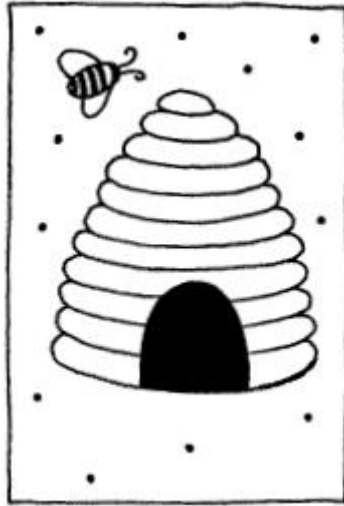


Made in Stroud Ltd

Certified Farmers Markets in Gloucestershire and Wiltshire



Stallholders Application Pack

"Enhancing and Maintaining Standards"

For further information please contact us

"Fresh-n-Local Farmers Markets"

Made in Stroud

16 Kendrick Street

Stroud GL5 1AA

Tel 01453 758060

info@madeinstroud.org

www.fresh-n-local.co.uk

Stallholder Verification Scheme

Thank you for applying to sell your produce through our fresh-n-local farmers markets organised by Made in Stroud Ltd. We run a stallholders verification scheme for our farmers market stallholders.

The charge for verification is £50 for 3 years. If you have a seasonal crop and only wish to sell for up to 6 consecutive weeks in any one year, the charge is £25.

Stallholder Verification - Your Questions Answered...

"Why verification?"

- ❖ The public will be able to trust that you are a genuine producer. You will receive a laminated certificate to display on your stall.
- ❖ All our farmers markets are certified as genuine farmers markets by the FARMA and are listed on the national web site. www.farmersmarkets.net
- ❖ You will be entitled to your own page on our web site (www.fresh-n-local.co.uk), including photographs, recipes and information on your products, with a link to your web site if you have one.
- ❖ Your web page will also list which farmers markets you attend (including which months your produce is available), and a list of where else your produce can be bought, e. g. box scheme, village shops, supermarkets, farm shops, farm gate sales, etc. You can also indicate if you encourage school visits to your farm/premises, hold farm open days etc.

"How do I become a verified stallholder?"

1. Fill in your application form (enclosed).
2. Return it to Made in Stroud, together with the documents listed in the check-list and a cheque for £50.

A copy of your current product labels together with your completed application form will be passed to the local Trading Standards. You may receive guidance in the form of a letter regarding your labelling. This must be kept on file for auditing. (Not necessary if you only sell fresh loose fruit, vegetables or plants).

Your environmental health department (based in your local authority) will also be sent a copy of your application form. (Not if you sell fresh fruit, vegetables or plants)

You will receive a telephone call from Mr David Parker, independent verification officer, who will arrange a visit to your farm/premises.

Upon verification, you will receive a laminated certificate to display on your stall.

Document checklist - include the following with your application form:

- ❖ a copy of your current product labels to be passed to Trading Standards – not necessary if you are selling loose fresh fruit, vegetables or plants.
- ❖ your current basic food hygiene certificate (Foundation Certificate) if applicable (see safe food policy)
- ❖ proof that your food business is registered with your local authority
- ❖ copy of certificate(s) for any assurance schemes, e.g. LEAF, FABBL, Soil Association, Organic Farmers & Growers, etc.
- ❖ a copy of your electrical safety certificate if you intend using an electrical appliance at the markets
- ❖ an up-to-date copy of your public and product liability insurance certificate
- ❖ your payment of £50 for the verification process (Please make cheque payable to “Made in Stroud”)

When your paperwork is received, we will consider whether your business falls within our market rules, whether you live within our area and whether we have space for you at any of our markets.

Please allow a minimum of 3 weeks for us to consider our decision.

Once accepted:

- We will contact you to let you know
- We will pass a copy of your application and relevant documents to your local trading standards and environmental health officers.
- David Parker will arrange a visit to your premises.
- You will be required to adhere to the rules and safe food policy enclosed.
- You will be required to fill out a new application form and send up-to-date public liability insurance certificates annually. If you are part of an assurance scheme you are required to send us a copy of a current certificate. Please inform us in the meantime of any change of contact details, or of any new products you wish to apply to sell through fresh-n-local farmers markets.

Further Training

We are very concerned that all produce on sale is of the highest standard, and that farmers markets customers receive the best possible service.

We regularly send information about further training and relevant conferences and seminars through our stallholders' newsletters.

