

FARMERS' MARKET GUIDELINES TEMPLATE

Please Note: The intention of this document is to provide a basic template as a starting point for council staff to develop Farmers' Market guidelines. Content should be updated in line with internal council policies and procedures. To access the full resource kit please visit <http://rdanorthernrivers.org.au/food-futures-council-resources/>

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Introduction

Farmers' Markets play an integral role in food security and community building. Not only do they improve our access to fresh, nutritious food, they support our local economy, support small businesses, improve community interaction and wellbeing and play a role in maintaining our agricultural land.

For the purposes of this document and in line with the Australian Farmers' Markets Association (AFMA) standards, a 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, farm staff and food producers to sell farm-origin and associated value-added processed artisan food products directly to consumers.*

Note: Farmers' markets should not include resellers or agents or craft goods, but things that relate to horticulture (e.g. plants, seedlings, flowers, worm farms, compost, small livestock, poultry, fodder) are appropriate.

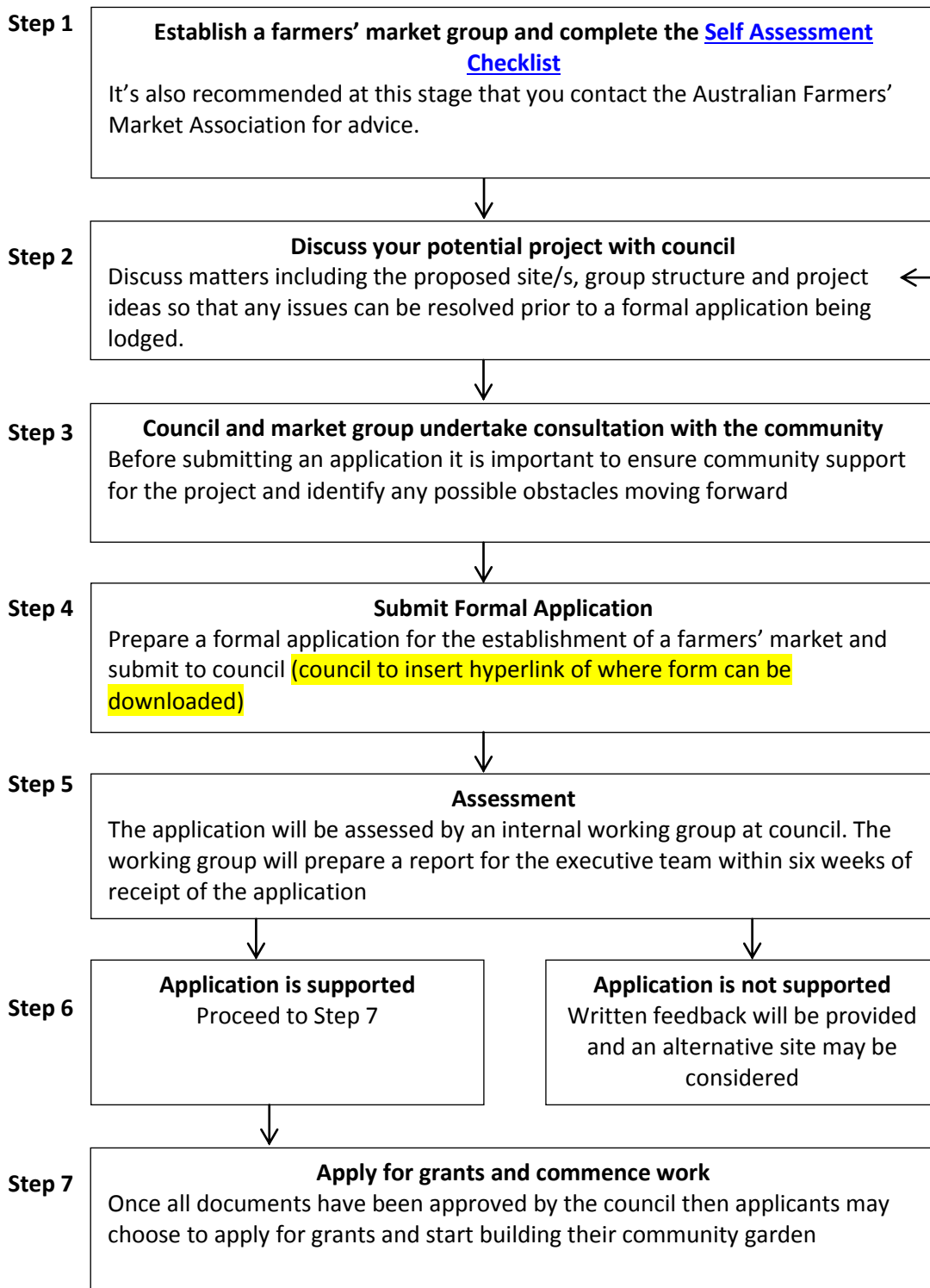
Farmers' market models

There are a number of operational models of Farmers' markets, the most common being:

