sustainable retail market place for South Australian farmers and producers to direct sell seasonal, regional, fresh produce and food products made from that produce, to the community. The Market also promotes value adding manufacture of primary South Australian produce and educates the community about the production and use of fresh food and the importance of a healthy environment to that food.

ALLOWABLE PRODUCTS

Vegetables	Must be grown in South Australia.
Fruit	Must be grown in South Australia.
Dairy	Must be produced from South Australian milk.
Meat	Animals must be free range, reared and processed in South Australia.
Wild game (inc. kangaroo)	Must be harvested in South Australia and processed by an accredited meat processing facility with current accreditation by the Meat Hygiene Unit (SA Health) and such accreditation must be provided to the Market Manager.
Seafood	Must be caught or farmed in South Australia or in its coastal waters.
Poultry	Birds must be free range, reared and processed in South Australia.
Eggs	Must be produced in South Australia with free-range accreditation that is ASFM-approved.
Preserves	Must be predominantly made from Primary Product grown in South Australia - exceptions may apply.
Honey	Must be produced and packaged in South Australia.
Herbs	Must be grown in South Australia.
Juices	Must be made in South Australia from South Australian grown fruit and vegetables.
Cakes, biscuits, pies & pastries	Must be made in South Australia and comply with the definition of value-added product.
Bread	Must be made from grain grown and milled in South Australia where possible.

Pasta	Must be produced in South Australia from grain grown and milled in South Australia where possible.
Muesli	Must be produced in South Australia and comply with the definition of Value-Added Product.
Dried Fruit and vegetables	Must be produced in South Australia using fruit and vegetables grown in South Australia.
Confectionary	Must be produced in South Australia and comply with the definition of Value-Added Product.
Ready Meals	Must be produced in South Australia and comply with the definition of Value-Added Product.
Nuts, grains and pulses	Must be grown in South Australia.
Dips and pates	Must be produced in South Australia and comply with the definition of Value-Added Product.
Smallgoods (inc. sausages)	Must be produced in South Australia and comply with the definition of Value-Added Product.
Seeds	Must be vegetable, herb & flowers seeds open pollinated, non-hybrid varieties. Seeds without chemical treatment preferred. No genetically modified varieties.
Wine and other beverages	Must be produced in South Australia from fruit and grain grown in South Australia. The product must be packed in South Australia unless otherwise approved by the Market Manager.
Vegetable, nut, seed oils	Must be processed in South Australia and comply with the definition of Value-Added Product.
Seasonings & rubs	Must be produced in South Australia and comply with the definition of Value-Added Product;
Animal food	Must be produced in South Australia and comply with the definition of Value-Added Product;
Cut flowers, Food plants, nursery stock	Must be grown in South Australia; no fresh produce from Genetically Modified Organisms (as defined by South Australian legislation) is allowed. Declared plants equivalent of 'noxious weeds' are not permitted.
Compost, Wood, Straw, Hay	Must be produced in South Australia are limited to single step transformation and be from a Stallholders own property or approved property
Worms	Must be produced in South Australia;

Genetically Modified Organisms (GMO) plants, livestock or ingredients (as defined by South Australian legislation) are not permitted except where stated 'are allowed'.

Farm Based Food Products

- Farm based products where the key ingredient is a Primary Product or a by-product/s from the Stallholders' property, fishery or hives where the balance of finished weight of the product abides by the 60% South Australia rule.
- Must be processed and packed in SA unless other specific prior approval has been given by the Operations Manager.