We encourage processors of high-risk foods to take an Intermediate Food Hygiene Certificate for all persons staffing your stall.

Appeals

If you are turned down for accreditation and disagree with the decision, you can appeal to the board of directors of Made in Stroud Ltd.

Grievance/Feedback Procedure

Complaints/suggestions should be taken to Made in Stroud. Your complaint should be dealt with within two calendar months.

Rules for Farmers Markets

1. **All produce must be locally grown or locally produced.** By local, we mean within 30 miles of the market, although applications will be considered from those within 50 miles of the market if the product is not available locally (see also our criteria for “Guest Stalls”).
2. **Producers must only sell their own produce.** All produce must be detailed on the application form. A change of produce on sale at your stall is not permitted without re-application.
3. **Stalls must be staffed by the producer,** their family or a representative with a working knowledge of the production of the produce on sale. (With the exception of bakers who may send a named representative holding a basic food hygiene certificate.)
4. **No bought-in or repackaged goods** may be sold at fresh-n-local farmers markets.

Primary produce, including meat and meat products, poultry, fresh fruit and vegetables, honey, plants, eggs, fish, milk, yogurt, cheese, ice-cream and butter.

- ❖ Primary produce must have been grown/reared by the stallholder. In the cases of beef and lamb, it will be considered appropriate for livestock farmers to finish beasts bought-in from neighbouring farms, using the criteria laid down by FABBL, 180 days for cattle, 90 days for lamb. In the cases of eggs and poultry, they must be free range. *Farmers using GM free animal feed are encouraged to display a sign saying so at the point of sale.*

Secondary produce, including bread, baked confectionery, jams and preserves, juice, speciality products etc.

- ❖ Secondary produce must be made using locally grown ingredients where available. For example, local free-range eggs **must** be used for all cakes and baked products. No mixes or pie fillings will be accepted. In order to foster and maintain local agriculture and horticulture, priority will always be given to those processors using their own or locally sourced raw ingredients. Please contact us in the office if you need advice on sourcing local ingredients.
- ❖ Where no locally grown ingredients are sourced, producers may be accepted on a case by case basis, taking into account the above. We strongly encourage the use of fairly traded ingredients where they must be imported, and where the main ingredient is tea, coffee, chocolate or bananas, this must be fairly traded. We would encourage you to include the use of fair trade products in your marketing/publicity.
- ❖ The use of GM ingredients and derivatives in produce intended for sale at the farmers markets (e. g. in margarine oils and soya products) is not permitted.

Game

- ❖ Game shot or caught within the local area may be sold at farmers markets by the person licensed to hunt the game or a dealer who can produce receipts from a local, licensed hunter.

Plants

- ❖ We encourage the sale of plants grown from seed or cuttings, where some degree of skill is involved in the growing.
- ❖ Plugs of small plants may be purchased and potted on, but must not be sold until they are well established and their roots are visible at the bottom of the pot.
- ❖ Under no circumstances may producers buy in mature plants for immediate resale. Some skill must be used in improving these plants prior to resale. It is an offence to take cuttings for eventual resale from plants protected by Plant Breeders' Rights. These plants are copyright.

Country Markets Ltd (previously known as WI Markets Ltd)

In addition to the rules and safe food policy aforementioned:

- ❖ Producers selling through this co-operative are each required to apply using the application form in the pack, and have a verification inspection.
- ❖ Producers must list the products they anticipate selling throughout the year.
- ❖ Any change of trade should be notified through a new application form.

Savoury Products

- Meat products (pies, quiches, pates etc) should be made using locally produced meat bought from a reputable butcher or cut in a licensed cutting room.

Baked confectionery and preserves

- Free-range locally produced eggs must be used at all times.
- Locally produced ingredients should be used in baked confectionery and preserves wherever possible.
- We encourage the use of fairly traded products, and where the main ingredient is tea, coffee, chocolate or bananas, this must be fairly traded.
- Marmalade is permitted to be sold.

Game

- Including locally caught duck, venison, rabbits, hare etc. may be used in savoury products where available.

Shared stalls

- ❖ Producer co-operatives (not marketing co-operatives), seasonal producers, local groups and allotment holders will be allowed to share a stall on condition that:
 - the origin and nature of the goods is clearly marked.
 - A maximum of 3 producers may share a stall
 - each of the producers represented on a shared stall has applied and been accepted and have a verification inspection.

