

Sustainable Agriculture & Gardening Eurobodalla Inc

PO Box 911
Moruya NSW 2537

www.moruyafarmersmarket.org.au



11 June 2013

To all SAGE Farmers Market Stall Holders

Next stall holder consultation meeting

Since our first stall holder meeting back in April, a number of issues have come up about which the SFM Committee would like to consult with you.

We will be holding our next stall holder consultation next Tuesday 18 June at 5.30pm, so rug up, people! Stuart Scobie will provide some lighting for us. There are some important issues we'd like to discuss, so I hope many of you will make the effort (a big one at this time of year) to stay behind for it. The following three items will be our agenda for the meeting:

Winter trading

The SFM Committee has discussed this at length and we would like to get a clear indication from the stall holders on how you would like to proceed. We have come up with two options and we would like stall holders to indicate a preference for one. While we don't have a voting system established (and this would be a very complex system to establish, if we were to do so) the committee would like to consult with the stall holders attending the meeting on the 18th. Based on the response and feedback at the meeting, the committee will then decide on how to proceed.

In order for your preference to count, you must have completed and submitted your SFM Stall Holder Application Form. If you can't stay for the meeting, please approach me during the market to communicate your preference, but your input into the discussion at the meeting would be valued.

Option 1:

We remain committed to a 3pm start and will endeavour to have at least some stalls trade until 5.30pm. Given the amount of confusion amongst the public about the start time, the committee is resolute that it will not change now, only to be changed again later in the year. Changing the time would also completely disregard the after-work customers, who are already disillusioned and need to be convinced that the market will cater for them.

We will condense the market by moving stalls together and closing up gaps, to create a more inviting market atmosphere for customers. We accept it is unrealistic to expect all stall holders to remain until 5.30pm. As such, within this tighter marketplace, we establish a group of stall holders who are committed to remaining until 5.30pm. These stall holders will be placed adjacent to and across from each other, so when other stall holders leave, no gaps open up.

The stall holders who remain will be required to provide lighting. The committee proposes that a suitably bright battery powered LED lantern (such as are used for camping) be obtained by these stall holders and suspended from their marquee. The cost of these types of lanterns is estimated around the \$25-\$30 mark. Stall holders may find they need more than one, so that should also be considered.

The SFM Committee will increase efforts to publicise that the market is trading until 5.30pm, come what may, and encourage the after-work crowd to come along.

This will require some very committed and hardy souls to make this happen. We accept that there's not much in it income-wise for the stall holders, but it is an investment in the market's and stall holders' reputation and should pay dividends of goodwill and greater income in the years ahead.

Option 2:

We close the market for the months of August and September.

Redrafting of Rules 7 and 31-32 and inclusion of new definition

You will find attached a few changes to the SFM Rules & Regulations that will shortly be officially adopted by the SFM Committee. In keeping with those rules, we are giving stall holders an opportunity to respond to these changes at the stall holder consultation meeting next week before they are adopted.

Rules following the section that is affected by these changes will also be renumbered.

Stall Holder Representatives

The time has come for stall holders to nominate two of your own representatives to the SFM Committee. To date, stall holders have been represented by Hughen McConoghy and Adrian Cram and were appointed by the SAGE Executive. The nominated representatives will join the committee (which is a sub-committee of SAGE) and will be expected to attend our monthly meetings, now scheduled for the first Thursday of each month at a time to be confirmed on each occasion, but usually around 10am or 11am. They are held in Moruya, or close by. As you would be holding a position on a SAGE sub-committee, you would be required to be a member of SAGE, which costs \$10.

The stall holder representatives must be regular attendees at the market, as defined in the SFM Rules & Regulations and have submitted their SFM Stall Holder Application Form. These positions are intended to represent the many and not the few, so please keep that in mind when choosing your representatives. Stall holders are free to devise your own method of selecting representatives.

Please remember, you are still very welcome to approach myself or any of the SFM Committee members at any time and don't have to wait until a meeting to discuss an issue. SFM Committee members are listed on the website.

So, those are the 3 issues we will discuss next Tuesday from 5.30pm. Now, just a few more things for your information.

