Rules & Guidelines

Serpentine Jarrahdale Farmers' Market (SJFM)

A Non Profit Farmers' Market in support of SJ Shire and Peel Region farmers and producers offering fresh, local produce & artisan goods.

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Welcome

The SJ Farmers' Market (SJFM)

The SJ Farmers' Market is organised and run by the Serpentine Jarrahdale Food & Farm Alliance Inc. (SJFFA), which is a not-for-profit organisation. The SJFM has strict rules and guidelines that are based upon the aims of the SJFFA, which are set out in the SJFFA rules of Association. The main aims are to promote the growers and food producers of the Serpentine Jarrahdale Shire and the surrounding peri-urban Peel Region.

Although SJFFA membership is not required for stallholders of the SJFM, and it has no influence on the eligibility or priority of stallholders, it would be preferred that stall holders showed their support of the principles of the market by being a member. Annual membership is currently $15.

Stallholders are assessed against a set of criteria to enable participation at SJFM that are detailed in these Rules & Guidelines.

The SJFM is predominantly a fresh food and locally produced value added products market.

Farmers growing fresh produce have a higher priority at the SJFM than food producers which process and/or value-add produce they buy in. Furthermore, the degree to which product is processed is important. Minimal processing has higher priority than more complex processing. Stall holders should use the following questions to help them to assess their eligibility if they are thinking of applying for a stall at the SJFM:

- **Do you grow your own produce?**
- **If you don't grow everything that you wish to sell which Farmers do you buy your raw ingredients from?**
- **How much local content is in your product?**
- **Is there a similar product already at the market?**

The Stallholder Allocation Preference, allows you to self-assess your eligibility for the SJFM and this will be reviewed by the Market Manager and SJFM committee and confirmed via a site visit if necessary.

If you are uncertain about any of these issues please raise them with the SJFM Committee

Yours Sincerely,

SJFM Committee

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Mission

MISSION of the Serpentine Jarrahdale Food and farm Alliance Inc. is:

To champion educational and promotional activities that support Peri-urban agriculture and influence broader issues such as food security, increasing local economies and community health and nutrition.

Objectives

OBJECTIVES of the SJ Food and Farm Alliance Inc.

a. Stimulate new Peri-urban economic development through small to large scale farming and direct marketing.
b. Cultivate awareness of healthy eating habits through education.
c. Foster support for Serpentine Jarrahdale's regionally grown and processed foods.
d. Develop local access to affordable fresh food.
e. Raise awareness of the importance of small farms and small farm management.
f. Highlight the relationship of agriculture to urban communities and the environment.

Location & Time

The SJFM is held at the Serpentine Jarrahdale Community Resource Centre (SJCRC) Mundijong every Saturday morning. The opening times of the market vary with the season being 8am – 11am in Spring/Summer and 9am to noon in Autumn/Winter. The current opening times are published on the website of the SJFM and are also advertised on social media.

sjfarmersmarket.com.au **sjfarmersmarket**

General Rules

a. Farmers and food producers from the SJ Shire and surrounding Peel region may attend the SJFM.
b. Farmers and food producers from within Peel Region have a higher priority than those from outside the Peel Region.
c. The SJFM manager reserves the right to suspend stall holders from outside the Peel Region from trading at the SJFM when a stall holder with the same produce from within the Peel region is available.
d. Stallholders are the farmer, the grower, the producer, or employees who are substantially involved in the production process of the goods sold.
e. The SJFM sponsored Co-op table will cater for producers who have a very low level of product, or very short season product or are unable to man a stall on market day. This will be managed by the SJFM in exchange for a commission of 22% of sales. Square eftpos facilities available for customer convenience.
f. All primary produce must be grown in the SJFM Peel Region. (Unless produce is unavailable within the Peel Region.)
g. The SJFM will provide a sales point for food for human consumption, edible plants and cut flowers, locally produced pet foods and locally cultivated plants and seedlings.
h. Re-selling (the sales of food or products that are not the product of the stall holder) and re-packaging of foods is not permitted at the SJFM.

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i. The SJFM will not permit any political activities at the market.

j. The Committee of the SJFM can permit non-selling stalls (e.g. demonstrations, and information stalls by community based groups), if their goals are within the objectives of the SJFFA, and if they don't have a negative impact on vendor stalls.

k. The SJ Community Resource Centre or another community group will supply breakfast/brunch food items for sale. Coffee and/or food stalls/vans as needed, will be permitted to operate to meet customers' needs.

l. The SJFM committee has the authority to make decisions that deviate from these general rules and guidelines, if it is in the interest of the SJFM or the SJFFA.

m. All circumstances not covered by the Rules of the Market will be decided on by the SJFM committee.

n. Any rules broken by stallholders will be dealt with by the SJFM committee.

Management of Market

a. The SJFM Market Manager is responsible for the daily management of the SJFM and will report to the SJFM Committee. Complaints should be made directly to the Market Manager and recorded on the prescribed report form. All queries about the administration of the market should be made directly to the Market Manager.

b. The SJFM Committee is responsible for the direction and development of the SJFM.

c. The SJFM Committee acts as the appeal body in case of complaints via a prescribed process available to all stall holders.

d. The SJFM Rules are approved by the management committee of the Serpentine Jarrahdale Food and Farm Alliance Inc.