Guest Stalls

- ❖ Subject to availability, no more than 10% of stalls at a market may be guest stalls.
- ❖ The stall holder must be either:
 - a genuine producer selling products from outside the area which are not available locally, or
 - a local charitable organisation promoting or fundraising their activities (including the promotion of Fair Trade by selling fairly traded products and the promotion of composting and other environmentally friendly schemes).

Please note

- ❖ Only farms and processors registered with an approved sector body may use the term “Organic” to describe their produce. Ignoring this guideline is a contravention of Trading Standards Legislation and may result in being excluded from the market. Organic certificates should be displayed at the point of sale.
- ❖ If meat and vegetables are to be sold on the same stall, separate scales must be used to weigh the different produce.
- ❖ From November 2005, the market organisers, Made in Stroud Ltd, will take responsibility for licensing the markets for the sale of alcoholic beverages and entertainment.
- ❖ Craft stalls and artists may be accepted at the farmers markets. A separate application form is used.
- ❖ Trading standards and environmental health officers will make unannounced visits to farmers markets.
- ❖ All stallholders are required to supply Made in Stroud with an up-to-date copy of their public and product liability insurance certificate.
- ❖ The allocation and location of stalls remains at the discretion of each individual farmers’ market organiser, taking into account the mix of the market and local licensing legislation or restrictions.
- ❖ Each farmers market has its own operating rules. Once accredited, stallholders are expected to comply with the local operating rules as appropriate.
- ❖ Any stallholder considered to be flouting any of the above regulations or of behaving unacceptably will receive a warning about their conduct. Any further disregard for the rules or uncooperative behaviour may result in a stallholder being excluded from the market.
- ❖ **Being verified as an “authentic local producer” does not guarantee a space at any of the farmers markets, but we will do our best to find you a market to sell through and we operate a waiting list system.**
- ❖ **Made in Stroud trading as “Fresh ‘n’ Local Farmers Markets” reserve the right to alter the stall layout at any farmers’ market venue.**

Safe Food Policy

These guidelines are not a replacement to professional advice from your local Environmental Health and Trading Standards Officers and are intended only as a guide:

- ❖ All food stallholders (with the exception of stallholders that only sell unprocessed fruit and vegetables) must hold a current basic food hygiene certificate. This should be on display at the market.
- ❖ All food stallholders must be registered as a food business with their local authority. There is no charge for this. Your environmental health officer will be happy to advise you on the requirements.
- ❖ Those selling high-risk foods must use a suitable refrigeration unit to transport and display their goods.
Temperatures for food storage and display for the duration of the market and during transportation to and from the market:
 - 8°C or below for refrigerated food on display.
 - 4°C for soft cheeses
 - 63°C or above for hot food on display.
 - –18°C is recommended for frozen food, which must be labelled as such.
- ❖ All stallholders must provide their own hand washing and utensil washing facilities if any unwrapped foods (including fruit and vegetables) are to be sold.
- ❖ All stalls are expected to have a professional appearance.
- ❖ A high standard of cleanliness must be maintained at all times.
- ❖ Stallholders must clearly display the name and address of their business on the stall. Where the business address is the same as the home address, Made in Stroud may be used as an address by arrangement to prevent burglary. (With the exception of limited companies, which must use their own registered office address.)
- ❖ All scales must be of an approved type and stamped as fit for use for trade.
- ❖ Current legislation should be applied to all labelling.
- ❖ Raw and cooked foods should always be kept apart so there is no risk of cross-contamination.
- ❖ Sensible steps should be taken to protect food from contamination.

Safety

- ❖ Electrical equipment and gas-fired appliances must be designed and constructed to a suitable standard and must be regularly checked and maintained by a competent person.
- ❖ Electrical appliances, cables and connections must be either protected from exposure to the elements or must comply with appropriate British Standards for use in wet conditions. Electrical cables must be protected from damage.
- ❖ Some type of shield between the public and cooking facilities must be erected. Stallholders engaged in cooking must have a fire blanket and appropriate type of fire extinguisher on hand.
- ❖ The area around the stall must be kept free from obstruction and tripping or slipping hazards.

We recommend traders familiarise themselves with the **Industry Guide to Good Hygiene Practice for Markets and Fairs**. (Copies available to loan from the Farmers Market Information Point)

Your Environmental Health and Trading Standards Departments will be happy to discuss any enquiries that you may have regarding environmental health and trading standards issues.

