

# VICTORIAN FARMERS' MARKET ASSOCIATION

## DRAFT CHARTER

STATEWIDE MEETINGS  
FEEDBACK AND RECOMMENDATIONS

PREPARED BY:

THE REGIONAL DEVELOPMENT COMPANY



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## Background

At the 2<sup>nd</sup> National Farmers' Market Association Conference held in August last year, The Regional Development Company conducted a workshop on the future of the Association, and the following strategies emerged:

- To develop a credible professional association with a membership base comprised of Farmers' Market growers / producers
- To develop a national alliance operating on a not-for-profit basis facilitating networks as an avenue for communication
- To ensure branding of Farmers' Market to give integrity, authenticity and sustain profitability for producers *and*
- To define the Farmers' Market brand and develop an inclusive list of criteria that will support the ethics and philosophy of the Farmers' Market movement

The Conference workshop participants also suggested a high degree of communication and involvement with existing markets, organisers, stallholders, growers/producers in the development/endorsement of these future directions.

### Victorian Farmers' Market Association

Acting upon the feedback provided at the AFMA Conference, a group of Victorian Farmers' Market managers and stallholders formed the Victorian Farmers' Market Association, which is an incorporated association with an interim committee.

In order to formalise the VFMA and potentially develop membership the interim committee recognised that they require feedback from Victorian Farmers' Market stallholders and managers to gauge what they want from their Association.

With the help from the Department of Primary Industries, the interim committee engaged the Regional Development Company to design and facilitate a series of meetings in Beechworth, Ballarat and Warragul to obtain feedback on a draft charter and VFMA membership structure.

The Interim Committee devised the Draft Charter to stimulate discussion and input from Farmers' Market stallholders, managers and potential members. This Draft Charter and its development follow the recommendations made at the National Conference

This report has been provided as the basis for the Interim Committee to determine the final charter and membership. Recommendations of the wordings for the final charter are included, and the evidence for the changes (or lack of changes) to the draft charter is outlined.



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This report contains information on the attendance at the meetings; feedback on the draft charter; and recommendations for the final charter, definition and membership.

Following circulation of this report, the VFMA interim committee will hold an AGM. The agenda at that AGM will be the adoption of the recommendations and election of the committee of management, who will be responsible for developing VFMA membership structure and benefits.



## Statewide Meetings

Over 100 farmers, stall holders and market managers participated in the meetings conducted for the VFMA:

Beechworth:	14 attendees
Ballarat:	45 attendees
Warragul	50 attendees

Participants represented about 24 different markets. This accounts for almost 70 percent of all Victorian Farmers' Markets.

Each meeting was given background to the development and purpose of the VFMA and was guided through a series of exercises to test the definition of a Farmers' Market; the principles of the Draft Charter; and indicate preferences on the potential benefits of membership and willingness to pay a per annum fee.<sup>1</sup>

The meetings were conducted in such a way that both qualitative and quantitative data could be reported back to the Interim Committee and used as evidence to support the recommended changes to the draft charter.

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<sup>1</sup> A copy of the PowerPoint presentation used for the meetings is attached (Appendix 2)



## Draft Charter Feedback

This section summarises the participants' agreement / disagreement and modifying comments made for each element of the Draft Charter.<sup>2</sup>

Using this information, some rewording has been required.

The following table documents the overall feedback received from the participants for the definition of a Farmers' Market and all elements of the draft charter.

Participants were asked to rank their responses to the Draft Charter wording on a five-point scale:

Highly Agree: HA  
 Mildly Agree: MA  
 Neutral: N  
 Mildly Disagree: MD  
 Wildly Disagree: WD

Heading	HA	MA	N	MD	WD
1. Definition	46	39	0	6	2
2. Community Ownership	47	29	11	4	2
3. Produce for Sale	45	31	7	8	2
4. Authenticity 4.1 Operations of Farmers' Markets	59	24	1	2	2
4. Authenticity 4.2 Criteria of Sales at a Farmers' Market	32	27	5	11	5
5. Geographical Boundaries	35	28	12	11	10
6. Vendor Mix	32	41	8	7	2
7. Produce Quality	86	6	1	0	0
8. Pricing	50	29	1	3	9
9. Labelling	81	9	1	0	0
10. Policy and Information	83	7	1	0	0
11. Regulation	85	2	2	1	0
12. Insurance	75	13	1	1	0

It should be noted that there were very high levels of agreement for the Draft Charter overall.

<sup>2</sup> All comments are attached as Appendix 1 – Collated Raw Data



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Three elements received 100% positive feedback (highly agree, mildly agree and neutral). These elements of the Draft Charter were:

7. Produce Quality
9. Labelling
10. Policy and Information

Those elements receiving over 95% positive feedback were:

- 4.1. Operation of Farmers' Markets (95%)
11. Regulation (99%)
12. Insurance (99%)

For the following elements 90-95% positive feedback was obtained:

1. Definition (92%)
2. Community Ownership (94%)
6. Vendor Mix (90%)

The four more controversial elements are listed below, however it should be noted that even the most controversial element (Geographical Boundaries) received only 21% of mildly disagree to wildly disagree responses.

3. Produce for sale (89%)
- 4.2. Criteria for Sales at a Farmers' Market (80%)
5. Geographical Boundaries (79%)
8. Pricing (87%)

For most elements of the Draft Charter a significant number of modifying comments were received, and have been incorporated into the recommendations where appropriate.

The next pages detail the feedback for all 12 criteria of the Draft Charter and show:

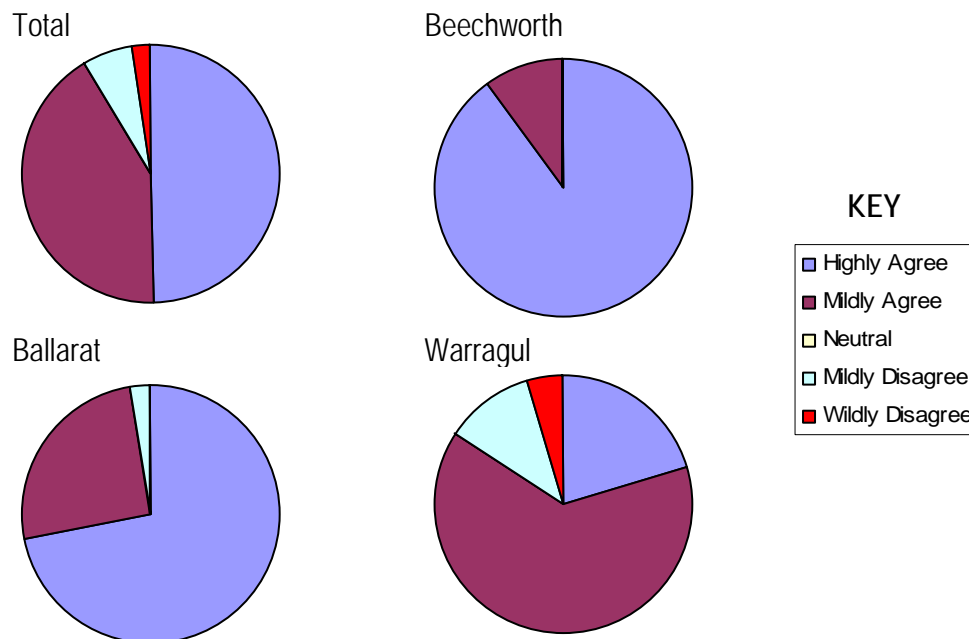
- Original wording
- Feedback on original wording by location, and total
- Summary of comments
- Response to the comments
- Recommended wording



## 1. Definition

*An authentic Farmers' Market is a predominantly fresh food market that operates regularly within a community, at a focal public location that provides a suitable environment for farmers and food producers to sell farm-origin and associated value-added processed food products directly to customers.*

### Feedback



### Comments

- 92% of participants agreed or were neutral for the original wording
- There was very strong support at all meetings that “no resellers” should be allowed and that people who simply repackage products are excluded
- Similarly there was very strong support that the producer should be the seller (covered in “authenticity”)
- Concern was expressed about the need to define “value adding”. Processed was seen as the same as value added
- It was suggested the definition of “value added” could pay heed to the amount of labour / time required to value add or process the product. This could then cover the producers / bakers / makers of the products like bread, cheese, baked goods and jams
- The issue of local product was raised by several people, and whilst covered in “geographical boundaries”, there was support for restating “local” in the definition



- Those who disagreed with the definition commented about:
  - The need for tighter wording to ensure that there are no resellers and a definition of value adding
  - The need to include non-food term produce within the definition
  - That markets need to be able to set their own rules about which vendors are appropriate (and this was countered at another meeting with the comment that the definition *is* broad enough to allow individual markets to still make their own decisions)
  - That the words 'public', 'focal', 'processed' and 'within a community' don't need to be in the definition

### Response to comments

As a result of the comments received, the following changes have been made:

- "local" has been added after predominantly
- "and produce" included to cover non-food farm items
- "within a community" has been deleted
- "their farm origin product and their associated value added primary products" has been added to give a stronger sense that the produce is being sold by the producer (see Authenticity: Criteria of Sales)
- it should be noted that value added products like bread, cheese and jams are included in this definition. The "producer" is the baker / maker who has value added through labour and transforming the primary product

### Recommended wording (additions underlined)

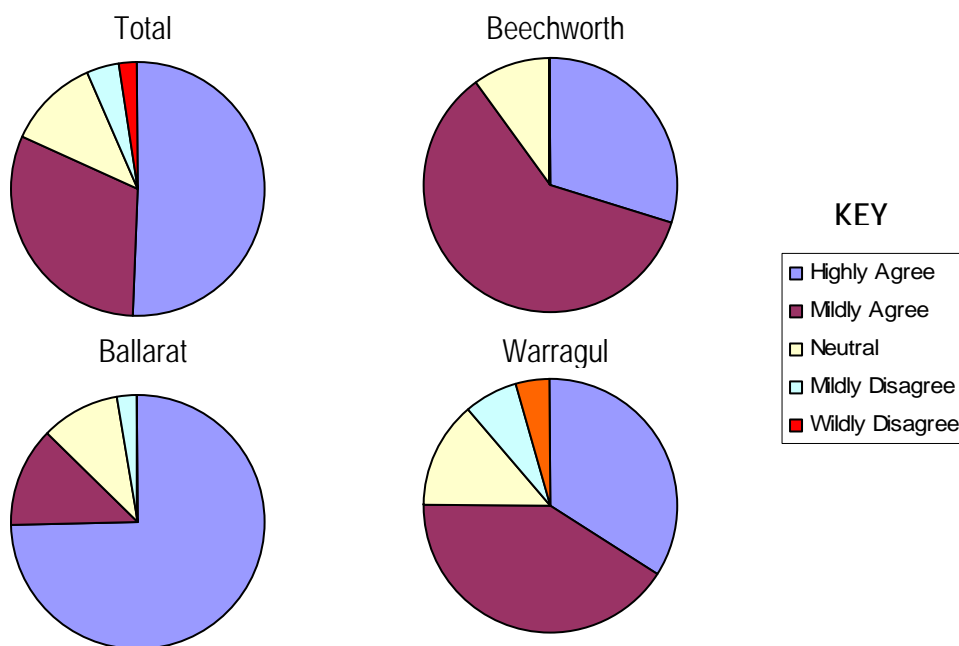
*An authentic Farmers' Market is a predominantly local fresh food and produce market that operates regularly at a public location which provides a suitable environment for farmers and food producers to sell their farm origin product and their associated value added primary products directly to customers.*



## 2. Community Ownership

*Farmers' Markets should be community based and run on not-for-profit principles. The recommended structure is a management group that represents the community stakeholders, farmers and other vendors.*

### Feedback



### Comments

- 94% of participants agreed or were neutral for the original wording
- There was some misunderstanding about “not for profit” with comments in two meetings suggesting that although Farmers’ Markets would be operated on a not for profit basis, they must operate in the black and therefore be profitable to be financially sustainable. (This misunderstanding might be addressed by a definition of not for profit – i.e. that any profits made in the operations of the markets will be channelled back into the market)
- The ideal of community ownership was seen as positive, but it was suggested that a well run “commercial” Farmers’ Market was better than no Farmers’ Market at all
- Another participant commented that being community based is great in principle, but the most effective Farmers’ Markets use and pay a market manager with experience and expertise.
- Transparency in the operations of the Farmers’ Market was most important and stallholders want to be kept informed
- The comments received from those who mildly or wildly disagreed were about the transparency of the market management, the need for feedback on finances received by



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market managers, and the nature of profitable commercially oriented markets (see earlier dot point about “not for profit”)

### Response to comments

As a result of the comments received, the following changes have been made:

- the insertion of “ideally” before community based to ensure that those markets which are commercially run are not excluded but still adhere to the Charter
- the deletion of “farmers and other vendors” replaced by “market managers, stallholders and community stakeholders”. This means that the management group represents all stallholders. It is up to this management group to properly and transparently inform their constituency about the markets operations

### Recommended wording (additions underlined)

*Farmers' Markets should ideally be community based and run on not for profit principles. The recommended structure is a management group that represents market managers, stallholders and community stakeholders.*



### 3. Produce for Sale

*Farmers' Markets should operate with the key objective of promoting local Victorian fresh food and its origins.*

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

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

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

#### Feedback



#### Comments

- 89% of participants agreed or were neutral for the original wording
- Comments where people disagreed either mildly or wildly included:
  - Murray River / border region producers felt excluded by the restriction to the local "Victorian" fresh food, so either suggested the addition of brackets after local eg (Victorian including Murray / border region) or deleting "Victorian" so that border region producers were included



- It was suggested that “fresh food and farmers products” could be more inclusive and allow for products like firewood, wool, emu oil and small livestock
- There were some comments about the restriction of crafts. One market manager allows cakes, soaps, crafts (like spun wool) if it's the primary producer that makes it and they have taken their own primary produce and value added. However, the exclusion of craft and bric a brac was strongly endorsed by the majority of attendees
- It was suggested that value added produce could be sold by a person who is not directly involved with growing the product, but has been responsible for the transformation of the primary item. This would cover breads, baked goods, jams etc
- Further comments on this topic added the importance of sourcing product as locally as possible
- “Potted herbs” was seen as too limiting, but that each market would need to define what plant material should be allowed

### Response to comments

As a result of the comments received, the following changes have been made:

- “Victorian” has been removed
- “and farmers produce” has been added to cover non-food primary products
- “and processed” has been removed. Value adding and processed are considered the same (see feedback on Definition)
- “potted herbs” has been replaced by “plants”

