



# Upper Hutt Farmers' Market

www.upperhutfarmersmarket.org.nz

Every Sunday, 9AM to 1PM, on Russell Street, Upper Hutt.

## Upper Hutt Farmers' Market Stallholder Application

Business name: .....

Address: .....

..... Postcode .....

Phone/s: H.....M.....

Email: .....

A produce/product calendar is attached. Please fill out and return to Hellen Swales or Chris Mills. This information will be used in promotional advertising as to 'what's at the market' etc., so please be as accurate as you can.

The National Farmers Market Association guidelines recommend that only three stalls may sell one type of product (e.g. tomatoes) at any given time; this helps to make the market economically viable to all stallholders. By filling in the Stallholder Product Calendar, the processing of this is a lot simpler.

All businesses will be subject to an 'authentication audit' throughout the next season/year. Audits will be carried out annually for existing stallholders and pre-commencement for all new stallholders. The National Association are forwarding the 'audit process guidelines' to follow, so it will be fairly straightforward.

Stallholder type: (please tick which applies to your stall)

Permanent (all year round stall)

Regular (seasonal produce/products)

Please indicate start ..... & finish dates .....

"I have read and agree to abide by the Market Guidelines, attached"

Signed..... Date.....

Upper Hutt Farmers' Market Management Team

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Postal details:

Upper Hutt Farmers' Market  
PO Box 40 209  
Upper Hutt

Email: stalls@upperhutfarmersmarket.org.nz

Hellen Swales: 04 527-0316  
Chris Mills: 021-748-770





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Every Sunday, 9AM to 1PM, on Russell Street, Upper Hutt.

## Upper Hutt Farmers' Market Guidelines

### What is a Farmers' Market?

- Stallholders at Farmers' Markets are primarily local farmers, growers, or processors who sell their own fresh produce or products direct to the public.
- All products sold should be grown, reared, caught, brewed, pickled, baked, smoked or processed by the vendor.
- It is not a flea market or an arts & craft fair/fete.
- They are mostly dominated by quality fresh fruit and vegetables.
- Most markets, including ours, are non-profit, community-run ventures. Any surplus goes back into the maintenance, marketing and promotion of the Market. Buying and selling locally means money remains within the community, which helps the local economy. It also increases people's awareness of what produce is available in the Greater Wellington Region.

### What can be sold at the Market?

Fruit, vegetables, herbs, plants, bread, coffee, wine, cheese, oils, fresh cut flowers (not dried), artisan goods including preserves and pickles, jams, baked goods, and products that form part of the food production cycle such as compost, worm farms and vegetable plant seedlings. A good balance needs to be maintained between fresh produce and artisan products.

The Executive will continually review this as seasons progress but acknowledge that this balance will vary depending on the time of year.

### Market Philosophy

The Upper Hutt Farmers' Market is founded on the following principles:

- The Market is a place where growers/producers and consumers meet and deal directly with one another.
- The Market aims to promote fresh, quality regional produce.
- The Market will be run in such a way that encourages honesty and integrity between producers and consumers.
- The Market encourages a vibrant atmosphere to make shopping an enjoyable and social experience.

### Market Manager

The Market Manager's decision on entry eligibility, position, configuration of the Market, etc., is final. Quality is controlled by the Market Manager.

Anything deemed unacceptable must be withdrawn from sale; regularly bringing unacceptable quality produce to the Market will result in that producer being excluded. The Market Manager has the right to ask for proof of origin and description of produce for sale, and to conduct property visits.

## **Market Rules**

The Market operates every Sunday from 9:00am to 1:00pm.

All produce stalls must comply with the Upper Hutt City Council regulations.

Stallholder details, including name, address and phone number must be displayed in a manner visible to the public.

80% of goods to be sold at the Market must be top quality regional produce. The region is defined as the Greater Wellington Region.

Genetically modified produce is prohibited.

Stallholders are responsible for paying for all income tax, GST and any other regulatory duties associated with the sale of their produce/goods.

Stallholders price their own products.

Stallholders are responsible for their possessions in and around their stalls.

Neither smoking, nor animals are permitted within the Market precinct (with the exception of guide dogs and similar).

The stall must be operated by someone directly involved in production, not just in other aspects of the producer's business.

Preference will be given to the products with the higher local content.

Produce must be accurately described. False or misleading descriptions are prohibited.

No more than three (3) Stallholders may sell the same category of product. This can be changed at the discretion of the Market Manager.

Preference will be given to perennial Stallholders, and those for whom the particular product or product type is a major source of their income. This is to avoid the case of 'add-ons' and to help expand the number of economically viable stalls and therefore the customer's choice. The aim is variety and choice from a wide range of growers/producers rather than a select few.

Those growers/producers wishing to become Stallholders at the Market must give notice of their intention to join. If their product type is over-represented at the Market, then they may join a waiting list until such time as a stall becomes available.

Stallholders must submit a list of what they intend to sell at the Market at the time of application. Pricing for products at a stall must be clearly displayed; weights and measures accurate.