Non Food Products

- Farm based products where the key ingredient is a Primary Product or a by-product/s from the Stallholders' property, fishery or hives.
- The remaining percentage of product used must be ingredients from South Australia unless otherwise approved in accordance with the Rules.
- There may only be only one transformative step between the Primary Product and the finished non-food product (eg leather – not handbags, yarn – not jumpers, wooden planks- not furniture). Any other ingredients must have been grown or manufactured in South Australia unless specific prior approval has been given by the Operations Manager.
- Must be processed and packed in SA unless other specific prior approval has been given by the Operations Manager.
- Non-Food Product cannot exceed 10% of the total number of varieties of Stallholder goods for sale AND the display of Non-Food Product must only take up 10% of the Stall space unless the Operations Manager has agreed otherwise, unless an exemption has been provided.
- Specific allowance for Bees Wax Wrap produced by approved apiarist stallholder
 1. The wraps are made from honey by-products that come from your honey making.
 2. Bees Wax Wraps are a Non-Food Product and cannot exceed 10% of the total number of varieties of Stallholder goods for sale AND the display of Non-Food Product must only take up 10% of the Stall space unless the Market Manager has agreed otherwise, unless an exemption has been provided.
- Cookbooks or other books of an educational value that are produced by the stallholder without conflicting branding and directly promote the stallholders product or processes, encouraging the sale of their product within the market. As with all other products, these books are subject to the member discount rule.

POLICY REVIEW

This policy will be subject to review in January 2021 and thereafter on a 12-monthly basis, unless an earlier review is considered necessary by the ASFM Management Committee and/or executive staff.

VERSION HISTORY

VERSION	AUTHOR(S) POSTION	CHANGES	APPROVAL DATE
1.	Unknown		Unknown
2.	CRobertson	Updated roles, added farm based products	16/4/2020
3.	CRobertson	Addition of GMO rule	17/2/2021

Appendix B

1008. WEATHER POLICY

BACKGROUND

The Adelaide Showground Farmers Market is an all-weather market, with the exception to vary the hours of, or cancel a Market due to catastrophic weather conditions i.e. extreme heat, strong winds, catastrophic bush fire warnings and bushfires, heavy rain and flooding.

POLICY

Decisions can made in relation to weather conditions on Market Days or in advance based on weather warnings issued by the Australian Bureau of Meteorology, State Emergency Service and/or the Country Fire Service

The decision to vary the hours of, or close, a Farmers' Market on a Market Day is at the sole discretion of the Operations Manager and/or Executive Officer

Stallholder Attendance - Inclement weather should not be used as an excuse for non-attendance.

Market stallholders are obliged to attend the market, which is critical to the success of the overall market, but also supports fellow stallholders who trade and rely on the market as a source of income.

Stallholders are responsible to:

(1) ensure that products are protected and have necessary equipment on hand (e.g., gazebo sides, weights to secure gazebo, etc);

and

(2) plan against adverse weather conditions such as rain, wind, cold and heat with appropriate safety and wet weather equipment and procedures.

The Adelaide Showground Farmers Market, shall not be liable for loss or damage to stock and/or equipment however caused.

POLICY REVIEW

This policy will be subject to review in May 2022 and thereafter on a 24-monthly basis, unless an earlier review is considered necessary by the ASFM Management Committee and/or executive staff.

VERSION HISTORY

VERSION	AUTHOR(S)/POSITION	CHANGES	APPROVAL DATE
1.	Unknown		Unknown
2.	CRobertson/EO	Addition of stallholder responsibilities	20 May 2020
3.			

Appendix C

1001. RESPONSIBLE PACKAGING POLICY

INTRODUCTION

The Adelaide Showgrounds Farmers' Market (**ASFM**) aims to reduce the use of and promote the recycling of plastics.

We will work to achieve this by:

- Providing vendors with information on alternative packaging products and where to buy them
- Providing vendors with information on booth display options which mitigate the need for packaging
- Encourage partnerships and purchasing coops with Market stallholders needing similar packaging to reduce costs
- Monitoring, tracking and informing stallholders, market goers, the general public at large of our goals and success

'**Compostable**' means that a product is capable of disintegrating into natural elements in a compost environment, leaving no toxicity in the soil. This typically must occur in about 90 days.

Please note: Oxo-degradable plastics **are not compostable products** according to this policy and are illegal to be supplied or distributed in South Australia as per the Part 3, 10 (1) of the **South Australian Single-use and Other Plastic Products (Waste Avoidance) Act 2020**

SCOPE

This policy applies to all stallholders attending the ASFM.

PURPOSE

This policy has been developed to support ASFM's commitment to reduce the use of and promote the recycling of plastics.