### Recommended wording (additions underlined)

*Farmers' Markets should operate with the key objective of promoting local fresh food and farmer's products and their origins.*

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

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

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

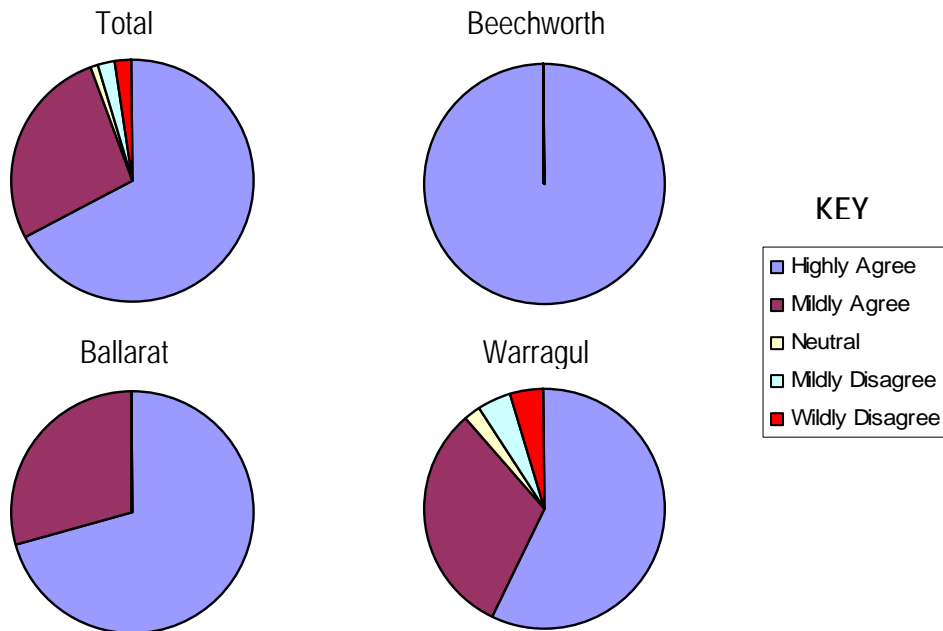


## 4. Authenticity

### 4.1 Operations of Farmers' Markets

*Farmers' Market management groups are expected to endorse and operate under the principles of an authentic Farmers' Market (as defined in the VFMA's Charter Guidelines)*

#### Feedback



#### Comments

- 95% of participants agreed or were neutral for the original wording
- Very few modifying comments were received
- It was suggested that there should be independent auditing to check that the Farmers' Markets were operating authentically

#### Response to comments

The following changes have been made:

- the addition of a new sentence *"As members of the VFMA, Farmers' Markets will be independently accredited."*



- the addition of “as members of the VFMA, they are independently accredited” was suggested implying that membership of the VFMA will only be given to those markets which meet the criteria

#### Recommended wording (additions underlined)

*Farmers' Market management groups are expected to endorse and operate under the principles of an authentic Farmers' Market (as defined in the VFMA's Charter Guidelines). As members of the VFMA, Farmers' Markets will be independently accredited.*

Note this addition is optional.

### 4. Authenticity

#### 4.2 Criteria of Sales at a Farmers' Market

*All produce must be sold by the person, family member or farm based employees who grew, reared, caught or made it. i.e. A principal producer or representative who is directly involved in the production process.*

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

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

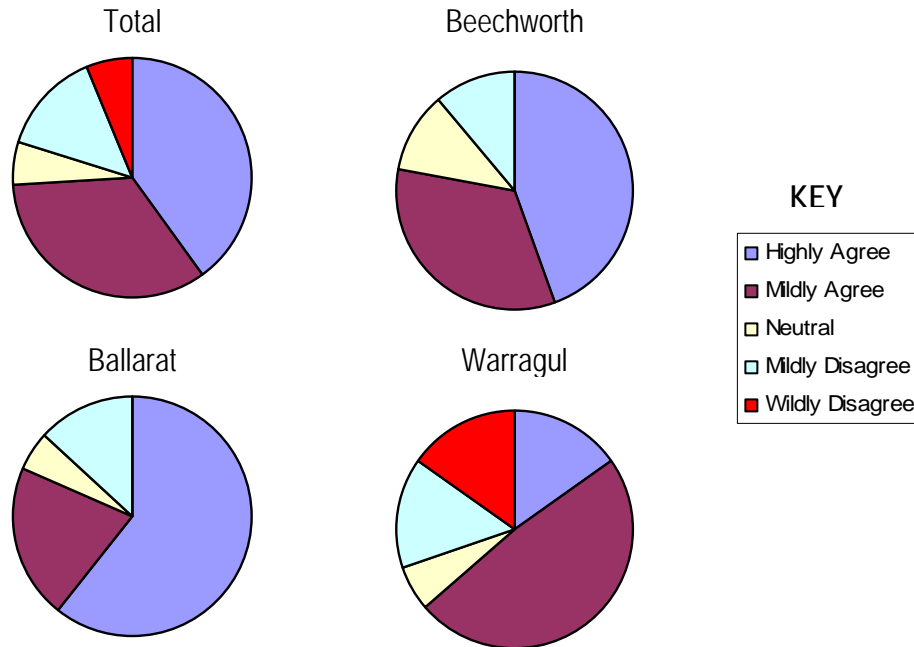
*The origins of the produce are to be clearly communicated, distinguishing the identity of farmer, farm, region, processor or food manufacturing business.*

*Co-operative regional, community association and charity stands are permitted, provided there is at least one designated, knowledgeable representative present at the market stand.*

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



## Feedback



## Comments

- 80% of participants agreed or were neutral for the original wording
- The central issue of debate at all meetings was that farmer's products are to be farmer grown and sold by the producers.

The discussion was that this could be too restrictive especially for producers who were busy in farm with production (cheese makers given as an example).

It was suggested that the real point is that the people who sell the product must have a thorough *personal* understanding of the products, its production, and the business, and that they should be able to answer all customer questions knowledgeably.

- Others strongly debated that all produce must be sold by the farmer / family / or people associated with the farm / product
- It was also strongly argued by several participants that the paragraph regarding cooperative regional, community and charity stands should be deleted, because it was unfair on smaller producers and hard to control the product source.
- It was pointed out that an inherent conflict exists between wording of the first sentence which defines who should sell the product, and the wording of the "cooperative regional community association and charity stands" paragraph



- It was also felt that this paragraph left open the option of consortiums and resellers and several comments were received about deleting this paragraph
- Other comments suggested that a “cluster” of regional producers working together to sell their products could help overcome barriers such as distance to market and the time commitment required

### Response to comments

As a result of the comments received, the following changes have been made:

- the first sentence has been reworded for better flow
- “directly involved” has been added to the first sentence
- the clause “i.e. a principal producer or representative involved in the production process” has been deleted but the intent kept (see second dot point)
- the paragraph specifically allowing for cooperative stands has been deleted as this was the majority view

### Recommended wording (additions underlined)

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

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

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

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

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



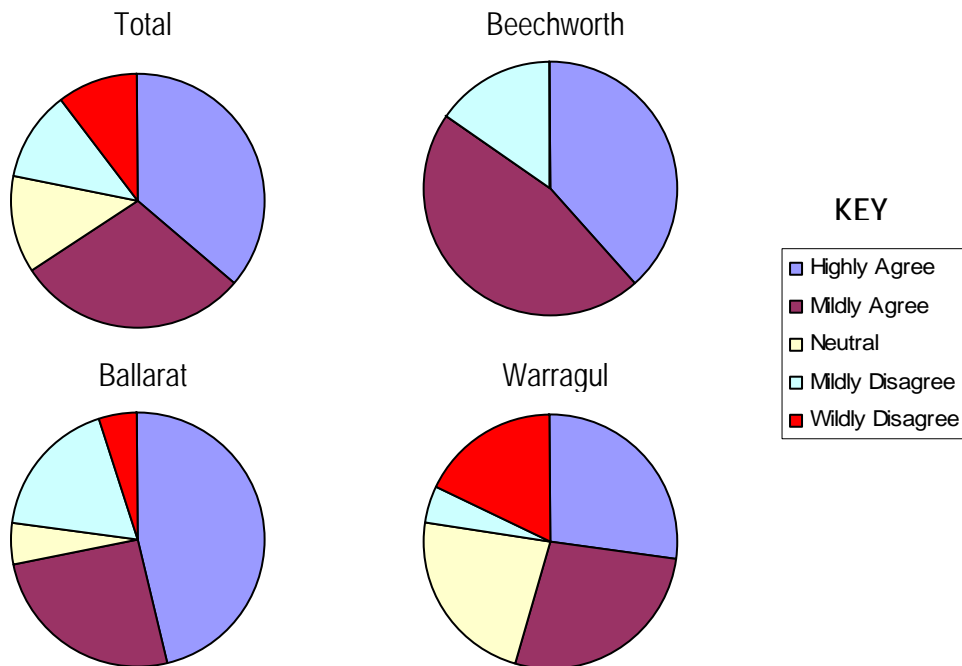
## 5. Geographical Boundaries

*Perimeters may be applied to facilitate vendor eligibility when markets are established in regional or rural areas. The applicable perimeters can be defined with reference to local government boundaries, geographic features, or existing food marketing and / or economic development organisations.*

*Value adders and producers who grow and manufacture products within their local area should be given priority.*

*Capital city markets can draw from multiple regions; however market managers must encourage vendors to participate in their regional Farmers' Market before participating in a city market to ensure the sustainability of Farmers' Markets in regional centres.*

### Feedback



### Comments

- 79% of participants were positive or neutral towards the original wording
- This criteria elicited the most number of “disagrees” of all sections of the Draft Charter
- Most commented on two aspects of the criteria
  - the perceived difference between criteria for city markets and regional markets



- the right of a stallholder to make commercial considerations about which markets to attend (stallholder viability was the primary driver) eg *"farmers should be able to travel as far as they like"* and *"it's a commercial decision about which markets we go to"*
- Another aspect to the debate was the diversity of products available at regional markets eg *"if farmers wish to travel to offer "far off" locations fresh produce, why not encourage this?"* and *"perimeters and boundaries shouldn't restrict growers of unique products from supplying Farmers' Markets"*

### Response to comments

- it should be restated that 79% of all attendees were "highly agree", "mildly agree" or "neutral" to the original wording, however, as a result of the comments received, the following changes have been made
- "at the discretion of individual markets" inserted at the commencement of the first paragraph
- "where markets are established in rural and regional areas" has been deleted so that there is consistency for both city and regional markets
- "capital city" has been deleted from the final paragraph – again to provide consistency across the state

### Recommended wording (additions underlined>

*At the discretion of individual markets, perimeters may be applied to facilitate vendor eligibility. The applicable perimeters can be defined with reference to local government boundaries, geographic features, or existing food marketing and / or economic development organisations.*

*Value adders and producers who grow and manufacture products within their local area should be given priority.*

*Markets can draw from multiple regions, however market managers must encourage vendors to participate in their regional Farmers' Market before participating in a city market to ensure the sustainability of Farmers' Markets in regional centres.*



## 6. Vendor Mix

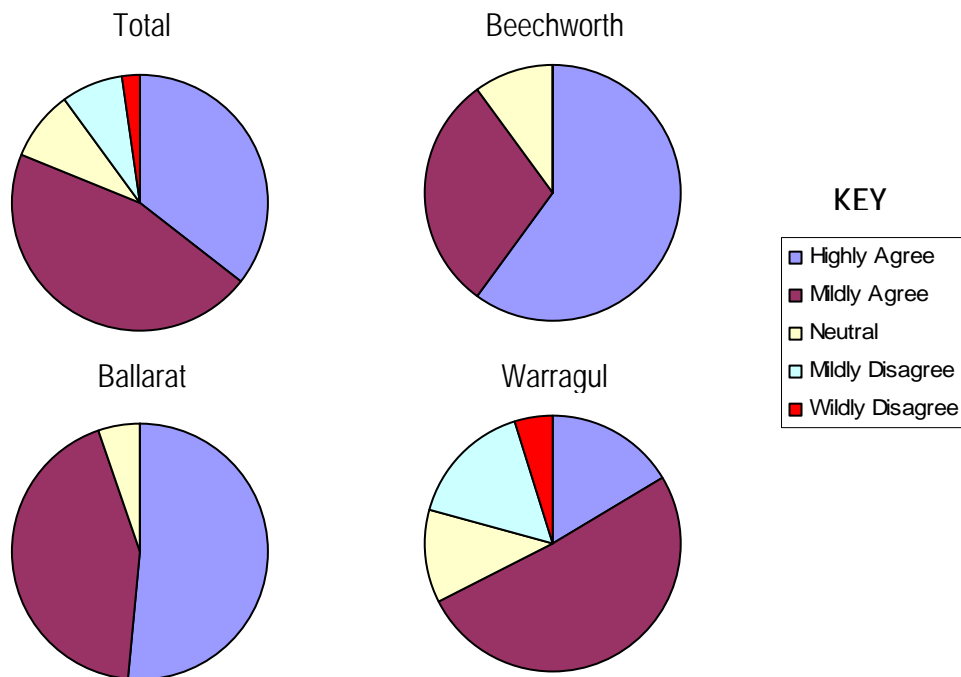
*VFMA promotes the predominance of fresh, local produce at a Farmers' Market.*

*Farmers' Markets should offer a broadly diverse and seasonal range of fresh produce and value added products. The specific vendor mix is the responsibility of the market management.*

*Regional Farmers' Markets must have no less than 75% of stallholders selling local produce.*

*Regional producers should have site priority at their local Farmers' Market.*

### Feedback



### Comments

- 90% of participants were positive or neutral towards the original wording
- Many comments referred to the 3<sup>rd</sup> paragraph setting a target of 75% of regional stallholders selling local produce

People asked:

- why 75%?
- how would it be reinforced?



