Stafford and Stone Farmers' Markets

Conditions and Guidelines

Stafford
BOROUGH COUNCIL

The Farmers' Market supports and promotes more sustainable food production and the sale of products produced sustainably. It offers local producers a retail outlet that enables them to sell directly to the public and to strengthen the links between producer and consumer. The market aims to be a vibrant and enjoyable place to shop, giving consumers a chance to meet and talk to the producers of the food and plants on sale.

1. All produce and products (hereafter referred to as products) must be **locally** grown, or **locally** produced (using **local** ingredients wherever possible). **Local** is defined as up to 30 miles from point of sale, either Stafford Market Square or Stone High Street. If more producers apply than can be accommodated, priority will be given to the most **local**, but not to the detriment of the quality of the products. Producers up to 40 miles from Stafford Market Square / Stone High Street will only be considered if there are vacancies. Only in very special circumstances will produce be accepted from further away than this when the maximum will be 50 miles.

2. Producers must sell their own products at the stall.

3. Only the producer, their family, an employee, or a representative of the business / group, who is directly involved with the growing / producing of the products is permitted to sell the products. Local growers' organisations and umbrella organisations, such as Allotment Associations or Women's Institutes, may appoint a representative to sell pooled products on a 'communal' stall, provided that those selling are directly involved in the growing / producing of some of the products on sale. In these cases all products should be labelled with the producer's name and address and the name of the organisation / umbrella group providing the pool of products for the stall.

4. All stalls must display the name of the producer / business and state broadly where products are produced. All products must be traceable to the producer.

5. Labelling should be honest and informative. No unsubstantiated claims should be made. **Only certified 'Organic' produce can be traded under an Organic Label**. All products must be labelled with a list of ingredients.

6. The sale of genetically modified produce or goods with genetically modified ingredients is prohibited.

7. Producers are strongly advised to bring information leaflets or display boards about their products / methods of production for publicity and education purposes.

8. Products should be well displayed and presented. Prices should be displayed clearly.

9. Products must be marked and priced according to legal requirements. If you are unaware of the requirements for weights and labelling, including 'use by' or 'best before by' dates, **information is available from Staffordshire Trading Standards (Telephone: 01785 277888)**.

10. All stalls and products should comply with the Food Safety (General Food Hygiene) Regulations 1995 and the provisions of the Food Safety Act 1990. This includes 'No Smoking' by those selling products. A copy of the relevant guidelines can be obtained from the Environmental and Health Services Department of Stafford Borough Council, Telephone: 01785 619411.

11. Only good quality and wholesome food should be sold. The market seeks to promote healthy eating.

12. Producers of added value products or secondary producers should include at least 10% of ingredients sourced from the local area (30 mile radius).

13. Stall areas should be kept clean and tidy. Packaging should be kept to a minimum, be made from recycled materials and / or be re-usable if appropriate. **All rubbish and packaging must be collected and removed by stall-holders, who should provide the necessary bin sacks for this purpose**.

14. Producers must abide by **Health and Safety** regulations and take responsibility for safety and sanitation. Advice is available from the Council's Environmental Health Officers, Tel: 01785 619411. Producers must provide a risk assessment if requested to do so.

15. Producers must maintain public, employee and products liability insurance (PLI). Producers will not be able to trade without providing a copy of a valid PLI certificate Contact your insurance broker for further details.

16. The market opens at 9.00am and closes at 3.00pm. Stalls should not close down or pack up whilst the market is open.

17. **Vehicles should be removed from Market Square / Stone High Street before trading begins at 9.00 am**.

18. **The standard fee per stall is £24.50 for a single table / quarter of a marquee. Payment will be taken in advance by the Saturday prior to the Farmers' Market taking place at the latest. Payment can be made by posting cheques to Stafford Borough Council, Civic Centre, Riverside, Stafford, ST16 3AQ or by making direct payment to Market staff by telephoning 07772 223026. No stalls are available without prior booking and payment being received.**

19. **Allocation and location of stalls is at the discretion of the organisers**, bearing in mind each producer has different and changing demands and that markets are often held in conjunction with other events and initiatives. We will ensure as far as possible that a diverse range of products is on sale.

20. Producers should not move the position of their stall once they have set up at the Farmers' Market.

21. Abusive behaviour displayed to other traders and Market staff will not be tolerated and may lead to the producer being excluded from future Farmer's Markets.

22. Any trader intending to use their own electrical or gas powered equipment within the stall must ensure that all such equipment is maintained to a high standard and holds a current Portable Appliance Test (PAT) certificate.

23. Traders intending to cook food on their stall must provide a suitable and maintained fire extinguisher (or other fire fighting device as appropriate) for the duration of the Farmers Market event.

Sale of alcohol

24. Any producer selling alcohol at a Farmers' Market must hold a personal alcohol licence. A copy of the current personal alcohol licence must be made available to Market staff in advance of the sale of alcohol at the Farmers' Market. It will be the ongoing responsibility of the producer to ensure that up-to-date copies of the personal alcohol licence are provided to Market staff.

25. Only the personal alcohol licence holder or his / her nominated representative over the age of 18 years will be able to sell alcohol during a Farmers' Market.

26. Producers selling alcohol at a Farmers' Market must adhere to a "Challenge 25" policy, as explained in the accompanying trading standards information.

27. Ad hoc inspections will be undertaken by Stafford Borough Council Regulatory Services to ensure compliance. Failure to comply with above conditions concerning the sale of alcohol may lead to prosecution and exclusion from future Farmers' Markets.

By signing these rules you, the producer, are agreeing to sell within the rules, conditions and guidelines of the Farmers' Market.

Name (BLOCK capitals): _____

Signature: _____

Date: _____

Please complete and return a copy of this form to market@staffordbc.gov.uk or post to Stafford Borough Council, Civic Centre, Riverside, Stafford, ST16 3AQ.

Stafford Borough Council are the data processor. We take your privacy seriously and will only use your personal information to enable the raising and processing of a Market stall License or Lease and for purposes required or allowed by law.

You can find information about how we handle your personal information by visiting www.staffordbc.gov.uk/privacynotices. You should be aware that we have a duty to protect public funds. We may therefore use the information you provide for the prevention and detection of fraud. We may share this information with other bodies for these purposes. We may also share this information with other departments of the council or other relevant organisations for purposes which may include enforcement.


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