Stallholder Applications

a. A SJFM Stall Application Form must be submitted to the Market Manager by all people/ groups who wish to have a stall at the SJFM. Forms are available on the SJFM website.

b. The Market Manager, in consultation with the SJFM Committee, has discretion over all stallholder applications . An applicant who is not satisfied with the decision can appeal to the SJFM Committee using the prescribed resolution procedure.

c. All stall holder applications must be completed, signed and be accompanied by:

    1. A copy of the document showing that they are registered as a food business within their Shire/local government which will be evidence of a stallholders capacity to meet all legal requirements (e.g. food safety, labelling, weights and measures). This is required for you to be approved to operate by the Shire of Serpentine Jarrahdale.

    2. A copy of their Certificate of Currency of Public/Product liability insurance.

d. Stallholders may be interviewed by the Market Manager prior to trading to ensure they meet their obligations under the laws relating to food production and the rules of the SJFM. An inspection of their property/operation can be carried out by the Market Manager and/or two SJFM Committee members prior to or after them commencing at SJFM.

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Stallholder Allocation Preference

a. All stall holders must note that acceptance of an application to attend the SJFM does not guarantee permanent and/or future placement.

b. Primary Produce: Primary produce grown within the SJ Shire has higher priority than primary produce grown within the Peel Region.

c. Value-added produce: The priority of value added produce decreases with the following sequence:

   1. made by Farmers within the SJ Shire from their own produce
   2. made by Farmers within the Peel Region from their own produce
   3. made by residents of the SJ Shire from produce grown predominantly within the SJ Shire
   4. made by residents of the SJ Shire from produce grown predominantly within the Peel region
   5. made by residents of the Peel region from produce grown predominantly within the Peel region.
   6. made by residents of the SJ Shire from produce grown predominantly outside the Peel region.
   7. made by residents of the Peel region from produce grown predominantly outside the Peel region.

Duplications

a. The SJFM recognises the importance of viability for individual stallholders as well as the importance of a healthy competition for the quality and vibrancy of the SJFM. Duplications are managed to achieve a balance between these two goals.

b. Stallholder applicants may be refused for reasons of duplication despite qualifying under other eligibility criteria.

c. Duplications are managed by the Market Manager at their discretion. The Market Manager can refer duplication decisions to the Committee to decide.

d. New applicants may be able to attend occasional markets that are not attended by existing stallholders. (i.e. staggered introduction may be available at the discretion of the Market Manager)

Stallholder Responsibilities

Legal Responsibilities

a. Food Safety

Stallholders must comply with the WA Food Act 2008 and the food safety regulations and Food Standard Codes that apply to their products.

b. Labelling

All stallholders must comply with appropriate labelling regulations in accordance with the Food Act 2008, the Australia New Zealand Food Standards Code, and the Country of Origin Labelling Information Standard 2016. Further information on food labelling is available from Environmental Health Services at the Shire of Serpentine Jarrahdale and Food Standards Australia New Zealand www.foodstandards.gov.au.

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c. Weights & Measures

All stallholders are required to provide accurate weight and volume measurements. Your scales will be periodically checked by the Market Manager to ensure accuracy.

d. Insurance

1. Stallholders must take out combined public/product liability insurance that states it is for market trading.
2. It is the responsibility of the stallholder to ensure upkeep and renewal of their insurance.
3. If insurance is not current, stallholders will not be allowed to trade.

e. Shire Food Business Registration

1. A business that sells food is generally required to be registered as a food business with the local Council in which the place of manufacture or business is based.
2. A copy of the Shire food business registration must be presented with the stall holder application and be clearly displayed on a stallholders stall at all times.
3. The Shire of Serpentine Jarrahdale Environmental Health Services may conduct inspections of food stalls at the Farmers' Market to check compliance with relevant legal regulations.

f. Electrical Appliances, Leads And Extension Cords

1. All electrical leads and appliances used on-site must be tested and tagged by a suitable qualified person. Non-compliance with this requirement is an automatic disqualification from the market for that day until the omission has been remedied.

SJFM Responsibilities

a. Quality Control

1. All stallholders are expected to maintain the Market's standards of freshness and high quality.
2. The Market Manager has the right to refuse the sale of goods considered, by the Market Manager, not to be of an acceptable standard.

b. Signage

1. All stallholders must have signs clearly visible to the consumer that display their trading name and contact details.
2. All stallholders who make claims regarding Organic or Biodynamic produce must display the appropriate current certification on their stall to verify their claims.

b. No Plastic Bags

The use of environmentally friendly and paper packaging is required. However, exceptions can be granted by the Market Manager if stallholders are selling wet products.