- what is local?
- Loyalty to growers was seen as an issue, but this loyalty could also be a barrier to entry for growers who are local if the original growers are not
- Value adders growing and selling local produce appear not to be covered here
- "Site" priority may be too prescriptive for the market managers

### Response to comments

As a result of the comments received, the following changes have been made:

- "must have no less than 75%" is replaced by "should aim for more than 75%"
- "site" has been removed from the last sentence

### Recommended wording

*VFMA promotes the predominance of fresh, local produce at a Farmers' Market.*

*Farmers' Markets should offer a broadly diverse and seasonal range of fresh produce and value added products. The specific vendor mix is the responsibility of the market management.*

*Regional Farmers' Markets should aim for more than 75% of stallholders selling local produce.*

*Regional producers and value adders who grow and manufacture products within their local area should be given priority at their local Farmers' Market.*



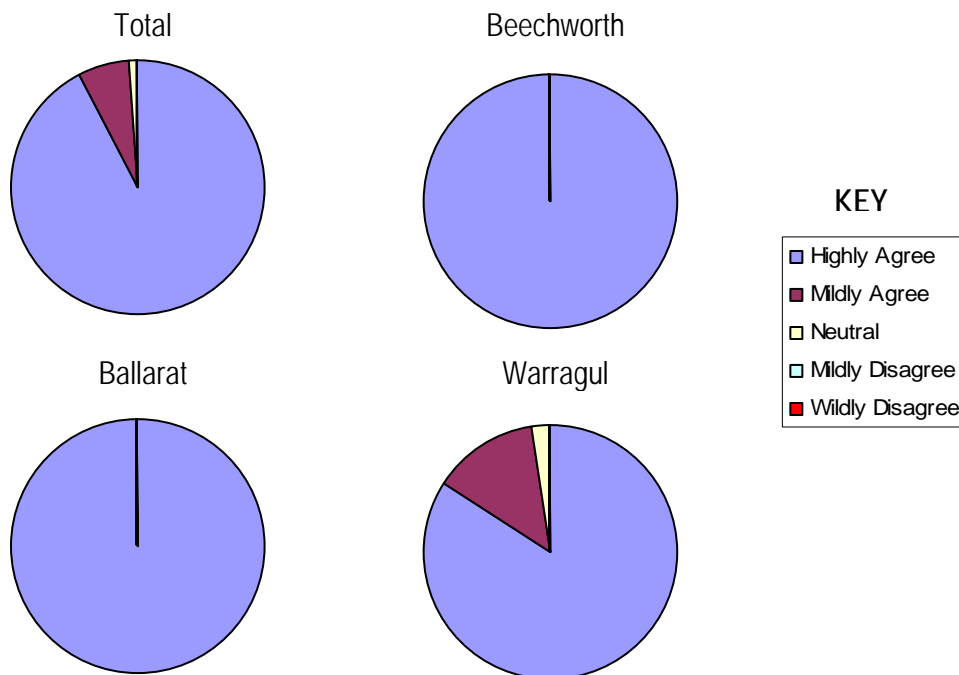
## 7. Produce Quality

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

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

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

### Feedback



### Comments

- 100% of participants were positive or neutral towards the original wording
- Two comments were received about defining "quality"
- One comment suggested that food cooked and not own-grown at markets should be market sourced
- There was reinforcement that *"absolutely must adhere to industry standards and local government standards."*



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## Response to comments

No changes have been made.

## Recommended wording (additions underlined>

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

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

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



## 8. Pricing

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

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

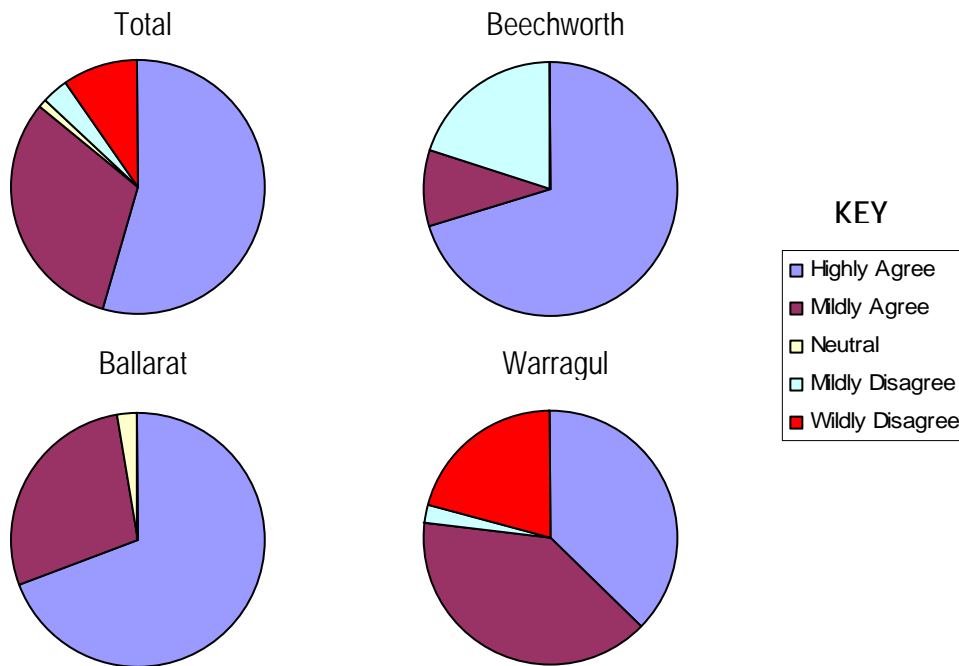
*Price structure to be established that achieve profitable trading outcomes for participant vendors.*

*All prices to be clearly marked.*

*All applicable prices are to include GST.*

*Stallholders should be encouraged to give discounts for concession card holders.*

### Feedback



### Comments

- 87% of participants were positive or neutral towards the original wording



- Concern expressed about stallholders needing to check for concession cards – this was a recurrent theme
- Having a policy regarding pricing was considered by one as *“verging on the illegal... pricing is not the responsibility of the market”* and many said that pricing should be at the discretion of the vendor
- There was general endorsement that prices need to be clear to the consumer and it is about credibility and transparency
- However one participant stated *“we don't like pricing on products, we want customers to come and talk to us; then we tell them the price, and tell them how the product is made...”*
- Many mentioned GST is only applicable on some products, and for some vendors
- One woman explained that she feels that establishing a fair market driven price should be between wholesale and retail price so that it's a win for both producer and customer. She added that it must be *“a price that you can make a living from”*

### Response to comments

As a result of the comments received, the following changes have been made:

- the last two paragraphs to be deleted
- 4<sup>th</sup> paragraph to be reworded *“The total product price is to be clearly marked, which includes GST where applicable”*

### Recommended wording (additions underlined)

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

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

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

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



## 9. Labelling

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

*Quality levels to be clearly designated (eg. If apples are seconds they should be clearly labelled as such).*

*Organic produce sellers to display proof of certification.*

### Feedback



### Comments

- 100% of participants were positive or neutral towards the original wording
- Comments were received about organic status of products with several suggesting that only those who are certified organic should use the word, and that proof of certification should be displayed
- The dumping of poor quality products into the market was raised as a concern, with one person citing that the example given in the second paragraph may give rise to dumping. Another participant said that their market encourages them to bring "not quite right" produce because their customer survey said people want a bargain and don't mind the blemishes. However, they are specifically labelled as being not quite right



## Response to comments

As a result of the comments received, the following changes have been made:

- example taken out of 2<sup>nd</sup> paragraph
- additional wording to better define those who can call their product “organic”, including the proof of certification

### Recommended wording (additions underlined)

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

*Quality levels to be clearly designated.*

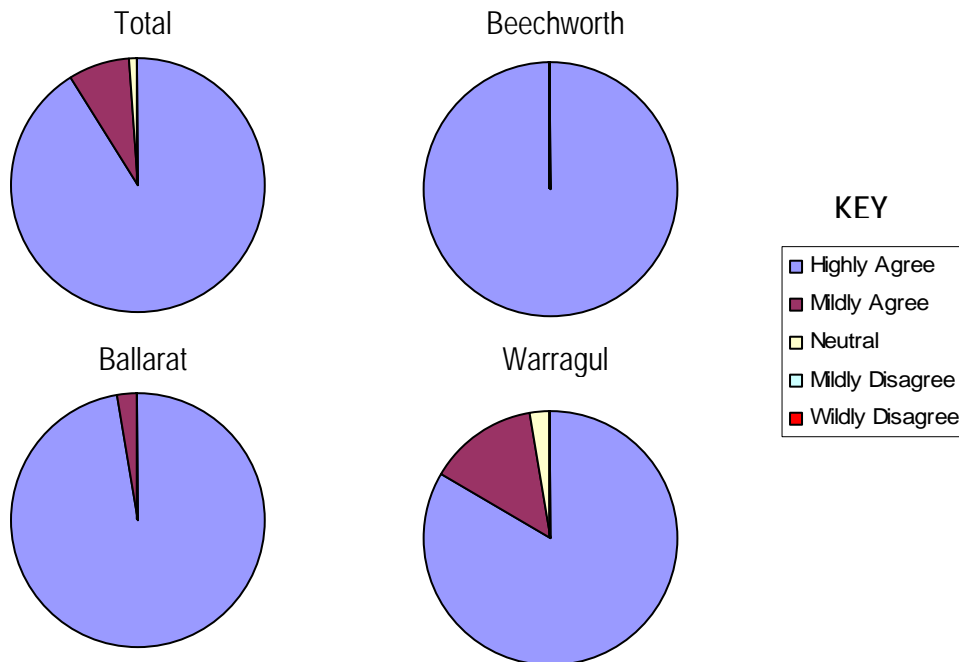
*Only certified organic produce should be labelled organic. Sellers who claim organic status should display proof of certification.*



## 10. Policy and Information

*Farmers' Market operators are to establish operational procedures and make them publicly available.*

### Feedback



### Comments

- 100% of participants were positive or neutral towards the original wording
- One query arose as to whether the overall state charter would make individual markets charters defunct

### Response to comments

- as a result of the comments received, no changes have been made, however, the operational procedures in each market should not conflict with the VFMA charter. It is recommended the operational procedures of each market should be checked to ensure consistency with the VFMA charter before the market is allowed membership status.

### Recommended wording (additions underlined>)

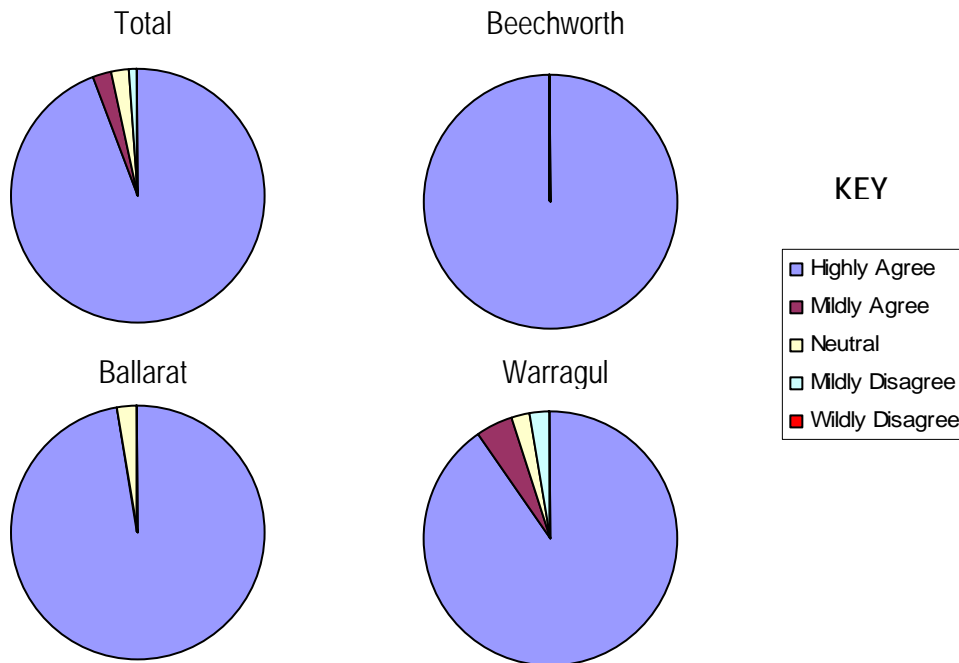
*Farmers' Market operators are to establish operational procedures and make them publicly available.*



## 11. Regulation

*Farmers' Markets are to operate in accordance with prevailing community and government regulations including food, health and safety, weights and measures, public and product liability, and applicable local government requirements.*

### Feedback



### Comments

- 99% of participants were positive or neutral towards the original wording
- It was suggested that OHS was missing from this criteria and should be specifically stated in this policy
- Comments were received about who checks that regulations are adhered to; who is responsible for monitoring; and *"if we get too regulated, we are no different to... the big retailers"*
- A number of people talked about paying regulatory / license fees for each different market / Shire
- Many participants felt that the role of the VFMA could be to lobby to have a statewide regulation / agreement for Farmers' Markets and reduce the Council paperwork burden



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## Response to comments

As a result of the comments received, no changes have been made. However:

- OHS should also be specifically included in each markets operational procedures
- it is recommended that the VFMA should lobby to develop a state standard or agreement whereby regulatory licensing fees do not have to be paid in each different location

## Recommended wording (additions underlined>

*Farmers' Markets are to operate in accordance with prevailing community and government regulations including food, health and safety, weights and measures, public and product liability, and applicable local government requirements.*

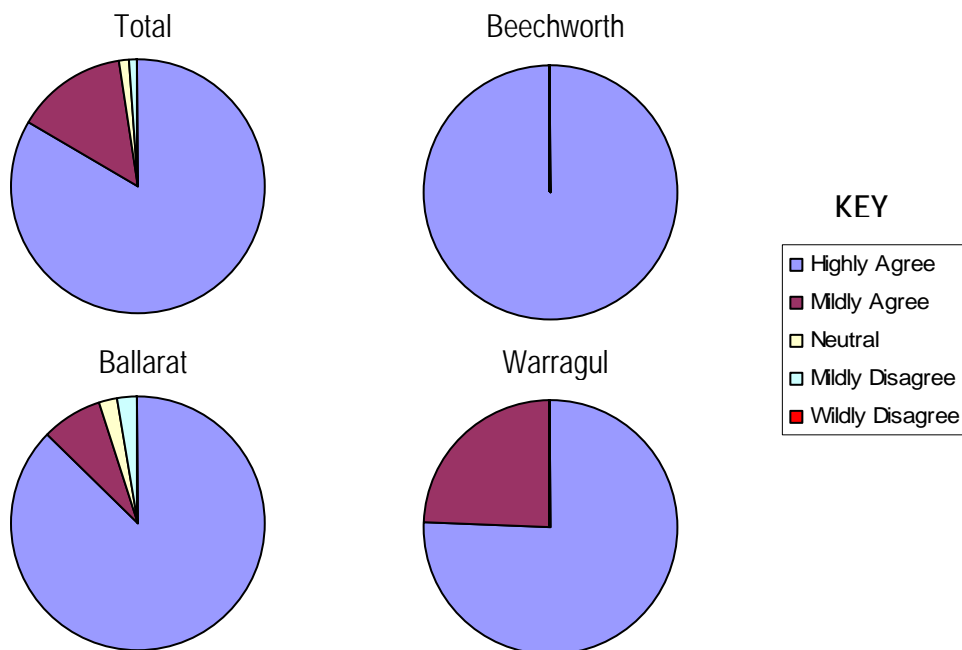


## 12. Insurance

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

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

### Feedback



### Comments

- 99% of participants were positive or neutral towards the original wording
- It was suggested that market managers should not have the responsibility to chase up producers
- It was also suggested that the first paragraph covers the issue and that not all markets have managers
- One person mentioned that small starting out producers may not be able to afford insurance. This was countered by others saying that they can't afford not to have insurance
- It was suggested that the market itself can take out insurance to help small producers, and that the VFMA can share learnings about insurance (eg some normal insurance can be extended without additional cost to cover attendance at Farmers' Markets)



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## Response to comments

As a result of the comments received, no changes have been made.