POLICY STATEMENT

The ASFM requires existing stallholders to follow the following rules:

1. ALL stallholders must use and offer **EXCLUSIVELY** certified compostable produce barrier bags, carry bags, coffee/drink cups (including sampling cups), cutlery (including tasting)

and straws. Non-compostable produce barrier bags, carry bags, coffee/drink cups (including sampling cups), cutlery (including tasting) and straws will no longer be able to be offered at the market by stallholders.

2. All pre-packaged products must where reasonably possible be in fully compostable packaging. This includes but is not limited to produce punnets, fruit and vegetable nets, food trays and containers, sauce packaging, polystyrene trays, bread bags and ties.
3. In addition to complying with the other parts of this policy, all stallholders [are](#) encouraged to start reducing and eliminating their use of all single use plastics in the course of all aspects of their trading and business activities within the ASFM.
4. Where a stallholder believes that the use of plastic is required for health and /or regulatory standards product longevity and that such a use is in contravention of this policy, exemptions must be obtained by submitting a written request to the ASFM Operations Manager.
5. Exemptions for all other non-compostable packaging where an alternative is not deemed reasonably possible, must be obtained by submitting a written request to the ASFM Operations Manager.

In addition, all stallholders to be compliant with the South Australian Single-use and Other Plastic Products (Waste Avoidance) Act 2020

POLICY REVIEW

This policy will be subject to review in March 2023 and thereafter on a 24-monthly basis, unless an earlier review is considered necessary by the ASFM Management Committee and/or executive staff.

VERSION HISTORY

VERSION	AUTHOR(S) POSTION	CHANGES	APPROVAL DATE
1.	CRobertson		16/1/19
2.	CRobertson		19/6/19
3.	CRobertson		18/3/20
4.	CRobertson	Removal of delineation between new stallholders and existing, removal of commencement date as now current. Addition of requirement to comply with state act.	17/2/21

Appendix D

1007. HEALTH AND HYGIENE POLICY

PURPOSE

ASFM's food safety requirements are those mandated by the Committee in writing from time to time, by local government and other statutory authorities. Any non-compliance of these measures will attract a penalty and may incur an additional penalty imposed by local government. All food sold at the market must be prepared in premises that have been approved by appropriate councils, as indicated by a Food Business Notification Number.

FOOD HANDLING REQUIREMENTS

(for food for immediate consumption and not a Primary Product)

Gloves:

1. If Gloves are worn when handling any food, hands must be washed with soap and dried with single use paper towels before gloves are worn. Gloves do not have to be worn if food handlers are continuously washing their hands in between tasks.
2. Gloves can only be used for one task only and hands must be washed when changing gloves
3. Gloved hands that handle food must not handle money.
4. Use tongs and other utensils when handling food and avoid hand contact.
5. Gloved hands or utensils must not handle raw and then cooked foods.

Food transport and handling ready to eat food:

1. A Food Grade sanitiser is required by all stalls. All surfaces in contact with unpackaged food must be cleaned at the beginning and end of each Market Day with a Food Grade Sanitiser
2. All unpackaged food must be covered during transit to the market and during the operation of the Farmers' Market with sneeze guards or by other methods.
3. All food must be kept off the ground.
4. ASFM is not responsible for goods during delivery to the Farmers' Market.
5. Goods must be delivered and stored in a sealed container where possible and in a sanitary and dust free state and manner.
6. All stalls selling ready to eat food are required to have a digital probe thermometer and must undertake regular temperature checks

Sample Tastings:

1. Tasting samples of product must be accompanied with individual tasting spoons or sticks and a container provided for their disposal.
2. Tasting samples must also be covered
3. Tasting samples and disposal containers must be changed regularly.

Handwashing

1. All Stallholders must have hand washing facilities in their Stalls. These hand washing facilities must be running water with a tap and waste bucket, not just a bucket of water.
2. Hands must be washed at the hand wash basin with soap and dried with single use paper towel before any food preparation, in between tasks and before gloves are worn
3. Stallholders must have hand washing facilities with liquid soap and single use towels. These facilities must not be used for washing utensils.
4. Wastewater must be poured into sewage /sullage points as specified and NOT into gutters or storm water drains. Please see Operations Manager if unsure where to pour waste water.

