

**This policy is for new applicants.**

**Our Values**

- **Fresh Quality product that is self-grown, or produced by the vendor**
- **Provide shoppers with a positive experience**
- **Members work collectively for the benefit of their market**

Gisborne Farmers Market aims, through the Committee and Market Manager, to manage the balance between the number and types of stallholders. This policy outlines the process to be followed, and the responsibilities of both the applicant, the committee and market manager.

Consideration will be given when approving a stall for the inclusion in the market as follows:

- Whether the new product will be of benefit to the Market as a whole.
- The number of existing stallholders selling a similar product.
- The availability of a particular product available for sale in the market place  
*(Very seasonal produce may well be able to support more suppliers)*
- The perceived size of the customer base for that particular product.
- Whether the new seller will unduly affect the commercial viability of the incumbent seller/s of a product. *Is their viability threatened by the volume of product vs. buyers or by the presentation of the product vs. the new product?*
- The Committee (or Market Manager through the Chairperson) may seek the view of any existing stallholder.

**i) Process for Applicant**

- Discuss [either written or spoken] their desire to be a vendor at Gisborne Farmers' Market with Committee and/or Market Manager
- Complete Application Form (and send to Secretary)
- Agrees to be available for property/site check. This will be carried out (may be omitted if deemed impractical by agreement of committee, and documented) by the Market Manager and one other person. The committee has the mandate to employ independent verifiers if necessary.
- Refusal to allow a property check, or repeated unavailability (3 requests) may result in a denial of membership. To maintain the integrity of the Gisborne Farmers' Market values and policies, site visits may be requested at any time.
- Following initial reading of application by committee, a prospective vendor may be invited to present at a committee meeting if further information or classification is required to make a decision.

The site visit is to validate that:

- Fresh produce is grown (on site) by the applicant. (Fresh produce includes vegetables, fruit, plants, and flowers)
- That there is sufficient "value added" to the products produced in certified premises i.e. kitchens etc.
- The applicant and product is within the values of the Farmers' Market
- The applicant demonstrates an understanding of the values and intent of the Farmers' Market
- The applicant demonstrates a commitment to the market and it's communal spirit
- The applicant takes responsibility for obtaining all licenses and other compliance documentation required to sell produce at market (Secretary/Market Manager will usually guide applicant when to begin this process) e.g. Gisborne District Council licenses.
  
- Products sold will be restricted to those applied for. Further approval must be gained for changes or additions to those listed on the 'Additional Products' application form and submitted to the committee.
- Acceptance to the market will depend on approval by the committee.
- Formal acceptance will be notified (via committee) by the secretary. All goods that are sold must be sold by the producer, someone directly involved in its production, or a family member. (This is to be noted on application form.)
- Fresh produce is to be grown locally by the vendor. On selling from other producers is not permitted.
- Processed food stuffs used for baking, jams, etc. should be locally sourced where possible. This may need discussion with Market Manager and/or committee.
- Stallholders are accepted in 'good faith' that they have adhered to, and will continue to do so, and have met various by-laws and other necessary regulations pertaining to their product and the sale thereof.
- Copy of documents (permits/licences) to be presented and filed with application.

**ii) Responsibility of Secretary and Market Manager**

- Application to be acknowledged upon receipt
- Secretary and/or Market Manager presents application to committee at monthly committee meeting
- Application check list, and Property Check List are to be completed and filed with outcome of application
- Copy of relevant Policies is given to all applicants that are being considered. Application policy may be all that is necessary for the initial process. All applications initially go to the committee for further discussion
- The committee reserves the right to refuse entry to any person on any grounds

- Stallholders are accepted in `good faith' that they have adhered to and have met various by-laws and other necessary regulations pertaining to their product and the sale thereof
- A site visit will be requested for all applications where this is practicable. This will be carried out by the Market Manager and one other person. The committee has the mandate to employ independent verifiers/assessors if necessary. (This would be done where it is felt there is insufficient knowledge within the committee or stall holders). The site visit check list is to be completed and presented to the committee to form part of the final decision. Denial by the applicant for this visit will result in refusal of membership
- Application only invited to present IF further information required after first reading of application.
- The site visit is to validate that:
  - Fresh produce is grown on site by the applicant. There is to be no buying in produce (fruit, vegetables, flowers, plants) and on-selling under any circumstances
  - The assessors are satisfied that sufficient effort has been put in to producing a “value added” product i.e. jams, preserves, baked goods, processed goods
  - Opportunity to discuss with applicant products being offered
  - Confirm application meets with the Farmers Market values
  - Applicant demonstrates an understanding of the Values of the Market
  - Demonstrates a commitment to the market
  - Gives applicant an opportunity to discuss any queries

Stallholders shall abide by the rules as set down at the time of application, and notified in newsletters from time to time.

Supporting Documents:

Application Check List  
 Application for Membership Form  
 Site Visit Checklist