- market management (either the organising committee or the market manager) may be legally responsible for checking insurances or covering stallholders. This should be checked with a legal advisor
- until the position is clarified it is recommended that the second paragraph of this criteria remains in the Draft Charter

## Recommended wording

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

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



## Membership

Membership was discussed at each meeting using the proposed membership information.

### Criteria of Membership

- Member can be someone either currently managing a Farmers' Market or a stallholder selling at a Farmers' Market
- Each member is represented by one (1) vote only, regardless how many markets they manage or sell at
- Standard proxy rules apply

### If I am a member of VFMA, what am I entitled to?

1. Representation / vote
2. Access to VFMA collective promotion
3. Inclusion on VFMA website
4. Use of VFMA brand to endorse my product / market
5. Advice / support from VFMA

### If I am a member of VFMA, what am I responsible to do?

1. Vote
2. Comply with the adopted VFMA Charter

### What am I prepared to pay to become a member?

1. Market
2. Stallholder

The general consensus was that the membership offer and benefits needs to be more fully described. It was clear that this could not be decided as a result of the workshops.

However, notionally, the tolerance for individual stallholder membership appeared to be around \$125 - \$150 per annum per stallholder. This was determined by show of hands and was not seen to be a binding vote.

## Comments

### *Membership criteria*

- Maybe another membership criteria could be added: markets as a whole, and / or entire food group (eg Hume Murray Food Bowl)
- Also suggested was a "Friends Of" category for those who wish to support the philosophy of Farmers' Markets



- It was suggested that one membership fee could cover one stall, but that there be 2 votes per stall so that husband and wife could each vote. This is a VFF initiative to ensure women are better represented
- Another model suggested was that each market has 2 votes – one from the manager, and one from the stallholder / management committee
- What happens if a market manager represents three markets? It was suggested that the markets might each nominate that person as their proxy
- Membership should only be made up of markets that meet its objectives
- The association objectives must include and be bound by the Charter principles

#### *Membership benefits*

- Several options were requested to outline what costs would lead to what benefits for membership
- *"Producers are already members of other food organisations. Need to see real benefits for them to spend more money on other organisations"*
- *"Have to offer tangible benefits"*
- It was suggested that membership of the VFMA might offer special priority / access to markets over producers that aren't members
- Lobbying and advocacy were also seen as benefits
- The level of support / service will be inevitably tied to the amount of money available for hiring external professionals or a paid Executive

#### *Membership fees*

- Need to reflect the level of service provided
- *"Whether membership of the VFMA will mean it's the only way for me to get into the market, it will influence my decision on how much I am willing to pay"*
- *"If I had an active association that lobbied to save me paying fees to every Shire then they're worth \$500 per annum to me"*
- *"Could membership fees be part of stallholder fees and operate like a levy – those who attended more markets contribute more?"*

#### **Response to comments**

- There needs to be a concentrated effort on more fully describing the tangible benefits of membership, the fees to be charged, who is a member (eg a market, a food group, a stallholder, friends)
- The costs of servicing members either through an Executive Officer, external professional assistance or volunteers needs to be ascertained and communicated to potential members



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## Conclusion and Recommendations

The key message is that there was positive response to the Charter overall, with the vast majority highly agreeing or mildly agreeing to all proposals.

Whilst the discussion was heavily weighted to the modifying comments, there are only a few criteria that need major reshaping (Geographic Boundaries was the key one).

There was a mixed reaction to membership which will need to be more clearly defined (i.e. the membership benefits, costs, how the money will be allocated etc). The tolerance for membership appeared to be around \$125-150 per annum per stallholder.

### Recommendations

- |                  |   |
|------------------|---|
| Recommendation 1 | The Draft Charter, as reworded following stakeholder consultation, is recommended for adoption (Appendix 1)   |
| Recommendation 2 | Membership criteria needs to be more fully defined for include membership benefits, membership criteria and proposed membership fee   |
| Recommendation 3 | Operational procedures of each market should be checked to ensure consistency with the VFMA Charter before the market is allowed membership status  |
| Recommendation 4 | The VFMA develop a position on standardising regulatory licensing / local government fees applying to Farmers' Market, and lobby / advocate state government to reduce unnecessary imposts on members |
| Recommendation 5 | Legal advice is sought to clarify responsibility of market managers (including committees) regarding checking insurance status of stallholders  |



# Appendices



## Appendix 1 – Recommended Draft Charter

The following Draft Charter is recommended. This includes all recommended rewording.

### 1. Definition

*An authentic Farmers' Market is a predominantly local fresh food and produce market that operates regularly at a public location which provides a suitable environment for farmers and food producers to sell their farm origin product and their associated value added primary products directly to customers.*

### 2. Community Ownership

*Farmers' Markets should ideally be community based and run on not for profit principles. The recommended structure is a management group that represents managers, stallholders and community stakeholders.*

### 3. Produce for Sale

*Farmers' Markets should operate with the key objective of promoting local fresh food and farmer's products and their origins.*

*Vendors at the market should sell primary produce (including small livestock); fresh food and value added and processed edible produce. See above re competition of own –grown and bought ingredients i.e. jam...*

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

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

### 4. Authenticity

#### 4.1 Operations of Farmers' Markets

*Farmers' Market management groups are expected to endorse and operate under the principles of an authentic Farmers' Market (as defined in the VFMA's Charter Guidelines). As members of the VFMA they will be independently accredited as a Farmers' Market.*



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## 4.2 Criteria of Sales at a Farmers' Market

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

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

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

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

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

## 5. Geographical Boundaries

*At the discretion of individual markets, perimeters may be applied to facilitate vendor eligibility. The applicable perimeters can be defined with reference to local government boundaries, geographic features, or existing food marketing and / or economic development organisations.*

*Value adders and producers who grow and manufacture products within their local area should be given priority.*

*Markets can draw from multiple regions, however market managers must encourage vendors to participate in their regional Farmers' Market before participating in a city market to ensure the sustainability of Farmers' Markets in regional centres.*

## 6. Vendor Mix

*VFMA promotes the predominance of fresh, local produce at a Farmers' Market.*

*Farmers' Markets should offer a broadly diverse and seasonal range of fresh produce and value added products. The specific vendor mix is the responsibility of the market management.*



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*Regional Farmers' Markets should aim for more than 75% of stallholders selling local produce.*

*Regional producers and value adders who grow and manufacture products within their local area should be given priority at their local Farmers' Market.*

## **7. Produce Quality**

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

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

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

## **8. Pricing**

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

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

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

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

## **9. Labelling**

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

*Quality levels to be clearly designated.*

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



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## 10. Policy and Information

*Farmers' Market operators are to establish operational procedures and make them publicly available.*

## 11. Regulation

*Farmers' Markets are to operate in accordance with prevailing community and government regulations including food, health and safety, weights and measures, public and product liability, and applicable local government requirements.*

## 12. Insurance

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

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

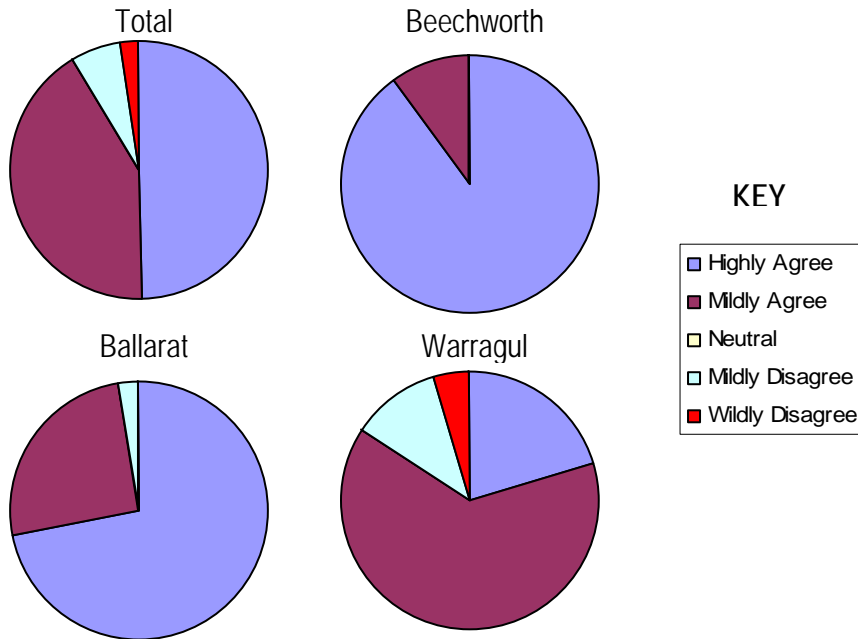


## Appendix 2 – Collated Raw Data

### VFMA Draft Charter Feedback Collated Raw Data

#### 1. Definition

An authentic Farmers' Market is a predominantly fresh food market that operates regularly within a community, at a focal public location that provides a suitable environment for farmers and food producers to sell farm-origin and associated value-added processed food products directly to customers.





## Comments

### *Beechworth*

- Does not stringently signify that the stallholder must be the "producer". Needs authenticity.
- Delete the statement "within a community" from the definition. Does not need to be there. (5)
- Potential to include something to with "hawkers" reselling products in statement.
- Value adding definition required. There must be a certain percentage of labour that goes into value adding the product for them to be able to participate at Farmers' Markets. Need to ensure people who simply repackage products are excluded.

### *Ballarat*

- Tighter wording – farmer direct to consumer
- No resellers (3)
- What about farmers who don't produce food? What is the definition of a farmer? Someone listed as a primary producer of getting an income from what the produce is on or from the land
- Tighter wording regarding resellers and value adder definition
- A suitable environment is a successful and happy operation whatever the rules
- Provides a suitable environment for farmers / "growers"
- Changes to definition – add locality circumference of produce, issue of baked goods relying on non-local residents
- The grower is selling the stuff, should be more specific
- Suitable and sustainable environment for farmers (i.e. financially sustainable)
- Circumference of 'food pool' may need to be in it. But what is local?
- If definition or criteria get too narrow, customers won't get the variety they needs and won't come, but if too broad you lose the essence of Farmers' Markets
- In Talbot they let a seafood seller in b/c of demand from customers. He buys straight from wholesale market. The local potato stall holder likes having him there, because then people come to him to buy potatoes to go with the fish –

- create a whole meal. "beneficial stallholder relationships" as Susan puts it
- But what if people bought fruit and veg from wholesalers?
- The issue is about whether someone over the road is growing it. Whether there is competition and they're putting a farmer out of business by going to a wholesale market (i.e. with fish example- that man isn't putting a local farmer out of the running for a stall in the market, because it's a product not grown locally)
- But customers want to go to a Farmers' Market because it's a chance to meet the grower of the food. They can buy from re-sellers anywhere else.
- Problem is when there is a situation where you're competing against your own product. Eg one organic producer was selling her own vegies and found that another organic veg retailer at the market was selling some of his own and some bought vegies from other organic growers such as her. She doesn't want to discourage that reseller from buying her products - that is bad for business, but it also puts her in a crazy situation where at a market she's competing against her own produce.
- Markets should be able to set their own rules about which vendors are appropriate
- Who would police markets? Gets out control
- Talbot FM – people who are rejected go to the trash and treasure (T&T) market which is held on the same day – the 2 markets complement each other. But the T&T market doesn't sell food, so doesn't get around the rejected food vendors issue
- Perhaps the issue is about whether you're looking out for the producers' best interests or the consumer's best interests when working out the definition
- This definition (on the screen) is broad enough to allow individual markets to make their own decisions
- A couple of markets have examples of throwing out people if they're not making the products themselves.
- Bread, chocolate, biscuit makers don't grow it all themselves and aren't fresh food, so the words "predominantly fresh food market" in definition probably covers that.



- It was suggested that a new market, Casey, has said all ingredients must be own-grown – this disallows bread
- Group seemed to agree with the scenario if there were 2 bread-makers wanting a stall, and one of those grew his/her own wheat then that person should get the space at the market.
- Cheese makers, have milking commitments as well as cheese, no time to go to market
- The farmer's interest should be put first
- But it's in the farmers' interests to have the customers coming along (JF- implying that the customer's interest is therefore the farmers' interest)
- One market offered to re-sell one woman's produce at the 'Farmers' Market' part of their market, for her, because they wanted her stuff and understood she didn't have time to come along to another market. She said no, because then it wasn't really a Farmers' Market.
- There were varying views on what customers want from a market – variety or authenticity. For example cheese. If there isn't a local cheese maker should the market try and find someone else to provide cheese (and give variety) or not (and keep to being a local products market?)
- Perhaps in Melbourne we need to encourage consumers to learn to source food from different places, not just get the whole variety that a supermarket provides from one Farmers' Market. Teach them that they won't get certain products here because it's not a local product. Maybe in country markets you have it broader. (Miranda) (Miranda later also said no re-sellers in city markets but Meggs then said she wouldn't want to see re-sellers in country markets either, others agreed)
- Susan says if definition is too broad then there's no thing that makes it an experience for the consumer
- Processed food and other value added primary products (2)
- I don't have the quantity, what if I grow herbal tea and need to buy some other people's tea? Group seemed to think that if it was to blend his teas with then that's ok, like needing some black tea to go into it, but if it was just re-selling then no.

