

HEMPSTEAD VALLEY FARMERS MARKETS

Purpose

The Hempstead Valley Farmers Market has been established to:

- enable local farmers and producers to sell their produce direct to the public,
- give consumers the chance to buy fresh, locally grown fruit and vegetables, locally reared meat and home made products,
- raise public awareness on issues such as Local Agenda 21, organic farming, land management.

Location

The venue for the Hempstead Valley Farmers Market is the Green Car Pak, Hempstead Valley Shopping Centre, Hempstead, Gillingham, Kent, ME7 3PD. There is parking available for both producers and customers on this site.

Frequency

From June 2007 the Hempstead Valley Farmers Market will take place on the second Sunday of each month from 10.00 am to 2.00 pm:

Sunday 10 June

Sunday 8 July

Sunday 12 August

Sunday 9 September

Sunday 14 October

Sunday 11 November

Sunday 9 December

Criteria for participation

- No genetically modified (GM) produce or produce containing GM ingredients may be sold at the market.
- Produce and products offered for sale should normally be produced within 30 miles of Gillingham. Where producers for certain products can not be found within this area, producers from further afield may be allowed to sell at the market.
- Stall holders must grow, rear or produce the products they are selling.
- No bought-in produce is allowed.
- Priority will be given to those producers whose businesses are closest to the market.
- Your business must comply with all local and national laws and legislations regarding the production, labelling, display, storage and sale of goods.
- You must comply with the relevant Food Safety Regulations and relevant Trading Standards legislation.
- **Photocopies of Public Liability Insurance certificates must accompany your application.**
- The stall holders must be a direct employee of the business and involved in the production process.

There are 3 categories of producers recognised by the market. In order to participate you must fit into one of these categories.

Category 1 – Primary farm produce

- Includes eggs, fruit, vegetables, herbs, meat, fish, seafood, cheese, milk, butter, ice cream, honey and bee products, wine, cider, fruit juices, flowers and plants. Plants may include planted baskets if wholly grown and arranged by the producer.
- Exceptions may be made for products which are not available locally or to respond to customer demand.

Category 2 – Hand made consumable products

- Includes ready-made meals, condiments, confectionery, preserves, cakes and desserts whose principal ingredients are primary farm produce from category 1.
- All processed goods must contain at least one ingredient of origin from within the defined local area (not merely bought locally). The minimum local ingredient is 10% of each product

Category 3 – Hand made craft items

- Only products crafted from locally sourced materials.

MARKET ORGANISATION

The following points outline how the market is organised and managed on the day. By your participation in the market we ask you to respect these arrangements.

- the market is open to the public from 10.00 am to 2.00 pm
- no stall holders to arrive before 7.30 am
- stalls must not be cleared away before 2.00 pm
- **any fees payable for participation in the market must be paid in advance – a request for payment is made in advance of each Farmers Market**
- spaces and stalls will be allocated by the organisers
- producers should display trading names clearly on their stalls, together with a contact address and phone number. **Contact details should be made available to all members of the public to enable them to make contact with producers between the Farmers Markets**
- producers should bring their own chillers or refrigerators as required – **equipment requiring electricity will be tested on the day**
- **there is a no smoking and no dogs policy for those stalls selling food**
- please bring your stall with you. The size of each stall area is 3m x 3m – additional space is available but must be advised prior to the Farmers Market
- each market is run as a separate event
- **contact should be made before the Thursday prior to each Sunday Farmers Market if for any reason you are not able to fulfil your booking. Payment for your pitch will be required if this is not done.**
- Producers must dispose of all rubbish carefully
- The allocation of stalls is solely at the discretion of the organiser

Application Process

To take part in Hempstead Valley Farmers Market please:

- complete the booking form, filling in all sections of the form – this will confirm which market(s) you wish to participate in and what produce you will be bringing
- enclose an up to date copy of your public and product liability insurance (renewal date shown) – we require £5 million public and product liability cover
- If you have any questions about how to apply or whether your business/products meet the criteria please do not hesitate to contact us
- forward your application to M. Farmers Markets Limited, c/o 2 Aldington Cottages, Pilgrims Way, Thurnham, Maidstone, Kent ME14 3LN - Tel. No. 07775736116 e.mail: meophamfmkt@aol.com. Your application will be considered on receipt of the appropriate forms. The type of produce you are proposing to sell is monitored to ensure that the Farmers Market provides a wide choice of produce to the customers.
- your application will be processed
- You will be notified of the outcome of your application and payment then requested