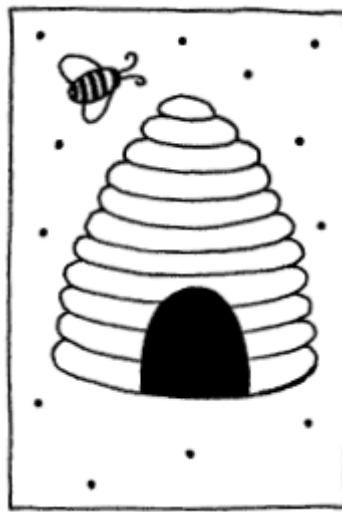


**Made in Stroud Ltd**

# **Certified Farmers Markets in Gloucestershire and Wiltshire**



## **Stallholders Application Pack** **"Enhancing and Maintaining Standards"**

**For further information please contact us**

**"Fresh-n-Local Farmers Markets"**

**Made in Stroud Ltd**

**Unit 6, Daniels Industrial Estate**

**Stroud GL5 3TJ**

**Tel 01453 758060/07813 943237**

**markets@fresh-n-local.co.uk**

**www.fresh-n-local.co.uk**

### **"How do I apply ?"**

1. Fill in your application form (find at back of pack)
2. Return it to Made in Stroud, together with the supporting documents listed in the checklist. You will be invoiced £25 for registration once we are able to offer you a stall. Alternatively, you may wish to enclose a cheque for £25 made payable to Made in Stroud Ltd. (We will destroy the cheque if your application is not accepted).

Where applicable, a copy of your current product labels together with your completed application form may be passed to the local Trading Standards. You may receive guidance in the form of a letter regarding your labelling.

Your environmental health department (based in your local authority) may also be sent a copy of your application form.

#### **Document checklist - include the following with your application form:**

- ❖ a copy of your current product labels to be passed to Trading Standards – not necessary if you are selling loose fresh fruit, vegetables, plants and unwrapped foods
- ❖ your current basic food hygiene certificate (Foundation Certificate) if applicable (see safe food policy)
- ❖ proof that your food business is registered with your local authority
- ❖ copy of certificate(s) for any assurance schemes, e.g. LEAF, FABBL, Soil Association, Organic Farmers & Growers, etc.
- ❖ Proof that any Electrical and Gas appliances to be used at the markets have been Safety/PAT tested within the past 12 months.
- ❖ an up-to-date copy of your public and product liability insurance certificate

When your paperwork is received, we will consider whether your business falls within our market rules, whether you live within our area and whether we have space for you at any of our markets.

#### **Please allow a minimum of 3 weeks for us to consider our decision.**

##### **Once accepted:**

- We will contact you to let you know
- We may pass a copy of your application and relevant documents to your local trading standards and environmental health officers.
- You will be required to adhere to the rules and safe food policy enclosed.
- You will be required to fill out a new application form and send up-to-date contact details, insurance certificates, labels and product lines **annually**. If you are part of an assurance scheme you are required to send us a copy of a current certificate. Please inform us immediately of any change of contact details, or of any new products you wish to apply to sell through fresh-n-local farmers markets.

## Further Training

We are very concerned that all produce on sale is of the highest standard, and that farmers markets customers receive the best possible service.

We regularly send information about further training and relevant conferences and seminars through our stallholders' newsletters.

We encourage processors of high-risk foods to take an Intermediate Food Hygiene Certificate for all persons staffing your stall.

## Appeals

If you are turned down for a stall and disagree with the decision, you can appeal to the board of directors of Made in Stroud Ltd.

## Grievance/Feedback Procedure

Complaints/suggestions should be taken to Made in Stroud. Your complaint should be dealt with within two calendar months.

## Rules for Farmers Markets

1. **All produce must be locally grown or locally produced.** By local, we mean within 30 miles of the market, although applications will be sometimes considered from those within 80 miles if their product is not already represented at the market.
2. **Producers must only sell their own produce.** All produce must be detailed on the application form. A change of produce on sale at your stall is not permitted without re-application.
3. **Stalls must be staffed by the producer**, their family or a representative with a working knowledge of the production of the produce on sale. All staff selling unwrapped food or engaged in cooking must hold a basic food hygiene certificate.
4. **No bought-in or repackaged goods** may be sold at fresh-n-local farmers markets organised by Made in Stroud.

**Primary produce**, including meat and meat products, poultry, fresh fruit and vegetables, honey, plants, eggs, fish, milk, yogurt, cheese, ice-cream and butter.