Free Advice Available

Weights and Measures, Labelling

Trading Standards Gloucestershire

(Heather Woodward) 01452 426201

Swindon Borough Council

(Alison Norman, Food Safety Officer).....01793 466737

Food Safety, Health and Safety

Contact your local authority Environmental Health Department

Stroud District Council (Phil Park)..... 01453 754477

Gloucester City Council 01452 396304

Cotswold District Council 01285 643643

Tewkesbury Borough Council 01684 295010

Cheltenham Borough Council 01242 262626

Forest of Dean District Council (Roger Garbett) 01594 810000

North Wiltshire District Council 01249 706111

Bath and North East Somerset 01225 477000

Herefordshire Council 01432 260000

Monmouthshire Council 01873 735422

Swindon Borough Council (Alison Norman)..... 01793 466737

Marketing, Training and Funding

Business Link Gloucestershire (Roger Smith) 01242 864147

Business Link Berkshire and Wiltshire 0845 600 4141

Hartpury College 01452 702125

Made in Stroud 01453 75806

Fresh-n-Local Stallholder's Application Form

This form is for the exclusive of market managers, Trading Standards and Environmental Health Officers and Independent Verification Officer.

Please make a copy for your own records.

Name of Markets which you wish to attend

Name of all Market(s) currently attended

Your Name

Business Name

<p>Business address</p> <p>.....</p> <p>.....</p> <p>Postcode</p> <p>Telephone</p> <p>Web site</p> <p>Email</p> <p>Fax No.....</p>

<p>Home address</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>Postcode</p> <p>Telephone</p> <p>Mobile</p>
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Acreage (if applicable) Holding No

Please tick the box that best describes your core business

- | | |
|--|---|
| <p><input type="checkbox"/> Fruit</p> <p><input type="checkbox"/> Vegetables</p> <p><input type="checkbox"/> Cheese and dairy produce</p> <p><input type="checkbox"/> Eggs</p> <p><input type="checkbox"/> Raw meat and meat products</p> <p><input type="checkbox"/> Bread/pastries/baked goods</p> | <p><input type="checkbox"/> Hot/cold food to take away</p> <p><input type="checkbox"/> Honey products</p> <p><input type="checkbox"/> Preserves</p> <p><input type="checkbox"/> Drinks</p> <p><input type="checkbox"/> Plants/flowers</p> <p><input type="checkbox"/> Other <i>please specify</i></p> |
|--|---|

Please list **all the products or produce you intend to sell** at Farmers Markets. You will only be permitted to sell produce listed below, and may be asked to remove any undeclared items. If you change your trade or develop new lines, you will need to fill out a new application form.

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Please circle the months in which you are able to sell your produce or products.

All Year Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

If you are making products from raw ingredients (i. e. cakes, bread or beers) you should include local ingredients. Local means within 30 miles or up to 50 miles if not available, of your premises. **Please give details of these.** Proof may be required.

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Will you yourself be attending the markets to sell your produce?
 Yes No

If no, please state who else will regularly be at the markets. To qualify to sell at a Farmers Market, produce must be sold by the producer, a family member or by a member of staff with a working knowledge of the production of goods on sale.

Name(s)

Position

Are you a member of any assurance or Certification scheme (e.g. Organic, LEAF, FABBAL etc)?
 Yes No

If you are, please include a copy of your certification document with this application.

- Applicant Statement** - Please tick to acknowledge
- I agree to sell only items that I have produced, grown or raised.
 - Only the persons named above will be present at my stall.
 - I understand that my details will be passed on to environmental health and trading standards officers.
 - I understand that trading standards and environmental health officers will communicate with the market organiser any issues which may affect my ability to attend the markets.
 - I agree to assist in any inspections required to verify the above statement.
 - I have read and understood the rules and safe food policy for Gloucestershire. Farmers Markets.
 - I agree to abide by the above and by any local market rules.

Signed Date

Thank you

Any stallholder who falsifies information on this form or fails to keep to the agreed conditions will be suspended from trading.

- Enclosures:**
- A copy of your public and produce liability insurance
 - Copy of your current product labels to be passed to Trading Standards
 - Copy of your Basic Food Hygiene Certificate
 - Evidence of Registration as a Food Business with your local authority
 - Copies of certificates for assurance schemes (e.g. Organic, FABBAL etc)
 - Cheque for £50
 - Copy of electrical safety certificate for any appliances to be used at the market.

Please return this form, the enclosures listed, and a cheque for £50 made payable to "Made in Stroud" to:
Made in Stroud
16 Kendrick Street
Stroud
Glos GL5 1AA
Tel 01453 758060
info@madeinstroud.org