Susceptible Products

1. All meat, fish and dairy products must be refrigerated.
2. Stallholders must observe the 2hr - 4hr rule for susceptible food products, using a digital thermometer to test the temperatures.
3. Shelving should be open to allow air flow, and should not be made of wood.
4. Raw and uncooked foods to be stored separately and raw foods must be stored below cooked foods.
5. All food out of temperature control and not kept below 5°C or above 60°C must be discarded at the end of 4 hours.

Stall Hygiene

1. Stallholders are responsible for any refuse left at their Site and all refuse must be deposited into the designated bins provided.
2. All Stallholders must wash all surfaces used for display of food items both internal and external before and after each market using a Food Grade Sanitiser. All food contact surfaces must be clean to touch and free from any visible matter or objectionable odour before using the food grade sanitiser on a surface.
3. All Stallholders must sweep their Stall at the end of each market.
4. All Stallholders must ensure takeaway containers, lids, straws, eating and drinking utensils, ice cream cones and food promotional items are correctly protected from contamination.
5. Cleaning chemicals must be kept separate to food and utensils.
6. Name and contact number of Stallholder must be available at Site.
7. Electrical and gas equipment must have current compliance tags.

Staff

1. Staff of all stallholders selling food products must be trained in all food safety procedures. It is the responsibility of the stallholder to ensure that their staff are trained in food safety procedures and requirements.
2. Personal items need to be kept separate from food and utensils.
3. Staff suffering from food-borne illnesses must not engage in any type of food handling that may result in food contamination.

POLICY REVIEW

This policy will be subject to review in March 2022 and thereafter on a 24-monthly basis, unless an earlier review is considered necessary by the ASFM Management Committee and/or executive staff.

VERSION HISTORY

VERSION	AUTHOR(S) POSTION	CHANGES	APPROVAL DATE
1.	Unknown		Unknown
2.	CRobertson	Updated roles	18/3/20
3.			

Appendix F

1004. COMPLAINTS, GRIEVANCES AND DISPUTE RESOLUTION POLICY

PURPOSE

This policy provides guidance on the raising and resolution of Stallholder complaints.

OBJECTIVE

ASFM must ensure that all Stallholder complaints made under this policy are:

- dealt with as expeditiously as possible and in accordance with the timeframes set below;
- treated seriously and with sensitivity;
- judged fairly and impartially and with transparency;
- where necessary, investigated; and
- otherwise determined in accordance with the principles of procedural fairness

POLICY SCOPE/COVERAGE

This policy applies to Stallholders, Caterers and ASFM.

PROCESS

Step 1 - Stallholders who wish to make a complaint must first raise the issue (verbally or in writing) with the Market Operations Manager or their delegate.

The Market Operations Manager will then either:

- hold such discussions and conduct such investigations as are necessary and where practical, the Market Operations Manager should determine an outcome and advise the Stallholder of this within one week; or
- refer the complaint straight to the Executive Officer (at their sole discretion).

Step 2 - If the Stallholder is not satisfied with the initial outcome and wishes to pursue the matter, they must advise the Market Operations Manager in writing. Letters can be addressed to Market Operations Manager, Adelaide Showground Farmers Market Inc, PO Box 38, Goodwood SA 5034 or email operations@adelaidefarmersmarket.com.au

Upon receiving written advice from a Stallholder that they are unhappy with the outcome of their complaint, the Market Operations Manager must inform the Executive Officer and together they must conduct a review of the initial decision. The outcome of this review must be advised to the Stallholder in writing.

Step 3 - If the Stallholder remains unsatisfied, they may advise the Chairperson of ASFM Committee of this in writing within 30 days of receiving the outcome of the review. Letters can be addressed to *The Chairperson, Adelaide Showground Farmers Market Inc, PO Box 38, Goodwood SA 5034* or via email to info@adelaidefarmersmarket.com.au

The decision will be discussed at the next meeting of the ASFM Committee which is at least five days after the appeal is received by The Chairperson.