### *Warragul*

- Include concept of "hand made"
- No resellers
- Primary producers – is the fact a farmer is registered with the ATO as a primary producer a consideration in application to attend a market
- What length does added value go?
- Value added to be defined
- Markets to be certified to be authentic
- Their farm origin
- Their farm origin and their associated...
- Delete the words public, focal and processed
- Define value added
- Proof of authenticity
- Lot of FM products aren't farm origin products or processed food like flowers
- Nothing about favouring local people in definition
- Need the word local in the definition, local product
- Where to draw the line with respect to farm origin and associated value-added processed food?
- Where is the associated value added point? Farm origin is simple, value added is very difficult to define
- "Authentic" – suggests to be authentic then there has to be standards, certified so high standard, regulated.
- 'Sell farm-origin' term suggests that re-sellers are allowed
- Don't like the word 'processed,' doesn't seem to associate with Farmers' Markets. Being in the industry I know what it means, but someone outside of the industry it suggests something we don't want associated with Farmers' Markets
- Add 'their' before 'farm origin' and 'their' associated value –added...
- Authentic FM – what is an authentic FM? Do we want the principles of what we think a FM is to be watered down when other markets who can't get enough product and want to re-sell at their markets?
- Value-added is difficult; olives need to be 'processed' to be palatable. But what about other products.... Hard to define
- What does 'predominantly' mean?
- Should labelling of products be included in definition?

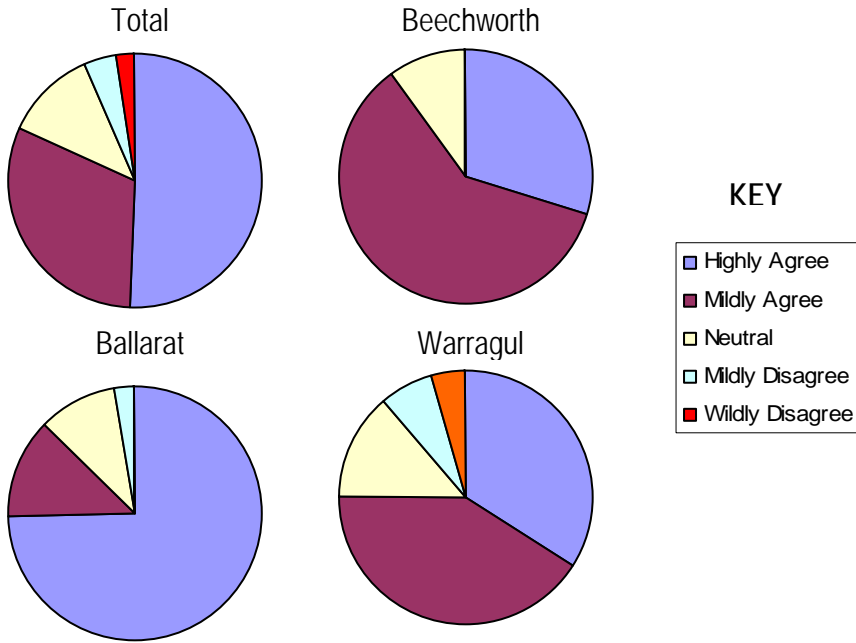


- If FM to be certified then it should be independently certified at arms length from the committee.
- Don't understand the difference b/w processed and value-added, and if we're going to use one term only, we should use value-added
- I process my milk, don't have problem with word 'process'
- May need quality criteria in definition
- I make pasta, so it's processed, I don't have a problem but I see that other people could see it as additives, etc – negative connotation
- I wonder why you need authentic in the definition
- The issue is becoming over-regulated and knocking out a lot of enthusiastic people
- Need some sort of quality criteria and need local produce to be obvious in definition
- Chilli producer who needs to add chillies from Qld because he can't grow many chillies here.
- Definition needs stronger wording about farm origin, so other people can't buy a lot of other vegies and sell it next to you at the market
- Don't need 'focal' or 'public' for the location
- We need to find what binds us together, not what separates us – need a definition that is inclusive not exclusive
- Value-added is difficult and you need to think about what the consumer wants. Eg variety of product, coffee, animal farm to entertain kids. Doesn't like it being growers from a small area.
- I feel as a value-added person that I'm going to be wiped out. I make jams, high quality, I am passionate about it, and I make sure it's local product.
- Remember for meat Primesafe dictates that you must add certain things (that mightn't be local
- Need some sort of certification for Farmers' Markets like I do for my organic products. Need 3rd party audits for Farmers' Markets too.
- Critical that there's no re-sellers for fresh food, perhaps for value-added it's slightly different.
- I think FM needs to be authentic, regulated and certified
- Authentic needs to be there
- I'm opposed to having backyarders at FM, should be like wholesalers where you're accountable (JF - food safety issues was implied)
- Farmers' Market managers need to be certified too. Anyone can become a manager.
- Not all management has farmers involved in the management and organisation of the market
- Again, farmers need to be involved in the management
- Farmer's market needs to be run as a good mix of stalls, so value adding is needed to make the market work. Definition is very difficult b/c there are a lot of grey areas (grey areas are fleshed out in charter as SB pointed out)
- There are 4 categories under which a stallholder can take a stall at the market:
  - Locally grown fresh produce sold by the grower (produce can including flowers, bulbs, trees, plants in pots, i.e. botanical)
  - Locally produced fresh produce sold by another stallholder who acknowledges the stock comes from elsewhere but within the local area
  - Produce manufactured locally from local produce. Value added. i.e. jams chutneys etc
  - Produce from original stock outside the area but made locally i.e. tea, coffee, chocolate



## 2. Community Ownership

Farmers' Markets should be community based and run on not-for-profit principles. The recommended structure is a management group that represents the community stakeholders, farmers and other vendors.





## Comments

### *Beechworth*

- Insert "ideally" – Farmers' Markets should ideally be community based.....
- "Community based" not as focused on profitability / sustainability of vendors
- It would be better to have a well run "commercial" Farmers' Market than no Farmers' Market at all
- Although not-for-profit it must operate in the black (and therefore be profitable) to be financially sustainable

### *Ballarat*

- Feedback loop on finances received by management
- Hard to get volunteers to run the market effectively – big ask. Combination good / great
- Would strike our people who coordinate markets as a business
- At the beginning it may be necessary for an "outsider" to handle the initiation of the market management
- Transparency - Where does the money go? What advertising happens, I want to be given a discount when it rains and is a wash out. Where is the sharing between the market organisers and the farmers? Farmers always take the loss. We don't get much back from our market organiser (NB this was all from one individual).

### *Warragul*

- Why must the market structure be "not-for-profit" as all stallholders hope to make a profit and management need to be paid fairly
- Necessary to readdress the city / country divide. The country is starting to lose already in the Farmers' Market movement
- There must be at least one member who have networks in the food industry
- One member who has management and communication skills
- Great in principal but the most successful markets also utilise and pay a market manager with experience and expertise in this area
- "Stallholders" instead of community stakeholders, farmers and other vendors
- The FM movement will grow and it will be profit driven and people who operate FM will see this grow. So we can't restrict it to a community group (area?). We're putting a bar or hurdle in our way. We're all entrepreneurs.
- 'community stakeholders... and other vendors' couldn't you say a group that represents the community and stallholders?
- If a market is too commercial it will end up being bought out by Coles one day.
- There's no protection from that issue (becoming too commercialised and being taken over).... A group approached us; they wanted milk labelled as Kartanji Park, (the lamb products). We think they want to slip in milk from NSW from a major distributor wanting to get into Vic FM markets.
- Not enough markets have committees, so vendors aren't able to influence the manager to get rid of consortiums



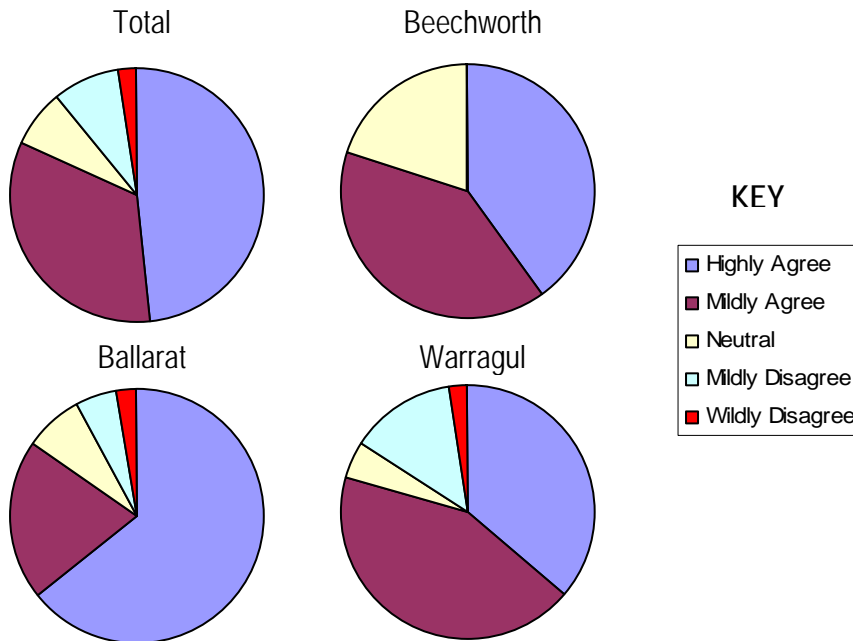
### 3. Produce for Sale

Farmers' Markets should operate with the key objective of promoting local Victorian fresh food and its origins.

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

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

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





## Comments

### *Beechworth*

- Livestock
- Border regions
- Change to "Farmers' Markets should operate with the key objective of promoting local (Victorian including Murray / Border Region) fresh food and its origins. "Riverlong"
- ? next to (including small livestock)
- Livestock – regulations, animal welfare etc
- Concerns re origin of ingredients – produce then called "farmers produce"
- I do not agree with selling small livestock. This could be ok but could easily get out of hand and not conform with RSPCA standards
- The American 80-20% rule was raised but little support given many producers need to source additional produce to make the final product and may consequently be excluded as a result.
- Concerns over having livestock for sale in cages- animal welfare issues
- We don't want to limit the number of people selling at Farmers' Markets. Competition should be encouraged so that consumer have a variety of wines for example to choose from. Growers competing for business will keep prices in check and the market will grow.

### *Ballarat*

- Key objective of promoting local Victorian fresh food and its origins. Could be more inclusive – i.e. promoting fresh food and produce and its origins – (would then include farmers who do not necessarily produce food
- Disagree with no craft is accepted at a Farmers' Market. We believe predominately fresh food but local producers of soap / oils / wool products etc are acceptable
- Concern over not allowing quality local hand crafts
- Vendors at market should be actual farmers or an employee
- Produce for sale in small towns (tourism) we can have good quality craft in an adjoining area. We in Stawell find people want this and tourists seem to like this. Can we be accredited for food and still have the craft separate? i.e. alpaca products

- What about legitimate farmers who don't produce food?
- Craft – if grown on the farm and made eg olive oil soap – hand made jumpers from own sheep
- Promoting local fresh food and its origins, region, local area – take out Victorian eg border towns
- Definition of a farmer should be a 'primary producer' not a 'food producer' so that products like firewood, wool, emu oil, livestock, are included
- 'a farmers' product' might be good wording
- Or 'predominantly made of (80%) farm product'
- Meggs only allows cakes, soaps, crafts (eg spun wool) in if it's a primary producer that makes it and they have taken their product and value added.

### *Warragul*

- Compost and livestock does not fit with my concept
- Promote regional fresh food
- Not small livestock and cut flowers or compost
- Produce regional fresh food
- Small livestock only farmers own value added
- "No craft" – we have a very popular soap lady and I would normally welcome anyone who was knitting / spinning local wool products. This keeps the customers interested
- How do you check that the person selling is responsible for the growing or even slightly involved in the farm?
- 2nd paragraph – unprocessed foods should be sold by person directly responsible for growing it. Value added produce could be sold by a person that has no direct involvement in growing the produce so long as there is a significant labour input by the value adder and there is no other person that grows and value adds that particular product
- Delete the words "Victorian"
- See SG farmer's market categories. Add "and" to "value added and processed". Change "potted herbs" to "plants"
- No livestock – as this becomes subject to animal welfare, transport rules and food safety. Livestock not allowed to carry chooks in same



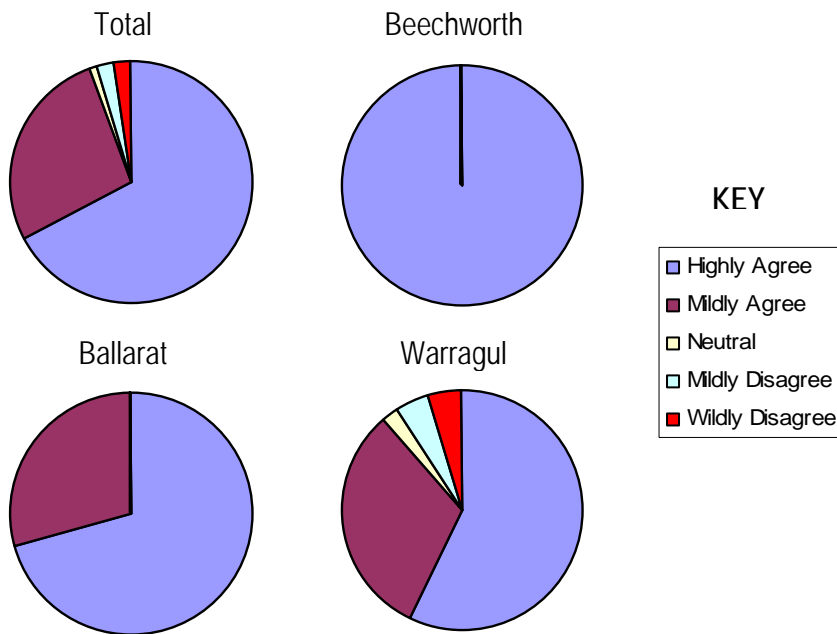
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- vehicle as eggs and do not want chooks to get stressed in crowds
  - Small livestock – animal welfare, caged animals, transport.... Lots of issues, livestock shouldn't be allowed. Get rid of it
  - Need 'and' included. Value-added and processed, or if the meanings of both terms are the same then get rid of one term
  - 'Herbs' should be 'potted plants.'
  - Not a fresh produce market if it has livestock
  - Definition of person in 2nd last line should be the same as the other definition.
  - Right out east at Metung market at this time of year we have hardly anything in terms of fresh produce. Having an extra vendor for the customers is necessary – soaps, chocolates. 'No craft' is too harsh, although I don't want bric a brac. Especially for smaller country markets you need some fillers.
  - Others said don't call it a FM if you want those sort of products there
  - Once you start letting some people in (with crafty type products), where do you draw the line?