1. A market run by community / farmers, with support from council
2. A market initiated and launched by council but then community-run
3. A market run by council

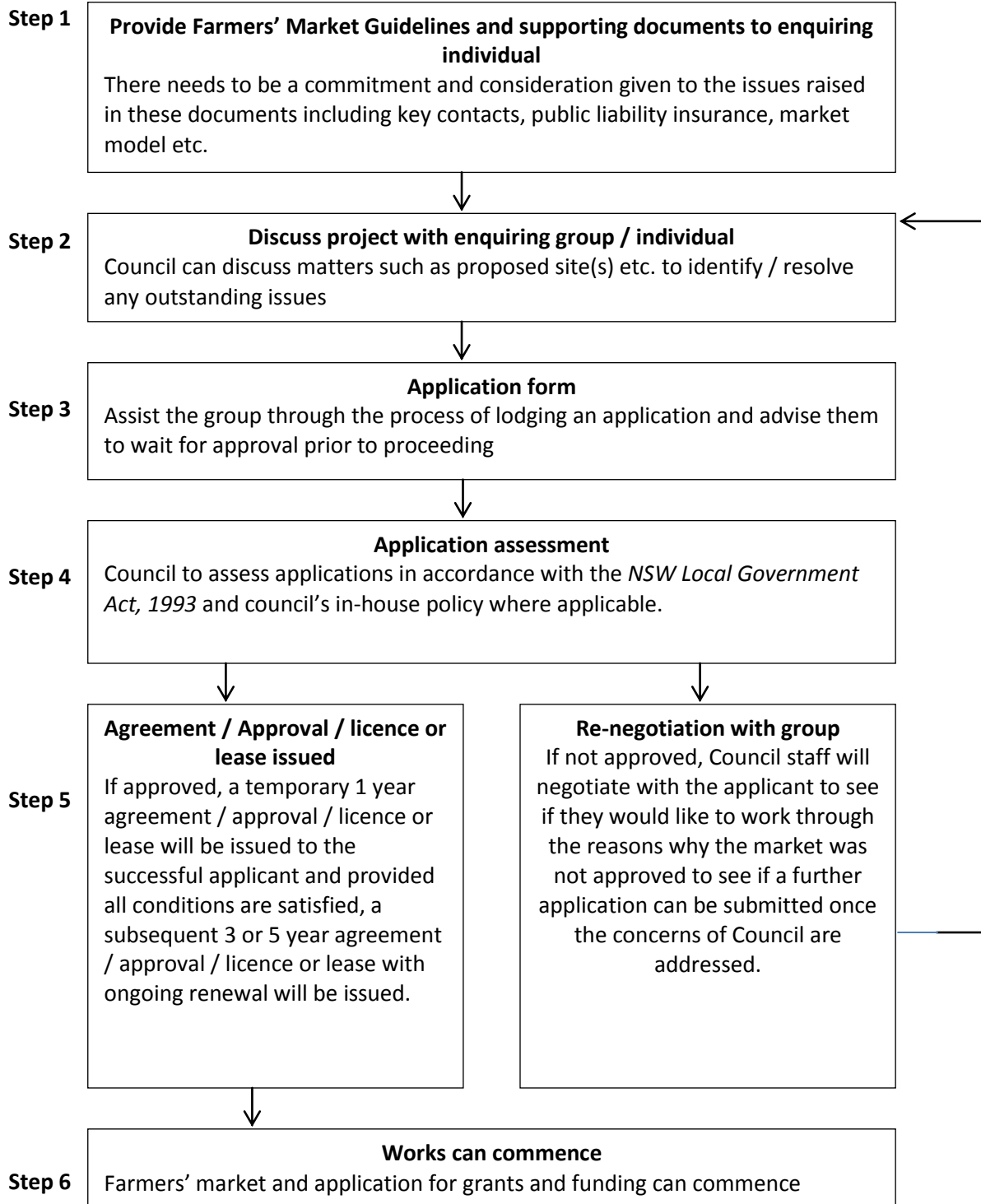
It is strongly advised that prior to creating a Farmers' Market Policy or launching a market, councils and community members contact the [Australian Farmers' Markets Association](#) for advice.

What is the process for community members wanting to start a farmers' market?



What is the process for council staff?

In the instance of community / industry wanting to start a market:



Self-Assessment checklist for market organiser(s)

Before contacting council to discuss your project, ensure that you have considered the following:

- ✓ Who is on your working group / management committee? What will your management structure be?
- ✓ What operational model of farmers' market will you create?
- ✓ What would you like to see sold at the market?
- ✓ Will you place restrictions on stallholders in terms of production methods, area sourced etc.?
- ✓ Where will the market be located? Are there alternative options if Council deems your site unsuitable?
- ✓ Who will be the primary contact person?
- ✓ Have you done a produce audit for your region?
- ✓ Do you have (or can you obtain) public liability insurance cover for at least \$10,000,000?