The Committee will determine what action (if any) is to be taken in relation to the matter and advise the Stallholder in writing of the outcome. The decision of the Committee is final and may not be appealed.

POLICY REVIEW

This policy will be subject to review in February 2022 and thereafter on a 24-monthly basis, unless an earlier review is considered necessary by the ASFM Management Committee and/or executive staff.

VERSION HISTORY

VERSION	AUTHOR(S) POSTION	CHANGES	APPROVAL DATE
1.	Unknown		Unknown
2.	CRobertson	Line of report/updated roles	19 February 2020
3.			

Appendix G

1017. STALLHOLDER CODE OF CONDUCT

BACKGROUND

This policy forms part of the Stallholder Rules and Responsibilities. ASFM prides itself on providing quality products and excellent service to customers. The primary purpose of this Code of Conduct is to ensure the safety and wellbeing of all people who are on Site while a Market is in operation.

CODE OF CONDUCT

As a Stallholder you will (and you will ensure that your employees and volunteers):

- Respect and adhere to the Rules
- Demonstrate the highest standards of personal behaviour and integrity at all times
- Conduct yourself in a courteous and respectful manner and serve as a positive role model for others
- Treat everyone with respect
- Abstain from physical or verbal abuse and not tolerate this behaviour from others
- Comply with equal opportunity and anti-discrimination laws
- Under no circumstance, attend or participate in a Farmers' Market while under the influence of alcohol and/or controlled substances
- Under no circumstance, consume alcohol or controlled substances while acting as a Stallholder at a Farmers' Market or on the Showground.
- Operate vehicles and other equipment in a responsible manner
- Abstain from any criminal activity
- Exhibit behaviour publicly that would demonstrate you are an advocate for the Market

I have read and understood the Code of Conduct and agree to adhere to them:

Signed _____ Date _____

Name _____ Stall _____

POLICY REVIEW

This policy will be subject to review in April 2022 and thereafter on a 24-monthly basis, unless an earlier review is considered necessary by the ASFM Management Committee and/or executive staff.

VERSION HISTORY

VERSION	AUTHOR(S)/POSITION	CHANGES	APPROVAL DATE
1.	CRobertson /EO		15/4/2020
2.			
3.			

Appendix H

1002: MARKET MIX POLICY

PURPOSE

To establish guidelines and procedures around the decision-making process for the acceptance of stallholders, caterers and products at the Adelaide Showgrounds Farmer's Market (ASFM) to ensure that there is a good mix of viable stallholders, produce and other products which are consistent with the values and strategic plan of the ASFM.

Policy Statements

2. This Market Mix Policy seeks to ensure the continuity and predictability of supply for customers, the reliability of the market as a viable income source for stallholders, the reputation of the market as a place for high quality produce for consumers and to maximise the transparency of the approval process for new applicants to trade.
3. It is the Committee's role to govern the ASFM, to set the strategic directions and policies and to ensure the ongoing relevance of the Market to its customers and traders. This includes matters of product range, customer satisfaction, stallholder viability, quality and authenticity of product for sale
4. The Market Mix policy and its implementation is therefore one of the most significant strategic decisions made about the market. Errors in this regard have the potential to have a major impact on the viability of market businesses and, therefore, on the market itself.
5. Common sense and organisational memory play important roles in the implementation of this Market Mix Policy.
6. Transparency and accountability must be central, fundamental principles to the Market Mix policy and its implementation.

Definitions

7. **Catering:** Catering is defined as any food that is transformed (undergoes a process whilst on site at the ASFM that alters the state in which the food/produce was brought to the Farmers' Market for sale). This includes food that is heated, cooked, juiced, mixed or made on site or at the Stallholder's retail site.
8. **Farm based:** Products deriving from ingredients that have been grown and value added on the farm/property (or fished) in South Australia by a person who is responsible for, and exercises control over the final product being sold.
9. **MOM:** the ASFM Market Operations Manager
10. **Non-Farm based:** Products deriving from one or more primary products produced in South Australia and combined to create a value-added product. The use of non-South Australian primary products or non-Australian products is only permitted where they are unobtainable. e.g. rice, coffee or chocolate

11. Non-food products: Primary Products or their by-products from the Stallholder's property, fishery or hives must comprise at least 70% of the net weight of the finished product (e.g. beeswax). The non-food item must be 1-step transformed. 1-step transformed means the primary product has undergone 1 transformative process. These products can only be sold by businesses who are 'Farm Based'.