- ❖ Primary produce must have been grown/reared by the stallholder. In the cases of beef and lamb, it will be considered appropriate for livestock farmers to finish beasts bought-in from neighbouring farms, using the criteria laid down by FABBL, 180 days for cattle, 90 days for lamb. In the cases of eggs and poultry, they must be free range. *Farmers using GM free animal feed are encouraged to display a sign saying so at the point of sale.*
- ❖ **Raw Meat products**, including processed meat products such as sausages and bacon, should **ONLY** be sold by the **primary producer**.
- ❖ **Cooked processed meat products** may include bought-in ingredients of local origin so long as production methods for the meat and the farm of origin are known. These should be clearly marked on the stall.

**Secondary produce, food and drink prepared from raw ingredients;** including bread, baked confectionery, jams and preserves, juice, alcoholic drinks, speciality products etc.

- ❖ Producers should be using as much local ingredient as available. Producers adding value/processing should be prepared to support the ethos of farmers markets by buying ingredients from local farmers and growers.
- ❖ Producers buying from local growers must have receipts as proof they are using local ingredients. Producers growing their own ingredients for use in secondary produce should make this clear in signage on the stall and in the application form.
- ❖ Local free-range eggs **must** be used for all cakes and baked products. No mixes or pie fillings will be accepted. In order to foster and maintain local agriculture and horticulture, priority will always be given to those processors using their own or locally sourced raw ingredients. Please contact us in the office or visit the website [www.fresh-n-local.co.uk](http://www.fresh-n-local.co.uk) if you need information on sourcing local ingredients.
- ❖ Where no locally grown ingredients are sourced, producers may be accepted on a case by case basis, taking into account the above. We strongly encourage the use of fairly traded ingredients where they must be imported, and where the main ingredient is tea, coffee, chocolate or bananas, this **must** be fairly traded. We would encourage you to include the use of fair trade products in your marketing/publicity.
- ❖ The use of GM ingredients and derivatives in produce intended for sale at the farmers markets (e. g. in margarine oils and soya products) is not permitted.

### **Game**

- ❖ Game shot or caught within the local area may be sold at farmers markets by the person licensed to hunt the game or a dealer who can produce receipts from a local, licensed hunter.

### **Plants**

- ❖ We encourage the sale of plants grown from seed or cuttings, where some degree of skill is involved in the growing.
- ❖ Plugs of small plants may be purchased and potted on but must not be sold until they are well established and their roots are visible at the bottom of the pot.
- ❖ Under no circumstances may producers buy in mature plants for immediate resale. Some skill must be used in improving these plants prior to resale. It is an offence to take cuttings for eventual resale from plants protected by Plant Breeders' Rights. These plants are copyright.

### **Savoury Products**

- Meat products (pies, quiches, pates etc) should be made using locally produced meat bought from a reputable butcher sourcing from local farms or cut in a licensed cutting room using locally farmed animals. Similarly, locally grown vegetables should also be used wherever possible.

### **Baked confectionery and preserves**

- Free-range locally produced eggs must be used at all times.
- Locally milled flour **MUST** be used in all baking.
- Locally produced ingredients should be used in baked confectionery and preserves wherever possible; eg eggs, fruits, butter etc.
- We encourage the use of fairly traded products, and where the main ingredient is tea, coffee, chocolate or bananas, this must be fairly traded.
- Marmalade is permitted to be sold.

### **Game**

- Including locally caught duck, venison, rabbits, hare etc. may be used in savoury products where available.

### **Country Markets Ltd (previously known as WI Markets Ltd)**

#### **In addition to the rules and safe food policy aforementioned:**

- ❖ Producers selling through this co-operative are each required to apply using the application form in the pack so we have details of where the produce is being produced.

### **Shared stalls**

- ❖ Producer co-operatives (not marketing co-operatives), seasonal producers, local groups and allotment holders will be allowed to share a stall on condition that:
  - the origin and nature of the goods is clearly marked.
  - A maximum of 2 producers may share a stall
  - Each of the producers represented on a shared stall has applied in writing using the application form and been accepted and have agreed the market rules

### **Guest Stalls; charity or community organisations or occasional stalls**

- ❖ Subject to availability, no more than 10% of stalls at a market may be guest stalls.
- ❖ Guest stalls may attend each venue up to 2 times per year depending on the availability of space at the market.
- ❖ The guest stall holder must be either:
  - a local charitable organisation promoting or fundraising their activities
  - promoting Fair Trade by selling fairly traded products by local fair trade groups
  - promoting composting/home growing and other environmentally friendly schemes run by local authorities or other groups or organisations.
  - A Community group promoting local events