## 4. Authenticity

### 4.1 Operations of Farmers' Markets

Farmers' Market management groups are expected to endorse and operate under the principles of an authentic Farmers' Market (as defined in the VFMA's Charter Guidelines)





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## Comments

### *Beechworth*

- None

### *Ballarat*

- Or else they cannot be called Farmers' Market

### *Warragul*

- Add .... "and that they are independently certified as doing so..."
- How can you ask people to endorse the charter when there's already disagreement about it?
- Independent certified auditing needs to be in this section (the stuff people were talking about in Session 1 about definition)
- Nothing is in charter to protect us from that, protect the integrity of FM
- Independent audit could be the answer



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## 4. Authenticity

### 4.2 Criteria of Sales at a Farmers' Market

All produce must be sold by the person, family member or farm based employees who grew, reared, caught or made it. i.e. A principal producer or representative who is directly involved in the production process.

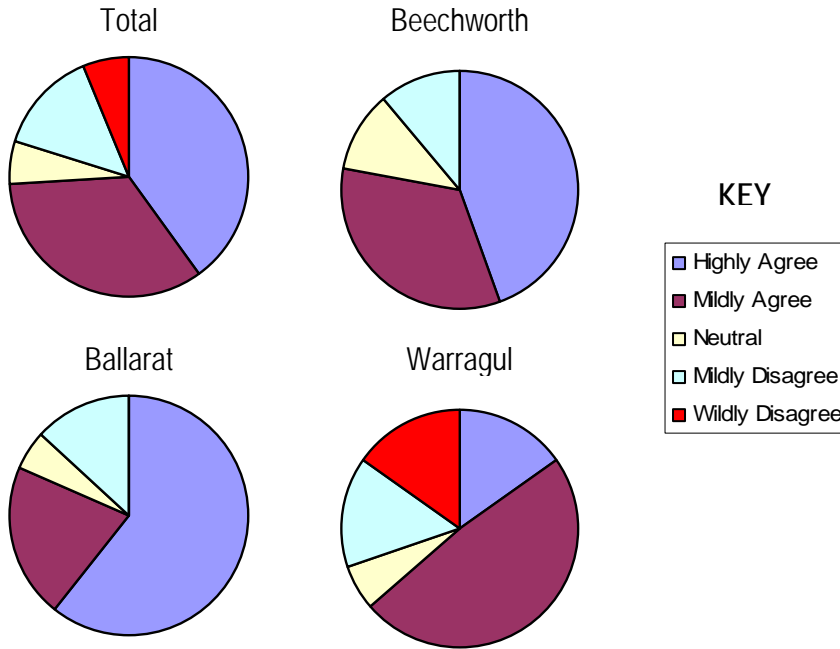
Resellers are not permitted to be vendors at a Farmers' Market.

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

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

Co-operative regional, community association and charity stands are permitted, provided there is at least one designated, knowledgeable representative present at the market stand.

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





## Comments

### *Beechworth*

- Clusters of producers? Would it be possible for a group of producers to work together and sell each others product on a rostered basis?
  - Barriers to entry – distance / time / commitment Saturdays / groups of “locals” may need to combine and work together
  - Next to sentence “A principal producer or representative who is directly involved in the production process” is the word “factory”
  - Average Price?
  - Next to last paragraph “Wagga market fair end of summer”
  - Last paragraph - “This arrangement is only permitted at the discretion of the manager (season) in exceptional circumstances...”
  - Central issue regarding “farmers” product – farmer grown and processed as sold by the producer
  - Need to ensure people claims about being organic are verified
- Not all farms are open to the public and may not want their location identified because they don't want people flocking to the farm
  - City markets – no resellers. Regional markets – discretion of management
  - Is far too restrictive and doesn't take into account the viability of a market created by consumer patronage
  - A working market with lots of customers is a success, then for farmers. I think more remote areas should be able to create their own charter to ensure success otherwise we will have no country markets at all
  - Cooperative regional paragraph, a bit ambiguous about who can represent. Shouldn't representative be a family member or farm based employee.
  - Viability of markets is dependent on a diverse range of produce (some of which needs to be resold i.e. cheese, bread, eggs)
  - Too loose a framework around supplementary produce
  - No supplementary under any circumstances at city Farmers' Markets
  - Concern about farm employee. A lot of producers can't afford an employee who works on farm but can afford to contract someone to sell at the FM. A dairy person said she uses contractors but these people still have some involvement with the farm.
  - What if you trained the contracted seller to at least be able to answer Qs about the farm and the production methods so they can tell the consumer anything they'd expect to be able to find out from a grower?
  - People should be able to co-operate and sell each others' stuff sometimes, to help each other out. There is a discrepancy in wording b/w parts of 4.2 up the top it says the family or employee on the farm, further down it says cooperation with others is ok.
  - Personal circumstance where exception is needed is ok; the charter isn't saying if you go to a wedding one Saturday you can't get someone in to cover for you.
  - Seemed to be agreement about point that re-sellers aren't permitted, just confusion about contracting sellers for your business and co-operating with other producers.

### *Ballarat*

- Farm based employees – many farmers can't afford them – then what?
- No supplementation
- Very limiting to farmers if only “farm-based employees” can be used to sell product at markets. We could do more markets if we could train someone new (but we can't afford to employ them on the farm!)
- People you use to sell product need to have a thorough understanding of the business and be able to answer customer questions. This is the point rather than whether they are a farm employee or not
- All produce must be sold by the person / family / farm-based employee or people associated with the farm..... not paid but supportive sick animals, tree planting, foot brimming etc
- Origins of the produce are to be clearly communicated.... How exactly communicated? Signage / conversation etc
- Disagree with 4.2 Sale by family member etc. Sometimes the seller may be trained to seel the product



- Citrus issue. Unusual situation so make an exception. Citrus is grown in Mildura and you can't expect them to come to Melbourne every weekend
- At one market we allowed fish b/c both stall holders and consumers want it/happy with it.
- Other people said you shouldn't have fish
- How to encourage small businesses to start up and get involved – last night at Beechworth it was called barriers to entry
- You can be a vendor as long as there's some labour component –according to one person. Someone else said no, because that would allow it to be a craft market. But the first person said she was trying to make the point that for someone who makes soap from locally produced oil, but isn't employed by the oil producer, we want them to be included because they are putting labour into the value-add, not just re-selling
- What about the people who make a breakfast bag, uses local products, but they don't grow it. Is it ok to be part of a FM and not be considered a re-seller if it's my labour and it's made with the right philosophy of local products? (Group seemed to think this was ok).
- You have to make the effort to be a vendor, one person said. You have to make the time and pay the petrol, you can't just say we're too busy and we're sending down a member of our consortium. Those professional consortiums out-compete locals.

#### *Warragul*

- Last paragraph needs to be defined more clearly. May need to be omitted completely due to it being too open for interpretation. Too subjective
- Concerned about the restriction to family members only
- What about family members who sell produce from their relatives at markets quite a distance from the farm but this then excludes the local farmer as the committee does not want 2 sellers of this product i.e. Local versus large
- Cooperative regional groups should only be accommodated if their products do not compete with actual growers at the market
- No charity stands
- No resellers
- No stands other than farmers produce
- "person" (3rd paragraph) must be consistent with paragraphs in 4.2
- Resellers are not permitted to be vendors at a Farmers' Market. Define a reseller as opposed to a person who takes the raw produce and value adds to it to bring to market with full knowledge of its origin and has created an authentic product
- Delete section "Cooperative, regional, community.... present at the market stand" Reason: not fair and equitable on small produced and hard to control product source
- Strongly disagree with the cooperative regional – the whole paragraph
- In exceptional circumstances..... delete the whole paragraph
- 5 paragraph – delete
- Cooperative, community association – what do they sell?
- I disagree with the charity stands being permitted because it leaves it open to wooden toys and other products that aren't in keeping with the FM
- One section of the wording leaves it open to a re-seller – consortium types
- More people agreeing tonight that sometimes there is a situation of competing against your own produce because of re-sellers (backing up Ballarat comments)
- Other people asked how this can happen – market managers blamed for not stopping them...

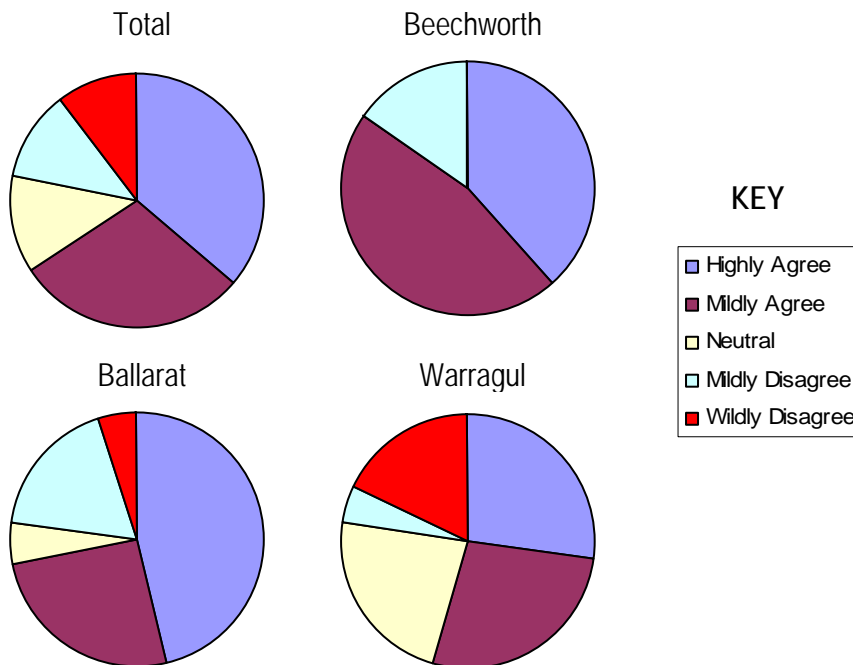


## 5. Geographical Boundaries

Perimeters may be applied to facilitate vendor eligibility when markets are established in regional or rural areas. The applicable perimeters can be defined with reference to local government boundaries, geographic features, or existing food marketing and / or economic development organisations.

Value adders who grow and manufacture products within their local area should be given priority.

Capital city markets can draw from multiple regions, however market managers must encourage vendors to participate in their regional Farmers' Market before participating in a city market to ensure the sustainability of Farmers' Markets in regional centres.





## Comments

### *Beechworth*

- Last paragraph "... however, market managers must be able to give evidence that they encourage vendors to participate..."
- City markets bit of a concern
- May need to vary with type of produce
- Why can't you be included into the local area as your produce may be better quality than what is there
- Commercial decision about which markets we go to
- Is there the possibility of being apart of one organisation e.g. HMFB that covers activities such as Farmers' Markets and pay levies there?

### *Ballarat*

- Border boundaries that preclude support for an issue i.e. citrus
- I think the city large area, country small area rule has become outdated as country markets are also tourism based and in environments that are sparse
- Restricts diversity of produce. If farmers want to 'travel' to offer 'far-off' communities fresh produce – why not encourage this?
- Community market managers should discuss why producers don't go to local markets – there is often a very valid reason. Not attending a local market does that preclude us from Melbourne markets?
- Location of market needs to be in the community and sustainable
- Farmers should be able to travel as far as they like
- Why so broad for city?
- Discretion of market to fill the 'gap'
- Should city markets be called 'Farmers' Markets'?
- Local is Victoria
- Wildly disagree with bit about city markets drawing from several regions. Either make less prescriptive or make it for city and country markets.

### *Warragul*

- There seems to be different criteria for city and regional markets – why?
- Geographical boundaries can limit the supply on produce. Draw the line at state boundaries
- Capital city markets must not have influence over markets attended – stallholder viability is singularly important
- Divided – some people think this is not appropriate
- What happens when a non-local producer is already at the market and a new local producer with the same product wants to come into the market? Local versus loyalty
- Strongly agree with second paragraph. Producers can't be omitted rather locals need to be given priority over non-locals
- Amend 2nd paragraph – Value adders and producers who grow and manufacture products...
- Market managers – responsibilities
- Market managers need more knowledge of products, need to do checks on vendors before allowing them into the markets – soil and food tests etc. Central register of vendors after they are checked be set up to allow other market managers to access it
- Market managers need to have procedures in place for complaints and how they handle them
- Market managers need to be able to identify the grower is a registered grower
- That managers should have stallholder representation for each market
- Farmers / stallholders authenticity confirmation
- Someone running a city market could tell a vendor that they aren't allowed to come to the city market, but that might not be the most profitable option for the vendor.
- You can't dictate to anyone running a business where they can go and conduct their business
- It's too hard to make rules about actual boundaries (1st sentence?), or to encourage people to participate in local markets (3rd sentence?). We only like the 2nd sentence.
- Commercial imperative is for urban areas.... So the country markets won't last long. (Didn't seem to be upset about it, just stating a fact).



- 
- South Gippsland is growing because it's become a part of community life, so it won't die out. It's more than just a market.
  - We've supported the Wangaratta market since it started and we've brought in other sellers from further away which has grown the market. It's up to market operators to allow more people in to then get more customers.
  - Perimeters and boundaries is a problem because our section (lamb) of the industry is very expensive to run. We've been excluded from markets. If we're precluded it doesn't help my business, it doesn't encourage others (other lamb producers) to come into FM and consumers don't get the chance to talk to lamb producers. It's about a 2 way relationship. We support our markets. (JF- Inferred he shouldn't be excluded from any FM because of geographic boundaries whilst he is committed to supplying this sort of market).
  - The first season at the market is hard, it's not fair if we stick in the hard yards then a more local person (closer to the market) wants to get into it, once the market is going better, and then can turf us out
  - I don't mind if it's grown anywhere in Australia, as long as it's a farmer that brings it to sell.
  - Still, you need to be careful of product dumping from people who live far away and have a glut.
  - Local Farmers' Markets are worried about losing us to city markets, but there will be others who are new and wanting to start and they should start like we did in the country markets
  - Why shouldn't I be allowed to sell the radish I grow in Gippsland at Wangaratta, if I want to drive up there and no-one can grow it up there?