If you have not secured public liability insurance, Council may be able to suggest possible auspicing bodies for your group.

Additional advice and information is available through the [Australian Farmers' Markets Association](#).

In establishing your farmers' market you will also be required to:

- Secure the support of any people who currently use the site you've identified
- Secure the support of people who live in the area and potential stallholders
- Enter into a formal arrangement with council
- Report your annual progress to council
- Create a safety policy, risk management strategy and exit strategy
- Comply with the Food Safety Act 2003 and Council's in-house Farmers' Markets regulations
- Consider traffic and parking requirements, promotion and publicity
- It is recommended to develop a seasonal calendar based on your actual or proposed stallholders. This will allow you to map the viability of the market based on what produce will be available at what time of year.

Food safety considerations for stallholders

Best practice of farmers' markets relies on scrupulous attention to food safety. For general information please refer to the [NSW Food Authority](#).

Recommendations

You need to consider the items that will be sold at the farmers' market.

All food businesses (which includes all stallholders at farmers' markets who are selling food products) are required by law to register their business activities onto the NSW Food Authority's Notification and Food Safety Information System (NAFSIS).

Key Contact: Register online at www.foodnotify.nsw.gov.au or call 1300 650 124 for further information

Food stalls are also required to register with council and be listed on the Councils Commercial Premises Register and a fee may be applicable. Charities and community groups conducting fundraising activities are exempt from these requirements.

As there are now various obligations imposed on food businesses and food handlers, council recommends visiting the Food Standards Australia New Zealand website to download a copy of the legislation and other fact sheets on food handling information that is covered in this section of the Market Code.

Key Contact: The Food Safety Standards legislation and fact sheets can be downloaded from the [Australian Food Standards website](#)

The NSW Food Act 2003 and Food Standards Code apply to any premises used for the preparation of food for sale. It is generally expected that persons preparing food at home be aware of the requirements to ensure that the premises generally comply with this legislation. For example:

- Food business operators must ensure that all foods are stored in such a way that it is protected from likely contamination and that the environmental conditions will not adversely affect the safety of the food.
- All goods should be stored at least 750mm off the ground.
- Packaging material used must be suitable for food packaging and unlikely to cause food contamination.
- Any product sold in packaged form – including eggs - (jar, bottle, packet) is to be clearly labelled, with at least the address of the place where the food was made and a “best before” date. You will also need to list the ingredients so that people with allergies can see what is in the product.

Food handling on market day

Considerations for all persons involved in handling/preparation/serving of ingredients or “potentially hazardous” food for sale at a market stall.

- Are these people aware of food hygiene and safety? Detail any courses undertaken and provided copies of any supporting documents.
- Course/s intended to be undertaken in the near future related to food hygiene and safety.

All steps involved preparing final product - from purchase of ingredients to serving and identification of sources of contamination.

- What goods and ingredients are usually purchased?
- Where do you normally purchase your good or ingredients?
- How do you transport and store ingredients and foodstuffs safely?
- Food preparation steps involving handling of foods and ingredients
- Identify all products sold

Practices employed to minimize risks associated with above procedures.

- Exposure time/temperature controls
- Cleaning and sanitizing practices for premises, utensils, machinery, etc
- Is a safe potable water supply available?
- Essential hand washing requirements - How are these met?
- Vermin control
- Storage containers
- Preventing direct contact with food likely to be immediately consumed

Labelling

There are mandatory food labelling regulations applicable to farmers markets, available through the [NSW Food Authority](#).

Are appropriate labels attached, as required for all prepacked food products?

- It is necessary that you consider the medical consequences of failing to notify the customer that a particular ingredient is contained in your product. Certain ingredients, including colouring or preservative agents can seriously affect the health of people with allergies and illnesses (such as asthma).
- The [NSW Food Authority's Nutrition Panel Calculator](#) can assist with appropriate labelling

(Note: With your application you may be required to submit a Food Safety Plan. This must identify likely sources of food contamination, e.g. microbial and foreign matter and the methods used to minimize contamination. Further information can be found at the [NSW Food Authority website](#))

If you are selling butchers' meat, smallgoods, uncooked fermented manufactured meats, raw poultry, or wholesaling/processing meat, poultry, dairy products, seafood or plant products, you will probably need to be licensed by the NSW Food Authority. Contact the Authority before you start selling to find out the requirements.

Live animals

Generally, animals (poultry, small livestock, meat rabbits) may be sold as long as appropriate distances are maintained between food stalls and animals for sale. Birds and poultry may be sold by appropriately licenced bird traders/sellers, in keeping with the Animal Welfare Code of Practice – Animals in Pet Shops (NSW Department of Primary Industries) and all other animal sellers should contact Council for relevant information regarding bio-security, food contamination and health and hygiene issues.