### **Please note**

- ❖ Only farms and processors registered with an approved sector body may use the term “**Organic**” to describe their produce. Ignoring this guideline is a contravention of Trading Standards Legislation and may result in being excluded from the market. Organic certificates should be displayed at the point of sale.
- ❖ If meat and vegetables are to be sold on the same stall, separate scales must be used to weigh the different produce.
- ❖ For the health of our customers, we encourage producers to use sugar, salt and fat advisedly and look into government guidelines for the reduction of these additives where applicable.
- ❖ Made in Stroud Ltd hold a premises licence for Stroud and Gloucester farmers markets and Swindon has a premises licence through the outlet centre. A temporary event notice must be obtained for markets in Stow by the stallholder selling the alcoholic beverages.
- ❖ Craft stalls and artists may be accepted at the farmers markets. A separate application form is used.
- ❖ Trading standards and environmental health officers will make unannounced visits to farmers markets to inspect standards.
- ❖ All stallholders are required to continue to supply Made in Stroud with an up-to-date copy of their public and product liability insurance certificate.
- ❖ The allocation and location of stalls remains at the discretion of the farmers’ market organiser, taking into account the mix of the market and local licensing legislation or restrictions.
- ❖ Any stallholder considered to be flouting any of the above regulations or of behaving unacceptably will receive a warning about their conduct. Any further disregard for the rules or uncooperative behaviour may result in a stallholder being excluded from the market for a fixed period or permanently.
- ❖ On registering with us we will hold your business information on our database for use with market bookings and occasional publicity.
- ❖ **Made in Stroud trading as “Fresh ‘n’ Local Farmers Markets” reserve the right to alter the stall layout at any farmers’ market venue without prior notice.**

## Safe Food Policy

*These guidelines are not a replacement to professional advice from your local Environmental Health and Trading Standards Officers and are intended only as a guide:*

- ❖ All food stallholders (with the exception of stallholders that only sell unprocessed fruit and vegetables) must hold a current basic food hygiene certificate. This should be on display at the market.
- ❖ All food stallholders must be registered as a food business with their local authority. There is no charge for this. Your Environmental Health Officer will be happy to advise you on the requirements.
- ❖ Those selling high-risk foods must use a suitable refrigeration unit to transport and display their goods, as advised by their EHO.  
Temperature guidelines for food storage and display for the duration of the market and during transportation to and from the market:
  - 8°C or below for refrigerated food on display.
  - 4°C for soft cheeses
  - 63°C or above for hot food on display.
  - –18°C is recommended for frozen food, which must be labelled as such.
- ❖ All stallholders must provide their own hand washing and utensil washing facilities if any unwrapped foods (including fruit and vegetables) are to be sold.
- ❖ All stalls are expected to have a professional appearance.
- ❖ A high standard of cleanliness must be maintained at all times.
- ❖ Stallholders must clearly display the name and address of their business on the stall. Where the business address is the same as the home address, Made in Stroud may be used as an address by arrangement to prevent burglary. (With the exception of limited companies, which must use their own registered office address.)
- ❖ All scales must be Weights and Measures approved and stamped as fit for use for trade.
- ❖ Current legislation should be applied to all labelling.
- ❖ Raw and cooked foods should always be kept apart so there is no risk of cross-contamination.
- ❖ Sensible steps should be taken to protect food from contamination.

## Safety

- ❖ Electrical equipment and gas-fired appliances must be designed and constructed to a suitable standard and must be regularly checked and maintained by a competent person. All Electrical and Gas appliances used at the market must be PAT/Safety tested every 12 months.
- ❖ Electrical appliances, cables and connections must be either protected from exposure to the elements or must comply with appropriate British Standards for use in wet conditions. Electrical cables must be protected from damage.
- ❖ Some type of shield between the public and cooking facilities must be erected. Stallholders engaged in cooking must have a fire blanket and appropriate type of fire extinguisher on hand.
- ❖ The area around the stall must be kept free from obstruction and tripping or slipping hazards.

We recommend traders familiarise themselves with the **Industry Guide to Good Hygiene Practice for Markets and Fairs.** (

Your Environmental Health and Trading Standards Departments will be happy to discuss any enquiries that you may have regarding environmental health and trading standards issues.