Southeast HARVEST Regional Food Festival

Please consider booking a stall at this event, to be held on Saturday 27 July. Costa has confirmed that he will be coming and organisers intend to create a lot of public interest in the stall holders this year. The fence and big marquee will be dispensed with and organisers have asked Costa to roam the stalls with a microphone to broadcast interviews with stall holders at prearranged, scheduled times.

You might like to do a cooking demonstration or prepare some kind of presentation to interact with Costa and the crowd that will swarm around him. The event's purpose is to "share, connect, educate" and is an excellent medium for promoting your enterprise and networking with others.

I have distributed application forms to just about everyone, but if you haven't got one, please approach me or download one from the website at www.southeastharvest.com.au/stallholders.

Bega Small Animal Abattoir

This important local resource is in danger of closing down, following a decline in membership of the Bega Valley Gourmet Meats Co-operative and lack of throughput of poultry and rabbits.

If you'd like to get involved with addressing the issues facing the co-operative and working to keep the last small species abattoir in NSW open, please attend a meeting planned for Thursday 13th June from 2pm to 4pm at the Narooma Ecotel (44 Princes Highway). The Ecotel is at the top of the hill to the north of the Narooma Bridge. For more information, talk to Fraser from Old Mill Road BioFarm.

3.00pm Start Time

We are still grappling with public perception that the market starts earlier than 3.00pm. Some stall holders have been trading before 3.00pm, making it difficult for other stall holders to comply. In the interest of fairness to all stall holders, I am asking everyone to take the 3.00pm start time seriously and inform your customers that you are not permitted to trade before the bell sounds. I'd also like to remind everyone that our licence to trade from Council is only from 3.00pm.

Regards,

Kate Raymond
Site Coordinator
on behalf of the
SAGE Farmers Market Committee

m: 0413 920 620
e: markets@sageproject.org.au



PROPOSED CHANGES AND ADDITIONS TO SAGE FARMERS MARKET RULES & REGULATIONS

PRESENTED TO STALL HOLDERS 11 JUNE 2013

SFM DEFINITIONS

VALUE ADDED FOOD PRODUCTS

A product whereby there has been change in the physical state or form of the product from its primary state to secondary state, such as milling wheat into flour or making strawberries into jam. Simply repackaging a primary product does not qualify as a value added food product.

SFM GENERAL RULES & REGULATIONS

7. The use of *agents and resellers* (i.e. selling another producer's products) is not permitted, other than the provisions in these rules for fishmongers (see Special Rules for Fishmongers). This applies to *primary, secondary* and *tertiary* producers. This rule is fundamental to ensuring the authenticity and integrity of the market.
 - 7.1. The exception to this rule is where producers have *shared capital* arrangements, in which case they are considered to be a single entity. However, the producers in the *shared capital* arrangement must all be situated within the *local region*.
 - 7.2. *Shared capital* arrangements must be declared on the SFM Stall Holder Application Form and supporting evidence of these arrangements must be provided.
 - 7.3. *Shared capital* arrangements must be approved by the SFM Committee.

SPECIAL RULES FOR FISHMONGERS

31. Due to the nature of the fishing industry, *agents and resellers* are permitted to sell fish and other seafood products.
 - 31.1. Fishmongers acting as an *agent or reseller* are not permitted to sell any *primary* product that is already sold at the SAGE Farmers Market by a *primary* producer of that *primary* product.
32. It is accepted that fish caught from outside the 160km radius from Moruya is considered locally harvested. However, only fish harvested by fishers based at ports within the *local region* may be sold at the market.
 - 32.1. The one exception to this rule, due to public expectation, is prawns, which may be sourced from within Australia. No prawns from outside Australian waters will be permitted.
33. Fishmongers must ensure they comply with all applicable requirements of the NSW Food Authority (www.foodauthority.nsw.gov.au) and Food Standards Australia New Zealand (www.foodstandards.gov.au) for their products. It is the stall holder's responsibility and obligation to determine what regulations apply to their products and to undertake the necessary steps to comply.