12. Plant based products: Products that are plants, flowers, seeds and compost. These can only be sold by 'Farm Based' businesses.

13. Pop up stalls: Stalls that seek to attend the market on few occasions or for a short-term to supply a product that is readily available in the Market. It includes stalls from other markets. It does not include charities.

14. Tier: A classification of the level of consumer demand for a product at the market where 'Tier 1' is High Demand and 'Tier 5' is Limited Demand (as set out in the table below). It is based on the needs of the 'typical' ASFM shopper. The tier classification will determine the number of stallholders approved to sell each product.

Decision-making process

15. Unless otherwise stated in this policy, the MOM has the authority to approve or reject applications made the ASFM in the following circumstances:

- a. Where a prospective stallholder makes an application to join the market as a stall holder;
- b. Where an existing stallholder makes an application to make additions to or removal from, the list of products an existing stall holder has approved for sale in the Market; and
- c. Where an existing stallholder makes an application for an additional site or sites.

16. The MOM does not have authority to make decisions on application in the following circumstances:

- a. Where a stallholder has previously been excluded from the Market; in which case any future application by that stallholder to re-enter the Market must be referred to the Management Committee.
- b. Where MOM might have or be perceived to have a conflict of interest in respect of any particular application; in which case the Executive Officer will have the authority to make the decision under this policy as if he or she were the MOM.

17. In making decisions under this policy, the MOM must complete three stages of preliminary assessment to ensure that it meets the relevant criteria:

- a. Stage 1: the MOM must assess the application against the Assessment Tool to ensure the application is consistent with a sustainable mix of produce within the ASFM;
- b. Stage 2: the MOM must ensure that acceptance of the application is compliant with the Tier Mechanism; and
- c. Stage 3: the MOM must ensure that the acceptance of the application is in the best interests of the ASFM taking into account the Other Considerations set out in this policy.

18. The MOM should regularly seek out customer and stallholder feedback on a regular basis and used as part of the decision-making process.

19. To ensure the Market has stability and is not oversupplied, the MOM should consider;

- i. whether existing stallholders are consistently selling out one hour before market closing time before evaluating any new application for a product that is already available in the market.
- ii. Applications for pop up stalls (as defined above) should, generally, not be approved.

20. In accordance with other parts of this policy, nothing prevents the MOM from referring the application, including those for pop up stalls to the Market Mix sub-committee (the sub-committee) for advice or guidance before making a decision.

21. Once the MOM is satisfied that the application meets the three stages of preliminary assessment, then the MOM will (if appropriate) make an initial inspection of the production area.

22. If the MOM is still satisfied after the inspection that the application is appropriate, then the MOM may approve the application in writing.

Preliminary assessment procedures

23. Stage 1: The Assessment Tool

a. This Assessment Tool is to be used to determine whether an application under consideration is consistent with a sustainable mix of produce within the market.

b. The Assessment Tool requires the MOM to consider the following: i. the Rules and Responsibilities in place at the time which identify categories of allowable produce or products (although the MOM may still approve or decline any application to sell any product at the ASFM, regardless of whether the product could be defined as 'allowable' according to these Rules and Responsibilities);

ii. Adherence to a market mix of stallholders where 65% are sellers of farm-based products and 35% are sellers of non-farmed based products;

iii. In relation to farm-based products: • Fruit and vegetables should make up at least half of the 65% farm-based produce.

- For farm-based sellers of food, the following rule applies (the **10% rule**):
- Non-food product cannot exceed 10% of the total number of varieties of stallholder goods for sale; and
- the display of non-food product must only take up 10% of the stall space unless the Market Manager has agreed otherwise.
- Farm based sellers of plants, flowers, seeds and compost are exempt of the 10% rule.