## Free Advice Available

### Weights and Measures, Labelling

Trading Standards Gloucestershire ..... 01452 426201  
Swindon Borough Council  
(Food Safety Officer).....01793 466737

### Food Safety, Health and Safety

**Contact your local authority Environmental Health Department**

Stroud District Council ..... 01453 754477  
Gloucester City Council ..... 01452 396304  
Cotswold District Council ..... 01285 643643  
Tewkesbury Borough Council ..... 01684 295010  
Cheltenham Borough Council ..... 01242 262626  
Forest of Dean District Council ..... 01594 810000  
North Wiltshire District Council ..... 01249 706111  
Bath and North East Somerset ..... 01225 477000  
Herefordshire Council ..... 01432 260000  
Monmouthshire Council ..... 01873 735422  
Swindon Borough Council (Alison Norman)..... 01793 466737



# Fresh-n-Local Stallholder's Application Form

This form is for the exclusive of Made in Stroud Ltd, Trading Standards and Environmental Health Officers.

Please make a copy for your own records.

**Name of Markets which you wish to attend** .....

**Name of all Market(s) currently attended** .....

**Your Name** .....

**Business Name** .....

Business address
.....
.....
Postcode .....
Telephone .....
Web site .....
Email .....
Fax No.....

Home address
.....
.....
.....
Postcode .....
Telephone .....
Mobile .....

Acreage (if applicable) ..... Holding No .....

Please tick the box that best describes your core business

- |   |  |
|---|--|
| <input type="checkbox"/> Fruit                      | <input type="checkbox"/> Hot/cold food to take away        |
| <input type="checkbox"/> Vegetables                 | <input type="checkbox"/> Honey products                    |
| <input type="checkbox"/> Cheese and dairy produce   | <input type="checkbox"/> Preserves                         |
| <input type="checkbox"/> Eggs                       | <input type="checkbox"/> Drinks                            |
| <input type="checkbox"/> Raw meat and meat products | <input type="checkbox"/> Plants/flowers                    |
| <input type="checkbox"/> Bread/pastries/baked goods | <input type="checkbox"/> Other <i>please specify</i> ..... |

Please list **all the products or produce you intend to sell** at Farmers Markets. You will only be permitted to sell produce listed below, and may be asked to remove any undeclared items. If you change your trade or develop new lines, you will need to fill out a new application form.

.....

.....

.....

.....

Please circle the months in which you are able to sell your produce or products.

All Year   Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sep   Oct   Nov   Dec

If you are making products from raw ingredients (i. e. cakes, bread or beers) you should include local ingredients. Local means within 30 miles or up to 50 miles if not available, of your premises. **Please give details of these.** Proof may be required.

.....  
.....  
.....

Will you yourself be attending the markets to sell your produce?  
 Yes       No

**If no, please state who else will regularly be at the markets. To qualify to sell at a Farmers Market, produce must be sold by the producer, a family member or by a member of staff with a working knowledge of the production of goods on sale.**

Name(s) .....

Position .....

Are you a member of any assurance or Certification scheme (e.g. Organic, LEAF, FABBAL etc)?  
 Yes       No

If you are, please include a copy of your certification document with this application.

- Applicant Statement** - Please tick to acknowledge
- I agree to sell only items that I have produced, grown or raised.
  - Only the persons named above will be present at my stall.
  - I understand that my details will be held on the fresh-n-local database and may be passed on to environmental health and trading standards officers.
  - I understand that trading standards and environmental health officers will communicate with the market organiser any issues which may affect my ability to attend the markets.
  - I agree to assist in any inspections required to verify the above statement.
  - I have read and understood the rules and safe food policy for Fresh-n-Local Markets
  - I agree to abide by the above and by any local market rules.

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

**Thank you**

Any stallholder who falsifies information on this form or fails to keep to the agreed conditions will be suspended from trading.

- Enclosures:**
- A copy of your public and produce liability insurance
  - Copy of your current product labels to be passed to Trading Standards
  - Copy of your Basic Food Hygiene Certificate
  - Evidence of Registration as a Food Business with your local authority
  - Copies of certificates for assurance schemes (e.g. Organic, FABBAL etc)
  - Cheque for £25
  - Copy of Electrical and Gas safety certificates for any appliances to be used at the market.

Please return this form, the enclosures listed, and a cheque for £25 made payable to "Made in Stroud" to:

Made in Stroud  
Fresh-n-local markets  
Unit 6, Daniels Industrial Estate  
Stroud  
Glos GL5 3TJ  
Tel 01453 758060  
[markets@fresh-n-local.co.uk](mailto:markets@fresh-n-local.co.uk)