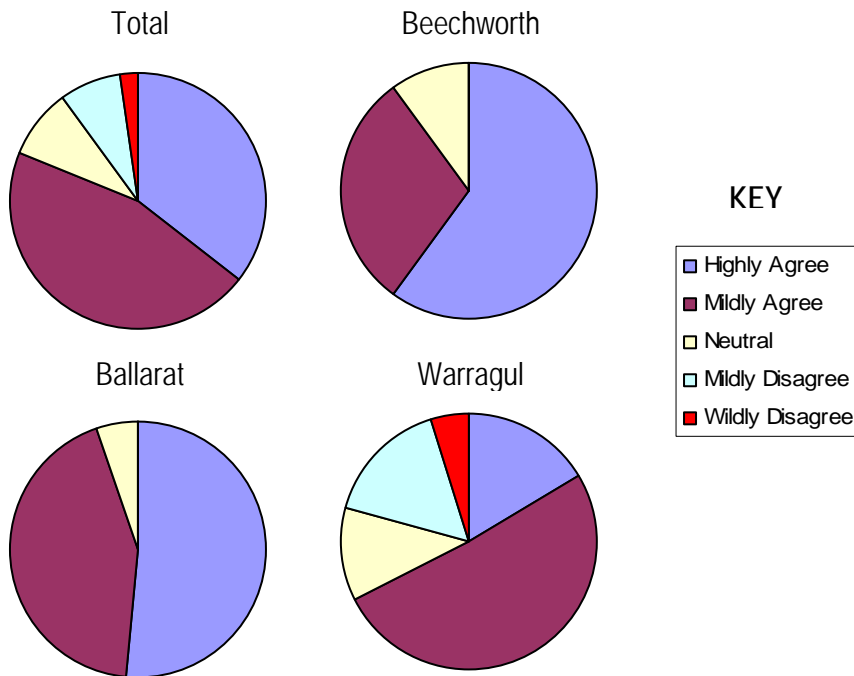
## 6. Vendor Mix

VFMA promotes the predominance of fresh, local produce at a Farmers' Market.

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

Regional Farmers' Markets must have no less than 75% of stallholders selling local produce.

Regional producers should have site priority at their local Farmers' Market.





## Comments

### *Beechworth*

- "Regional Farmers' Markets must have no less than 75 – (95%) (suggestion) of stallholders selling local produce"
- Last sentence – take out the word "site"
- Consumers want choice i.e. more than one (or 2) of each product

### *Ballarat*

- We have to take who we can with vendor mix. We cannot grow everything. They come from up on the Murray or on the coast etc
- If regional markets must be 75% local, what controls are there on city Farmers' Markets? Perhaps relies on definition of "local"
- Educate public on seasonal produce that's why we have Farmers' Markets
- Worded clearer eg regional 75% - don't know
- What is local?
- % to cut and dry
- What's the definition of local?
- Victoria?
- What about people on border regions?
- 2 market representatives said their markets wouldn't survive if 75% was meant to be local produce
- Issue is about competition. Perhaps a hierarchy is needed so if there are 2 apple-growers then you choose the closest one. But then what happens to an established business who supplies the FM for years then someone new starts growing a product that is located closer and then does the original vendor lose her business?
- Loyalty to growers is an issue – some people say you should be loyal to your original vendors. SB suggested that perhaps that doesn't go into the VFMA charter but is up to individual markets.
- Others said loyalty can shut out other producers and consumer variety might suffer. So then it was suggested that the market manager might have to encourage the original vegie grower vendor to

share the space or to increase their variety or otherwise new vegie vendors will be allowed in.

- And then it was mentioned what about the people who weren't ready to join a FM when it first started but 2 years later are in a position to be able to regularly come with a range of produce and want to join in. Why should the original vendors have a monopoly?
- The 2 lines at the bottom of part 6 are too prescriptive, they don't cover Melbourne markets and should be removed

### *Warragul*

- By insisting on a percentage of fresh produce you're limiting the amount of sales producers can make as the product is perishable and therefore customers will only buy so much fresh. You also need to provide them with not so perishable products – value added otherwise you're all fighting for the same dollars
- How would the 75% rule be enforceable?
- "No less than 75% of stallholders selling local produce" – does this mean everything incorporated in 1? Or just fresh produce?
- Caution should be displayed as market forces and freedom of choice must be permitted. 75% how arbitrary!!!
- Produced by genuine farmers
- "Local produce" is too restrictive
- Transfer 3rd paragraph into number 5. Note – we interpret "market management" as the stallholders committee
- What's the definition to distinguish b/w regional and city?
- Why should there be different rules for amount of local produce for different areas?
- Important to get the right mix of products, for the customers to be interested
- Maybe 'should have' instead of the word 'must'. Or just remove 'must'.
- Perhaps that should be the discretion of the market organiser

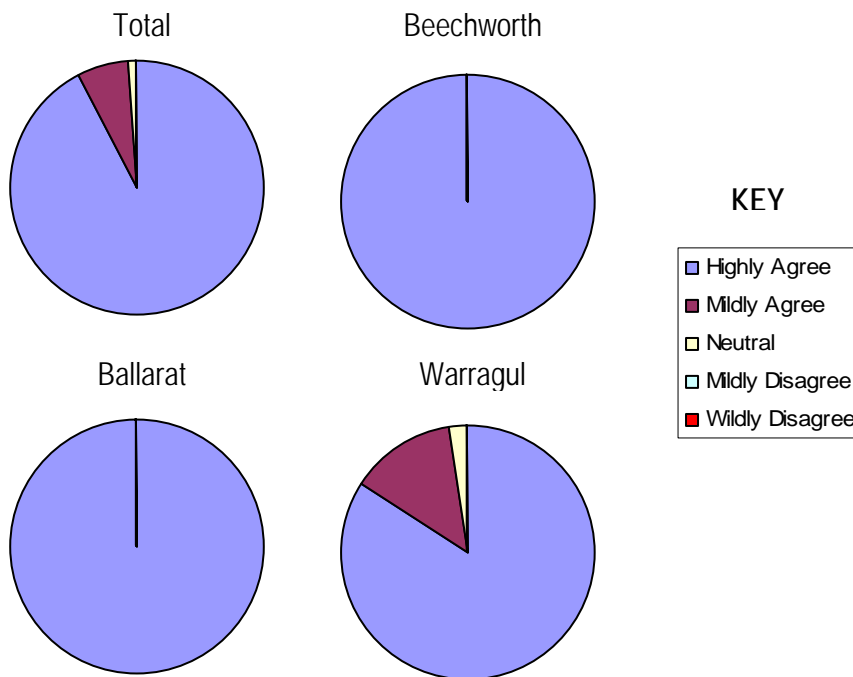


## 7. Produce Quality

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

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

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





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## Comments

### *Beechworth*

- None

### *Ballarat*

- Food cooked and not own-grown at city markets should be entirely market sourced
- Stallholders are committed to fresh, high quality, seasonal and regional produce or high standard

value added products. Could be more inclusive to add other primary producers

- Absolutely must adhere to industry standard and local government standards
- Quality definition is a bit 'bland' what more can be said about quality?

### *Warragul*

- Define quality!!!



## 8. Pricing

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

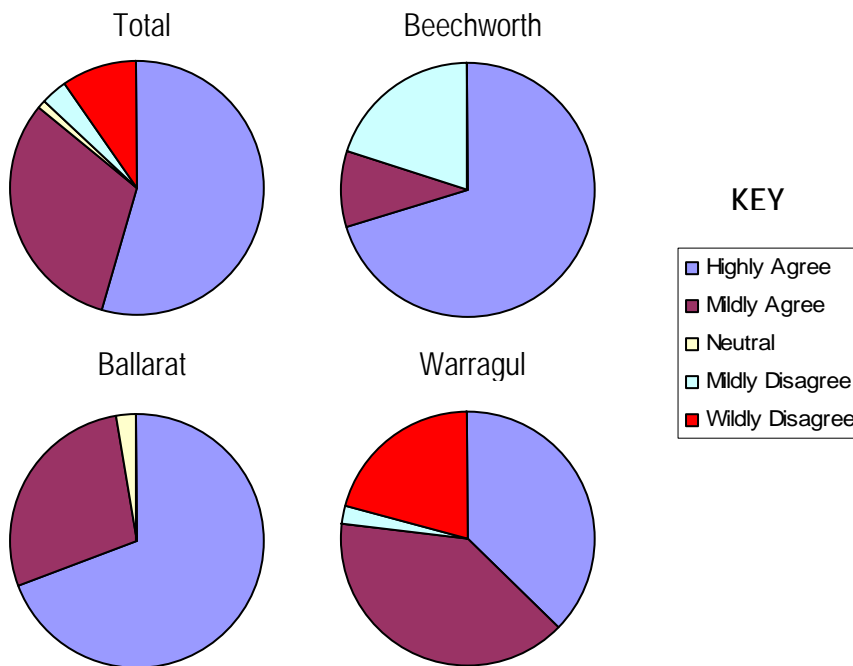
Vendors will offer all produce at fair, market driven prices that reflect the quality and / or speciality nature of the goods sold.

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

All prices to be clearly marked.

All applicable prices are to include GST.

Stallholders should be encouraged to give discounts for concession card holders.





## Comments

### *Beechworth*

- Final price
- At the stallholders discretion (2)
- Last paragraph – “concession cards” – concern that this would be required
- Truth in labelling for accreditation
- GST – where appropriate i.e. fresh food is exempt, so sentence should read “all prices are to be total prices (including GST where applicable)”

### *Ballarat*

- Producers to sell better than wholesale but slightly cheaper than retail. You have two winners. The producer and the purchaser.
- Why discounts for concession card holders? Food relief vouchers used at markets
- Concession card? Stallholders might end up being policeman and asking for cards for verification which is difficult in busy periods
- Fair market driven price, shouldn't be a rip-off or be charging a premium. One woman explained her philosophy was that it should be a price b/w wholesale and retail price, so a win for both consumer and producer. As long as a price that you can make a living from
- Another recommended policy position for VFMA to take up is getting govt food vouchers for low income people to use at supermarkets also available for Farmers' Markets (NB from JF – I didn't realise we had govt vouchers in this country, but I have contacts in Iowa, USA, Farmers' Markets who have fought that battle before and now the USA, Iowa, food coupons can be redeemed at members of the Iowa FM Assoc markets)

### *Warragul*

- Why give discounts for concessions?
- Price structure – will sort itself out
- 1st paragraph is good but all other paragraphs should be deleted as pricing is the responsibility of each vendor and the management cannot interfere
- Stallholder's discounts – delete paragraph!
- Don't agree with concessions
- Pricing is not the responsibility of the market. In fact this probably verges on being illegal. Markets cannot tell people anything about their prices
- First paragraph is ok, about education. But you can't get management to go around and deal with pricing, it's up to the stallholder
- The 2 last points we don't like. The committee doesn't need to worry about GST.
- Pricing is the responsibility of the vendor to work the market forces
- We don't like pricing our products, we want customers to come and talk to us, and then we tell them the price, once we tell them the other information about how it's made and what work is in it.
- Total pricing is important, concession not necessary (SB summary)
- Pricing and labelling is essential. Some customers won't buy because of lack of clear prices
- Too many people on concession cards, we'd be discounting for half the customers
- Need clear prices because it's clear to the customer. Credibility. Transparency. Otherwise people think that the stallholder is charging differently at different places/markets.
- Quality is subjective. We'd all have different ideas of what 'quality' is and 'high quality'.

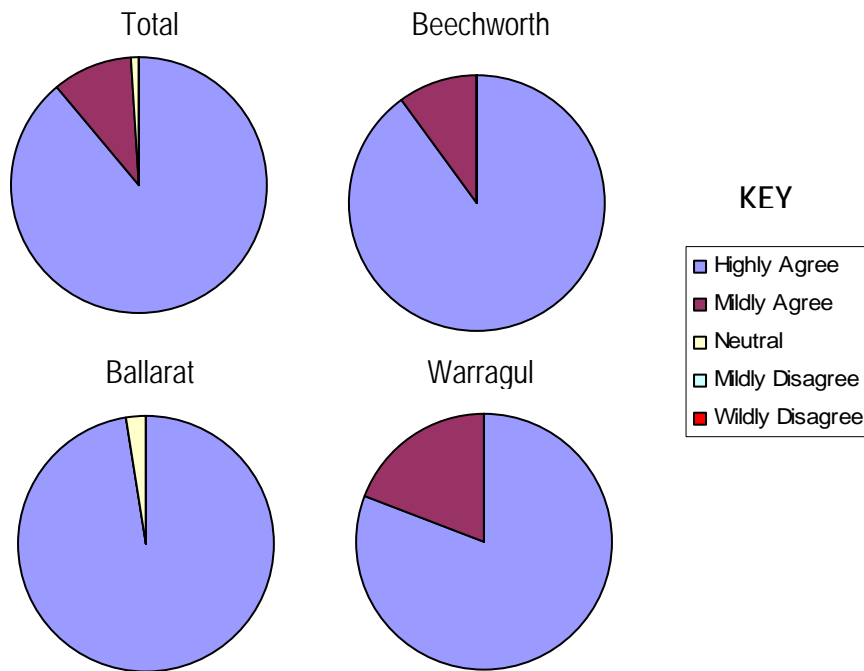


## 9. Labelling

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

Quality levels to be clearly designated (eg. If apples are seconds they should be clearly labelled as such).

Organic produce sellers to display proof of certification.





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## Comments

### *Beechworth*

- None

### *Ballarat*

- Stallholders claiming organic status must be certified organic. How do we deal with chemical free / spray free etc?
- Can only use word organic if the product is certified. (Some produces claim organic but are not and it creates confusion in the market place)
- Display of organic certification important
- If you're not certified organic, cannot use words organic / spray free etc
- Growers need to be certified organic in order to have a sign that says they are organic. However they can be non-certified organic and explain that to people verbally, or have a different sign, like 'no sprays'
- "we're saying you shouldn't use the term organic unless you're certified"

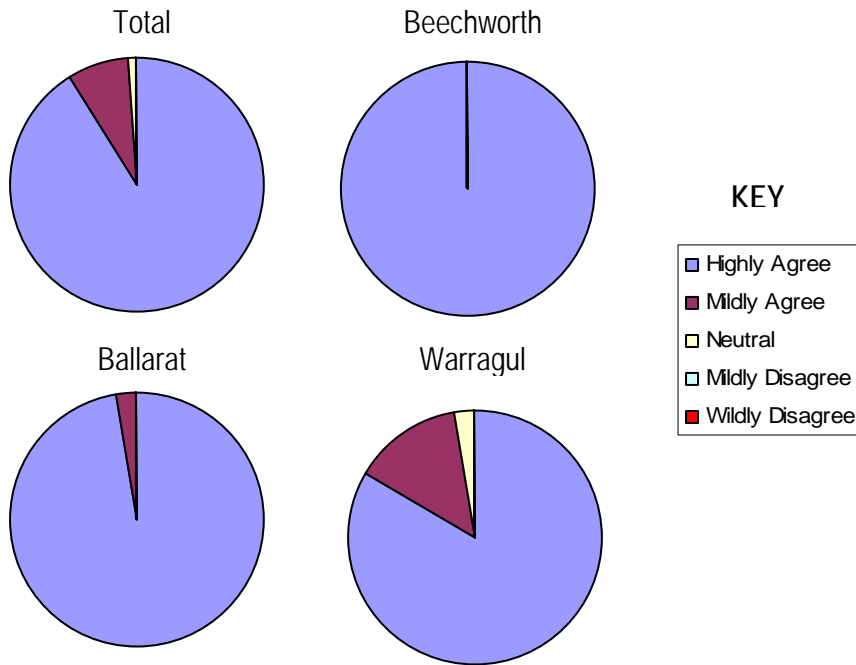
### *Warragul*

- Free range producers should also display proof
- 2nd paragraph – delete words in paragraph, add – "Farmers' Markets should not be used as a dumping ground for poor quality produce"
- Second paragraph with brackets; make a statement that FM won't be a dumping ground for seconds. The example is the problem. Don't let it be written so that FM can be an excuse to dump bad stuff. A small apple is ok, or hail damaged, but as long as it's still good quality. Not seconds because it is bad quality
- 'Quality levels to be clearly designated' SB suggested – they agreed
- Product quality needs to be in first (?) paragraph
- Collingwood encourages us to bring our 'not quite right' produce because their customer survey said people want a bargain and don't mind the blemishes – but we label them as being our not quite rights.



