

Sustainable Agriculture & Gardening Eurobodalla Inc

PO Box 911
Moruya NSW 2537

www.moruyafarmersmarket.org.au



20 August 2013

To all SAGE Farmers Market Stall Holders

Stall Holder Representatives

The committee has welcomed Isabelle Hennequin and Jock Quirk aboard as stall holder representatives. If you wish anything to be raised with the committee on your behalf, you can talk to either of them. Of course, you can also talk to anyone on the committee, including myself, so you have a range of choices.

We would still like another stall holder representative, one that is a Primary Producer, so if one of our growers is willing to come along to a meeting on the first Thursday morning of each month, please let me know.

Don't forget, you can read all the committee minutes on our website and you'll also find contact details for our committee members in the "Contact" section (missing a few details, but we'll get there).

E-commerce system

You should have received a notice last week about the forum we're conducting on Saturday 24th August 12.30pm at the Air Raid Tavern. This is your chance to have some influence over how this system takes shape. All options are on the table and there are many, many questions to be asked (and hopefully answered).

This is all about expanding the reach of the SAGE Farmers Market beyond Tuesday afternoons and has great potential to create even more demand for your produce and products. Please come along for an hour or two this Saturday afternoon and we'll start nutting out how to make this happen.

Redrafting of Rules 38 and 47

The committee has been approached by a business wanting to join the market that manufactures a product locally, however, the main ingredient is simply not produced in Australia to a standard that is suitable for making their product. Other lesser ingredients in their products are sourced as locally as possible.

We feel that in certain cases, such as this one, it is reasonable to allow products made with ingredients from overseas in very limited circumstances. As such, we have redrafted two rules to reflect this. It would be a shame to entirely exclude all local businesses who do use local ingredients where at all possible, simply because it is not possible to source the main ingredient in Australia.

These rules apply only to Secondary and Tertiary Producers. Primary Producers are still required to sell produce only from their own enterprise within the local region.

Rule 38 appears in the section *Additional Rules for Secondary Producers*.

38. Where ingredients cannot be sourced from within the *local region*, they may be sourced from within Australia.

38.1. In certain circumstances, ingredients from outside Australia will be permitted, provided it can be shown that all attempts have been made to source from within Australia. If other ingredients for the product concerned can be sourced locally, all attempts must be made to do so. These cases must be approved by the SFM Committee.

Rule 47 will have the same wording, but appears in the section *Additional Rules for Tertiary Producers*.

Backyard Growers

An unforeseen consequence of starting the farmers market was the lost opportunity for the general public who grow food at home to sell their excess produce for a little cash.

SAGE has addressed this by introducing a *Non-Commercial Grower* scheme at the farmers market.

Backyard growers will be able to book a place at the SAGE stall to sell their excess produce without the prohibitive costs of purchasing a site and insurance to operate, instead a token fee will be charged. They

must be in attendance (can't dump and run), must take any unsold produce away and must be a SAGE member. Bookings will be essential, as space will be limited. Only primary produce will be allowed.

We have gone to some effort to establish a firm set of rules and regulations for these "backyarders" in order to preserve the commercial nature of the market and our stall holders' businesses.

Please find a copy of the draft rules attached to this notice for you to consider. If you have any concerns about this scheme, you must raise them with me or a member of the committee as soon as possible. We intend to get the scheme running as soon as the rules are officially adopted at the next committee meeting in early September.

That's it for now.

Regards,

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

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