A Stallholder or prospective Stallholder will have the right to come to a committee meeting to put forward their proposal or to air a grievance.

Stallholders who, in the opinion of the Market Manager, bring the Market into disrepute will be excluded without notice. No one person will be allowed to ruin it for others. Written notice will be given to Stallholders who do not adhere to the rules and principles of the Market.

No responsibility will be taken for the success or otherwise of individual stalls.

## **Booking a site or Resigning as a Stallholder**

To book a site for a stall, phone the Market Manager – on 04 527-0316 or 04 977-5400.

Stallholders must give two weeks notice of their intention to resign as a Stallholder.

Seasonal producers must give at least one week's notice of their impending seasons end. When, due to unforeseen circumstances such as weather interrupting or delaying harvest, which will result in the grower missing a market, the grower should inform the Market Manager as soon as possible.

## **Fees**

Stallholder fees and other funds raised by the operation of the market will be reinvested and used for the management, promotion and maintenance of the Market.

Fees are payable in advance.

The Stallholder fee is currently set at \$30 per stall, per market day.

Stall sites (approximately 3m x 3m) may be shared, but fees must be paid as one.

One site will be available for community use, with each Stallholder paying a percentage of the \$30 fee on the day.

If in the future the Executive needs to raise the fee to cover genuine expenses, then Stallholders will be notified one week in advance of any increase. Notice of any increase will be in writing and contain an explanation.

Stallholders who fail to attend any given market, without having notified the Market Manager at least 48 hours in advance (i.e. Friday prior), will be invoiced for that particular market.

Exceptions will be granted for valid reasons, which must be disclosed to the Market Manager.

## **Setting up – Clearing up**

Stallholders are responsible for setting up stalls and providing any shelter they require. This involves arriving in sufficient time to be ready to start trading at 9:00am promptly. It is recommended that Stallholders be on site by 8:00am.

Trading should not begin before 8:45am at the earliest.

Latecomers will be located at the Managers discretion.

All vehicles must vacate the market site before 8:30am.

Stallholders must stay at the market until it closes, even if you sell out of product. It is a good opportunity to talk to customers.

Each Stallholder is responsible for dismantling his or her stall and clearing it away at the conclusion of the market. Any rubbish generated must be removed.

A \$10 fee will be charged for cleaning stall areas that have not been cleaned up by the Stallholder at the end of the market.

## **Quality**

The Market Managers' decision on producer acceptability will be final.

For a Stallholder to describe themselves as organic they must be certified by one of the four principal certifying authorities; BioGro, Demeter, Organic Farms NZ or MAF.

General stall appearance is to be of a high standard and the Market Manager reserves the right to impose a suitable standard.

All signs and banners are to be of a professional quality, and any chalk-board used are to have clear writing.

No signs are to be placed in a walkway area.

## **Small Print**

The Stallholder undertakes to comply with all regulations and bylaws applicable to the stall including but not limited to the Fair Trading Act and the Consumer Guarantees Act and indemnifies the Market Manager and Executive from all claims, costs and damages arising whatsoever from breach by the Stallholder.

The Stallholder shall in regard to all plant, equipment, and machinery used in connection with their stall, comply with all regulations, government orders and codes of practice to ensure the safety of the employees of the Stallholder, the Market Manager, and the general public.

The Stallholder shall not bring into the venue any dangerous goods and indemnifies the Market Manager for all claims, costs, and liabilities arising howsoever from the actions of the Stallholder, its employees and invitees.

The Stallholder undertakes at all times to comply with the Building Act 1991 and the Health and Safety in Employment Act and indemnifies the Market Manager for any costs, claims or liabilities arising as a result of the Stallholders' action or inactions or its failure to comply with local body or Government regulations relating to the Stallholders' stall.

The Market Manager shall be under no liability for loss or damage to produce or the property of the Stallholder, its servants, agents or licensees howsoever such loss or damage may be caused, whether or not caused in whole, or in part by the negligence of the Manager, their servants or agents.

The Market Manager may alter the size, shape or location of the Stallholders' stall as deemed in the best interest of the Market at the Market Managers discretion.

The stall may not sublet, assign, share, or part with the possession of the stall except with the prior permission of the Market Manager. Failure to observe this clause will be grounds for exclusion from the Market.

If the holding of the Market is prevented, postponed or abandoned for reason of fire, storm, lightning, national emergency, strike, lockout, civil disturbance, inevitable accident or any cause not within the control of the Manager or should the venue become wholly or partially unavailable for holding the market then the Manager will be at liberty to cancel the Market.

Where the Market is cancelled under this clause, the Manager shall be under no liability in any way whatsoever for any costs, expenditure, liability or consequential loss incurred by the Stallholder.

The Market Management Team reserves the sole right to distribute photographs and other promotional material about the Market.

No responsibility will be accepted by the Market Management Team for any error, misdirection or omission occurring in any promotional material. Nor does the Market Management Team give any warranty as to the type or extent of promotion of the Market, nor the attendance numbers.