24. **Stage 2: The Tier Mechanism** a. As the ASFM occurs on Sunday mornings, a Tier Mechanism has been established to recognise that customers may be unlikely to buy a week's supply of highly perishable produce in one purchase.

b. All applications must comply with the requirements of the Tier Mechanism set out in the table below.

Table 1 – the Tier Mechanism			
Tier	Definition	Example products	Max no. of sellers of the same product
Tier 1	High demand – a staple product that is consumed or	These tend to be mainstream and perishable with a short 'use by' period e.g. tomatoes.	5

Tier 2	Significant demand – a staple product that is consumed several times a week or a non-staple product used in small volumes regularly.	These tend to be mainstream and perishable. e.g. meat and fish.	4
Tier 3	Medium demand – a staple or non-staple product that is consumed/required on a weekly basis	e.g. flavoured milk	3
Tier 4	Small demand – a non-staple product that is consumed/required only several times a month or on a seasonal basis.	It often has a long shelf life and is seen as a specialty product. It may be a perishable product that could be considered a luxury. e.g. chestnuts.	2
Tier 5	Limited demand – a non-staple product that is consumed/required on an irregular basis (several times a year).	These may include 'luxury' items, gifts, short-season specialties and unusual products. e.g. whole duck, Christmas cake	1 or 2

25. Other considerations **a.** In deciding whether or not an application may be approved, the MOM must be satisfied that **the acceptance of the application is in the best interests of the ASFM taking into account the Other Considerations** set out in the table below.

Table 2 – Other considerations	
Grouping	Considerations to be taken into account
Customer Experience	<ul style="list-style-type: none"> • Varying price points • Products that offer a unique point of difference (gluten-free, vegan) • The number of different flavours, varieties and/or ripening times available • Quality level of produce • Whether the product will only be available occasionally or for a short period • Customer counts • Customer feedback (which should be obtained regularly)

Stallholder experience	<ul style="list-style-type: none"> • Stallholder loyalty (length of time with the market and reliability of attendance) • Positive stallholder behaviour and contributions to the ASFM • Use of ASFM produce in value-added products • The percentage of that product compared to stallholders' total stock. • Smaller growers whose main income is the farmers' market vs. businesses who have distribution via other outlets • The ability to produce and supply more stock vs. production at 100% capacity. • Stallholder feedback (which should be obtained regularly) • The impact of the application on existing stallholders.
Market Operations	<ul style="list-style-type: none"> • Availability of space and power requirements on market day (single/double site - vehicles) • Location of proposed application • Risk management (adhering to regulations - Labelling etc)

Market Mix sub-committee

26. Given the important of this policy, it is acknowledged that a standing sub-committee (including the MOM) to which decisions are referred for advice is the best means of ensuring this principle.

27. The sub-committee must operate in accordance with any Terms of Reference in place.

28. As above, the MOM may refer an application to the sub-committee for advice. However, an application must be referred to the sub-committee where there is doubt or ambiguity about whether the application meets the criteria.

29. In seeking guidance from the sub-committee, the MOM will prepare a report for the sub-committee in respect of their conclusions from the preliminary assessment procedure and provide any further relevant information to the sub-committee.

30. The sub-committee may provide advice and guidance to the MOM to assist the MOM in making a decision. In providing its advice and guidance, the sub-committee must adhere to the assessment tools above.

31. If appropriate, the sub-committee can make a recommendation to the MOM that the decision be referred to the Management Committee for decision. If such a recommendation is made, then the Management Committee will consider the application at the next meeting and if appropriate, make a final decision.

Reporting to the Management Committee

32. The MOM should report to the Management Committee regularly in respect of decisions made under this policy.

33. Where the sub-committee has provided advice and guidance to the MOM, the sub-committee should provide a report to the Management Committee.

For Catering Mix refer to Catering Mix Policy

POLICY REVIEW

This policy will be subject to review in March 2020 and thereafter on a 12-monthly basis, unless an earlier review is considered necessary by the ASFM Management Committee and/or executive staff.

VERSION HISTORY

VERSION	AUTHOR(S) POSTION	CHANGES	APPROVAL DATE
1. 1002/1	Unknown		
2. 1002/2	BCooksley		18/9/19
3.			