## 10. Policy and Information

Farmers' Market operators are to establish operational procedures and make them publicly available.





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## Comments

### *Beechworth*

- None

### *Ballarat*

- None

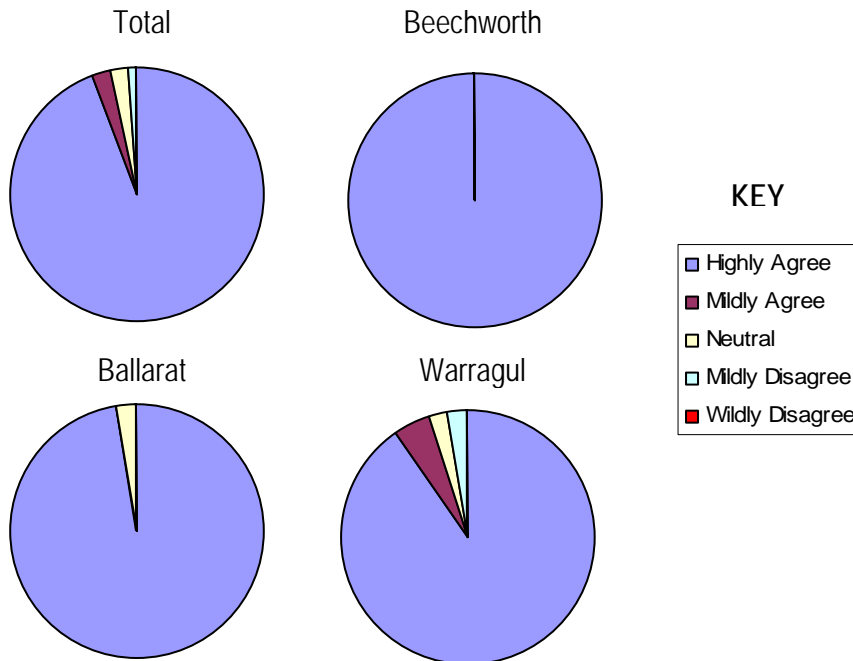
### *Warragul*

- If we have If we have an overall state charter then if an individual market has its own charter, does that mean the local one is defunct



## 11. Regulation

Farmers' Markets are to operate in accordance with prevailing community and government regulations including food, health and safety, weights and measures, public and product liability, and applicable local government requirements.





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## Comments

### *Beechworth*

- None

### *Ballarat*

- Who checks that they adhere to regulations?  
This is very important for people who are doing the right thing and adhering to industry / local government regulations
- Shouldn't have to pay several regulatory/licensing fees for selling in a few different shires. Susan suggested that the VFMA could take a position on this and try and encourage change in legislation and then encourage shires to collaborate.
- Who is responsible for monitoring? Eg local govt, industry assoc, market
- Organics is an issue because, legally, anyone can say they are organic. (Miranda points out that part 9 of charter addresses this)
- If we get too regulated we become no different to a Coles Myer situation – like the big retailers
- OH&S is missing and needs to be specifically included in the policy

### *Warragul*

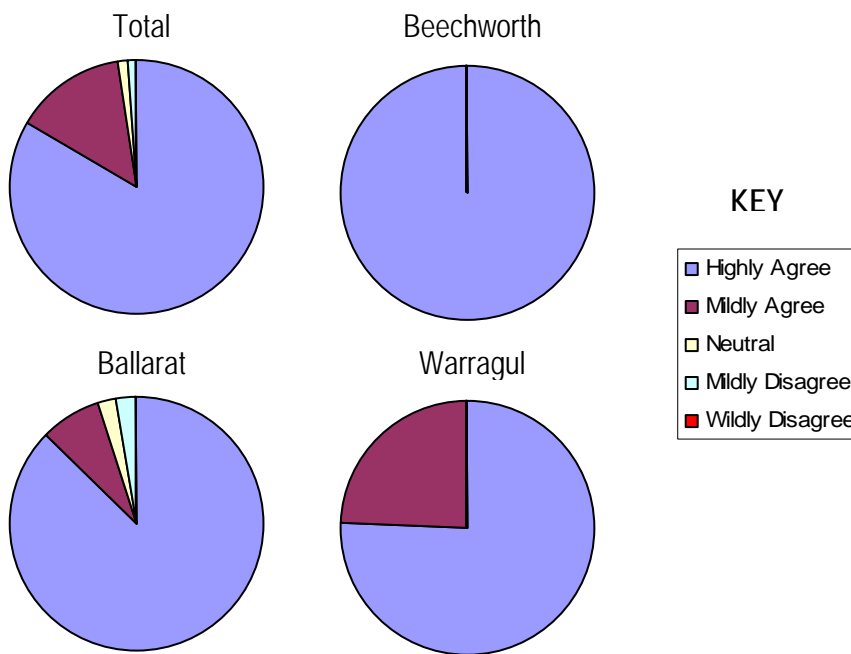
- Should be state-wide regulation, association should be the voice to lobby government for state standard
- I struggle with the volume of paperwork for regulation. An advantage of a VFMA would be to get a state-wide regulation for Farmers' Markets. I don't want to go through another process to be part of VFMA as well as all my council paperwork.



## 12. Insurance

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

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





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## Comments

### *Beechworth*

- None

### *Ballarat*

- Don't know about manager insuring. Sometimes producers show a policy which you're not sure what it covers – do you exclude them? Maybe responsible for letting all stallholders know they must have appropriate product and public liability insurance
- Market managers can work but... some farmers can not afford the insurance – particularly small producers
- Small starting out producers mightn't be able to afford it (others said they can't afford not to)

- Market organisers shouldn't have the responsibility to chase up producers
- The point of the VFMA is that we can share learnings about insurance – eg some normal farm insurance can be extended to cover markets without extra cost
- Market as a body can take out insurance to help out small producers

### *Warragul*

- Delete second paragraph – first paragraph covers the issue
- The first sentence covers everything. Don't need to add the second bit. Some people don't have a Farmers' Market manager. Don't just put the responsibility on the manager.



## Membership

### *Beechworth*

- Maybe a 3rd category could be included. Have the entire food group e.g. Hume Murray Food Bowl rather than individuals.
- The costs to join are quite high and producers are already members of other food organisations. Need to see real benefits for them to spend more money on other organisations.
- Little support for having an Executive to represent the group especially prices.
- Little support for the voluntary system. People are busy and the equity of help from all members may not be shared.
- Prefer some sort of system in between having an executive and voluntary, where member fees could be used to hire external professionals. Member fees need to reflect the level of service provided.
- By being a member of the VFMA, is there special priority given such as access to particular Farmers' Markets over other producers who aren't members.

100% of the attendees would be willing to pay \$100 for membership

50% of the attendees would be willing to pay \$150 for membership

10% of the attendees would be willing to pay \$200 for membership.

- Most of the draft charter was supported with some minor adjustments. Most of the work now needs to be concentrated on membership/ and membership fees.

### *Ballarat*

- Conferences are good for galvanising support, keeping up interest in an Association
- Have to keep offering tangible benefits
- One group has kept fees low each year to keep encouraging new stall holders, but it makes it difficult to give tangible benefits back
- A lot of these associations work better for value-add people than just vegie growers, especially depending on what part of Vic you are from – an association that joins you into a food trail doesn't work for vegie growers

- SB said in Beechworth meeting they wanted VFMA members to be given priority if competition b/w 2 growers was an issue – the member should get in. Meggs suggested that this could unfairly discriminate against small local farmers who can't justify the cost yet a big further away grower could
- One membership fee could cover one stall, so that husband and wife don't have to buy 2 memberships to be able to operate there
- 1 membership could = 2 votes so that husband and wife both get to vote – a VFF initiative to ensure women were represented better
- Someone thought there shouldn't be tiers of membership, you're either in or out, cos we need big operators as much as small operators
- Miranda represents 3 markets; does she get a vote or just the markets? It was thought the markets might choose her as a proxy
- Have a category for 'friends of' so consumers could be in, like Slow Food, consumers may want to support the initiative/philosophy, it's like a donation
- Could also do some sort of nested model like VFF and NFF – as outlined by SB
- "If I had an active association that lobbied to save me paying fees to every shire then they're worth \$500 per annum to me"
- "Whether membership [of VFMA] will mean it's the only way for me to get into a market will influence my opinion on how much I am willing to pay"
- Not everyone had their hand up at \$50 – but maybe because their partner had their hand up??
- Some hands dropped after \$50 (ie at \$75). By \$200 no one was left.
- Several options should be provided to participants by the interim committee outlining what cost would lead to what benefits of membership
- It seems clear that cost won't be able to be decided as a result of these workshops.



*Warragul*

- South Gippsland stallholder members met 2 weeks ago and suggested one way to organise membership would be:
  - each market presumably has stallholders and a manager.
  - We believe stallholders should be able to get together to be committees, and that in VFMA there could be a managers committee and that stallholder committees could act as powerful groups, (JF- I think he means rather than individual stallholder members?)
  - the majority of committee members should be stallholders.
  - Each market could have 2 votes – one from the manager and one from the stallholder committee.
- Could membership fees be a part of stallholder fees? A levy. Then people doing more markets are contributing more.
- Someone else said that would be difficult to manage that financially.
- \$150 lost a lot of people. \$50 had everyone; \$75 lost a few people.
- "We do lot of markets so I'd pay up to \$300."
- Another woman only does one market and doesn't want to pay much at all.
- Someone else said that you shouldn't have tiers, because you should be allowed to use it (the markets) as much as you want.
- The Association objectives must include and be bound by these original principles
- The membership should only be made up of markets that meet these objectives
- This may need to be certified by an independent auditor (paid for by DPI)
- Each market should have a regular meeting of stallholders/all stallholders being invited to that meeting
- The constitution should identify a management board comprising of X members, one quarter to be elected by the manager, three quarters by stallholder committees.



## Appendix 3 – Meeting Presentation

Victorian Farmers Market  
Association

Shaping Your Association

**Workshop Purpose**

- To shape the VFMA based on your feedback about the Draft Charter and Membership Criteria
- Produce information through these workshops which will give clear guidance to the Interim Committee leading to final decisions and the formalisation of the association

**Session Outline**

- Background
- Definition of a Farmers Market
- Draft Charter
- Membership Criteria
- Next steps

**Background**

- VFMA formed and incorporated in 2002 (after first AFMA conference)
- No members, but interim committee  
Sophie O'Neil      Vicky Davison  
Miranda Sharp      Meggs Hannes Patterson  
Joanne Butterworth Gray      Elisa Grassa

**Background**

Second AFMA conference in 2005 determined four aims:

1. Develop a creditable and professional association with a membership comprised of farmers, food producers and market managers
2. Develop a national alliance operating on a not for profit basis facilitating networks with an avenue for communication

**Background**

3. Ensure branding of 'farmers' markets' to give integrity, authenticity and sustain profitability for producers
4. Define the farmers' market brand and develop and inclusive list of criteria (Statement of Purposes) that will support the ethics and philosophy of the farmers' market movement



### Definition of a Farmers' Market

*An authentic Farmers' Market is a predominantly fresh food market that operates regularly within a community, at a focal public location that provides a suitable environment for farmers and food producers to sell farm-origin and associated value-added processed food products directly to the customers*

### Draft Charter

Handout  
 Individual exercise – your ranking and comments  
 Group exercise – feedback and combined tally  
 Report back, then discussion as required

### UK National Farmers Retail and Markets Association (FARMA)

FARMA logo use	'Health' checks (audit)
Retail Farmer magazine	Events
Marketing/promotions	Discount bulk buying
Website inclusion	Credit card handling
Website hosting	
Advice (food handling,...)	Both stall holders and markets are members
Certification process	

### Farmers' Markets New Zealand

Access to information and support  
 Assistance for grow market or food business  
 Promotion on website  
 Promotion, raising awareness and profile  
 Market management advice, handbooks  
 Cooperative purchasing of market supplies

### Farmers' Markets New Zealand

Full membership	\$280 per annum
Associated membership	\$340.00
Supported membership	\$40.00

### Other organisations

Australian Specialist Cheesemakers

Full membership	\$115-2,500 pa
Distributor	\$115-2,500 pa
Retailer	\$110 pa
Friends of, media etc	\$66 pa

### Other organisations

Slow Food	\$ 90 pa
Yarra Valley Food Group	\$275 pa

- Must be a member to be in Farmers' Mkt
- Plus stall fees
- Farm gate sales, food trail, brand association, promotion and events

### Proposed membership

Member can be someone either directly managing a farmers' market or a stallholder selling at a farmers' market  
 Each member represented by one (1) vote only, regardless of the number of market they manage or sell at  
 Standard proxy rules apply



### Proposed membership

VFMA members entitled to

1. Representation/vote
2. Access to VFMA collective promotion
3. Inclusion on VFMA website
4. Use of VFMA brand to support product/market
5. Advice/support from VFMA

### Proposed membership

VFMA members would be responsible to

1. Vote
2. Comply with adopted VFMA charter

### Proposed membership

Questions for your consideration:

- Do you agree with the membership proposal?
- What are you prepared to pay to become a member
  - Market
  - Stallholder