Bookings Cancellations

a. All bookings must be confirmed, and paid for, with the Market Manager no later than 12pm Monday prior to Market. This requirement will enable appropriate marketing and advertising of your presence at the upcoming market.

b. Cancellations: Site bookings can be canceled up to 12.00pm of the Monday prior to the Market.

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Stall Assignment

a. The Market Manager has discretion over assignment of stalls in line with the best interests of the SJFM. The Market Manager must be allowed to operate the markets without interference, argument or abuse. Any such incidents will be viewed seriously by the SJFM Committee and serious or repeated incidents will result in exclusion from the markets. It is in the interests of all stallholders for the markets to run smoothly and all stallholders are expected to assist the Market Manager to achieve this.

b. Assignment of stalls will be on a first come first served basis, following the priority allocation method as previously outlined.

c. The SJFM reserves the right at any time to alter the size, shape and position of floor plans as may be necessary for the best interests, risk management and legal requirements of the market.

Access And Parking

a. Stallholders are required to have their site set-up and ready to trade, prior to opening hours of the market.

b. The stall structure must not be dismantled before the official end time of the market (11am Spring/Summer and 12pm Autumn/Winter). If a stallholder sells out of produce before closing time, a “Sorry, Sold Out!” sign must be displayed on the table until closing time.

c. There will be only 2 stalls where Stallholders’ vehicles may be able to park in the market zone. These stalls will be allocated at the discretion of the Market Manager.

   No stallholder vehicles are allowed to drive into the market zone during operation time of the market.

d. Stallholders will be allocated space adjacent to the SJ Community Resource Centre building by the Market Manager. Stallholders are not permitted to park their vehicles in customer parking areas.

Fees

a. All approved traders who sell goods in the market are required to pay rent for the space which they use.

b. Rent of stall space will be set by the SJFM Committee from time to time as it sees fit.

   Currently prices are set at:

   3m x 3m marquee = $40 + GST
   3m x 6m marquee/ Food Van = $80 + GST

c. Gazebos (3m x 3m) are available for $10 per market. This is an additional cost to the stallholders fee. This can be arranged via the SJ Community Resource Centre (Phone: 9503 2967)

d. Stallholders sharing a stall will pay a single stall fee provided both producers meet all other eligibility criteria.

e. The fees can be changed by the SJFM Committee at any time.

Breaking THE FARMERS MARKET Rules

Minor infringements of the rules

a. Minor infringements by a stallholder of the "Market Rules" do not have a major negative effect on the quality and operation of the SJFM. Minor infringements such as parking in the customer parking area, or dismantling the stall before 11am (Spring & Summer session) and 12 noon (Autumn & Winter).

b. Minor infringements will result in a warning from the Market Manager. If a stallholder receives more than 2 warnings in any 3 months' period, the Market Manager will refer

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to the Committee for a decision as to suspension of the stallholder.

Major infringements of the rules

Major infringements of the rules are those which endanger the safety of patrons of market, risk the reputation of the market or cause harm to the venue of the market or disrepute to the market or the Community Resource Centre.

Major infringements of the market rules will be immediately referred to the SJFM management committee for possible further investigation or immediate exclusion from the market.

Exclusion from the market because of a serious infringement will necessitate the stallholder to re-apply for a stall allocation at the SJFM.

Disclaimer Of Liability

a. Stallholders will indemnify the organiser, SJFM and the SJFFA from any damage, expenses or liability arising from any injury or damages to any person, including the general public, the stallholder or others, occurring either in the space occupied by the participant or elsewhere arising out of its occupancy or anything connected with occupancy.

b. The organiser will not be liable for any loss or damage to the property of the stallholder due to fire, robbery, accidents or any cause whatsoever that may arise from use and occupancy of the site.

c. The organiser assumes no liability for any damages or losses resulting from or relating to the failure of the stallholder to comply with the provisions of this agreement.

Dispute Resolution Procedure

Any issue of dispute, raised by a stallholder or patron, relating to the SJ Farmers' Market must follow the SJFM committee dispute resolution process.

1. Notify the Market Manager of the issue in dispute and provide all the facts of the dispute in writing on the form provided by the Market Manager.
2. The SJFM management committee, along with the Market Manager will deal with the complaint/issue within the rules of the market.
3. The SJFM committee will notify the complainant of their decision within one (1 week) of the SJFM next scheduled meeting.
4. Should the complainant consider the decision unsatisfactory they will be availed of the opportunity to present further evidence at the next scheduled meeting.
5. The SJFM committee will notify the complainant of the results of the consideration of that new evidence, in writing, within one (1) week of that meeting. No further correspondence will be entered into and the decision will be considered final.

Definitions

SJFFA - Serpentine Jarrahdale Food and Farm Alliance Inc.

SJFM - Serpentine Jarrahdale Farmers' Market.

Primary Produce - Fresh produce grown or bred (including frozen, unprocessed meat).

Value Added Produce - Produce that has been processed.

Flowers - Fresh cut flowers.

Peel Region - The 5 local government areas of Serpentine Jarrahdale, Murray, Mandurah, Waroona and Boddington.

SJFM catchment - Local government areas immediately adjacent to the boundaries of the

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