



OPERATIONAL GUIDELINES
2013

PO Box 1419, Carnarvon WA 6701
GGM Inc. revised Feb 2009

GASCOYNE GROWERS MARKETS INC.

Thankyou for your expression of interest in the Gascoyne Growers Markets.

The GGM originated from the primary producer sector of the Gascoyne in 2001, driven by strong public demand for improved access to local primary produce.

The Gascoyne Growers Markets Inc operates as a not for profit community-based organisation under a committee of management.

The markets demonstrate a co-operative partnership between the Department of Agriculture, Gascoyne Population Health, Carnarvon Shire Council, Gascoyne Development Commission and primary producers.

Goal

“To provide local and quality fresh produce to the Gascoyne community”

Objectives

1. To maximise the opportunity for primary producers and processors to increase their earning potential.
2. To provide opportunity for primary producers and processors to sell direct to the consumer.
3. To stimulate value adding potential.
4. To showcase the importance of delivering a quality local product to the consumer.
5. To positively impact on the shopping habits of the consumers.
6. To increase the consumption of local produce in the Gascoyne.
7. To raise awareness amongst consumers of the range and quality of primary produce in the Gascoyne.
8. To promote interaction between the primary producer /processor and the consumer, in order to aid market research and increase the profile of primary production.
9. To provide a socially supportive environment where primary producers, processors and consumers can interact.

For the purpose of the guidelines, the following definitions apply:

Market Coordinator:

Responsible for the coordination and promotion of the market, ensuring the objectives of the Association is achieved.

Management Committee:

The representative governing body responsible for decisions regarding the overall management of the markets.

Producer/Stallholder:

The person, who created the product, grew the produce or is a verifiable agent representing the producer by arrangement with the GGM executive and coordinator.

This person may also 'value add' (otherwise known as an 'artisan') a primary product not necessarily produced by that person and one which is predominantly derived from within the Gascoyne region.

Produce:

- An edible primary whole product such as: fruit, vegetable, meat, fish, eggs, dairy or honey that is a 100% derivative of the Gascoyne region.
- An edible value added product such as preserves, dried, frozen, pureed or juiced that is predominantly a derivative of the Gascoyne region.
- A non-edible primary product such as flowers, plants, compost or worm tailings that is a 100% derivative of the Gascoyne region.
- A non-edible value added primary product that is predominantly a derivative of the Gascoyne region.
- All applications for the sale of produce will be reviewed for acceptance at the committee meeting following application.

Income generated:

The GGM Inc. may make sales that generate funds for use by the Incorporated body.

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1. Making application for a stall

- Stallholders wishing to sell produce must provide a completed membership form to the Market Coordinator.
- The Market Coordinator in consultation with the Committee has the authority to reject applications that do not comply with market guidelines.
- Successful applicants must make application to the Carnarvon Shire for an “Application for hawkers, traders, stallholders Licence”. (clause 29) Shire approval must be granted prior to commencement of any market sales.
- Successful applicants, generally those who value add, and on advice from the Market Coordinator, must achieve ‘Food Safety Standards’ approval from the Shire health officer.

2. Market membership

- GGM Inc. membership is made via a completed membership form accompanied by the annual membership fee of \$50.00. Permission to trade will not be granted until membership is completed.
- A weekly stallholder fee of \$30.00 must be paid every Saturday.
- Fees payable will cover all market operational costs including Shire blanket licence fee, promotions and insurance.
- Membership misconduct will be dealt with in accordance to the Constitution.
- Minutes of meetings and notice of events will be made available to paying members only.

3. Insurance Cover

- The GGM Inc. will ensure public liability cover for the incorporated body.
- The GGM Inc. will not ensure public liability cover for individual stallholders. Stallholders must be responsible for ensuring they have their own public liability cover for their market site. Generally, registered businesses with existing cover can receive an ‘extension’ to cover ‘off-farm activity’ from their insurance broker.
- Stallholders of value added products are strongly advised to have product liability cover.

4. Selling produce

- A verifiable agent may sell on behalf of a stallholder on a **temporary** basis only and the Market Coordinator must be informed of the arrangement.
- The stallholder must be the predominate seller of produce.
- Generally a commitment of a weekly market presence by the stallholder from 8.00am to 11.30am is required.
- The market coordinator requires adequate advance notice of any stall absences as this will assist with the positioning of stalls and can help ensure gaps in produce supply are filled. Members who do not attend will incur a \$15 holding fee.
- In the event of a stallholder absence due to unforeseen circumstances (eg illness) the holding fee may be waived at the discretion of the coordinator and executive committee.
- The stallholder may only sell products listed on the approved membership application and must inform the coordinator in the event of significant variation.
- If, towards the end of the season, a stallholders does not have enough produce to warrant continuing a stall they may supply their remaining product/s to another existing stallholder by arrangement, to sell on their behalf. The departing stallholder will be subject to a weekly stallholder fee of \$15. Permission must be sought from the coordinator and executive committee.

5. Price setting

- To sell in direct competition to fellow stallholders is not in keeping with the spirit of the GGM.
- The GGM recognises that consumers should have the right of choice and that stallholders can determine their own price.

6. Labelling

- All certified organic produce must be labelled “certified organic.”
- All prices and label details must be clearly visible.
- All value added products must comply with the Australian and New Zealand Food Standards Code 2002 / labelling requirements. *

7. Safety

- Stallholders must consign all equipment to the designated stall site and keep walkways clear at all times for the public.
- Smoking by stallholders is not permitted in or around the market stall area.
- Domestic pets are not permitted in the market place.

- A Shire of Carnarvon senior environmental health officer will conduct random checks to ensure compliance with the Health Department of Western Australia, health food hygiene regulations 1993 and Shire of Carnarvon local health laws 2002. * A nominated officer from Agriculture Western Australia will conduct random checks on whole produce to ensure quality disease free product.

*Stallholders are encouraged to seek guidelines and discuss these requirements with the Shire of Carnarvon Senior Environmental Health Officer.

8. Plastic Bag Free

- Stallholders are not permitted to issue plastic carry bags to their customers at the point of sale. They are encouraged to use paper or calico bags, labelled with either their own signage or the GGM logo, which can be provided by the market coordinator.
- The coordinator can provide information on paper bag manufacturers and suppliers.

9. Fundraising

- The GGM Inc. fundraiser policy aims to assist the financial demands on the GGM, streamline operations and ensure fundraising efforts are in keeping with the GGM philosophy of healthy lifestyle promotion, encouraging civic participation and showcasing local produce.
- Fundraisers must apply in writing to the market coordinator and will be charged a \$30 food stall fee and \$10 non-food stall fee for each markets session attended
- Only one non-food and one food stall are to operate during any given market day
- Attendance approval will be on a rotational basis at the discretion of the coordinator and executive committee
- In the interests of good health no soft drink may be sold
- The GGM encourages food stalls to use local produce and to advertise its use. The market coordinator will help organise and display signage to that end
- The market coordinator will provide information on alternative healthy food choices.
- Fundraisers must complete a food stall licence vendor form to comply with Shire regulations.

10. Busking and performances

- The Shire of Carnarvon has granted full responsibility to the GGM Inc for busker and performance management.
- Buskers and performers must first seek permission from the market coordinator, who is responsible for coordinating requests as they arise.