

SAGE FARMERS E-MARKET PHOTOGRAPHY POLICY

This Photography Policy is an addendum to the SAGE Farmers e-Market Producer Terms of Use and applies to all SAGE Farmers e-Market (SFe-M) producers current and future. The SAGE Farmers Market (SFM) Committee revises this document regularly as need dictates.

Upon signing the acknowledgement and acceptance of the Terms of Use, every producer agrees that they are bound by them, including this Photography Policy as at the date they sign and any subsequent modifications and updates to these documents.

Producers will be notified of any changes to this document and will be invited to respond before any changes are adopted.

The most current Terms of Use and Photography Policy documents are always available to read and download at the SFM website (www.sagefarmersmarket.org.au).

PHILOSOPHY & ETHOS OF THE SAGE FARMERS MARKET

The purpose of the SAGE Farmers Market (SFM) is to provide a marketplace for consumers to access locally grown or harvested food directly from the producers, under safe and controlled conditions.

It is the stated intention of the SFM to ensure and maintain an authentic market in which consumers can invest their trust that what they purchase from any SFM stall holder adheres to the SFM philosophy and ethos.

The SFM exists to support local primary producers and local secondary and tertiary producers who value add to produce sourced locally.

The SFM's additional purpose is to educate consumers about the multiple benefits of eating local produce and products and to raise awareness of the seasonality of local food. It also supports the over-arching aims of SAGE Inc to provide assistance and education to new and existing growers in our region to adopt sustainable agricultural practices.

The SFM Committee will protect the integrity and authenticity of the SAGE Farmers Market by implementing and policing these Rules & Regulations and the accompanying Code of Conduct.

SFe-M PHOTOGRAPHY POLICY

1. All products listed for sale on the SAGE Farmers e-Market must display a photographic image that reasonably and fairly represents the product.
2. To ensure a high standard of image quality and a consistent customer experience, all images will be produced by the SFe-M Coordinator, or a photographer selected by the SFM Committee.

3. Cost of photography:
 - 3.1. Generic unbranded products, available to be used by any producer, will be provided at no cost.
 - 3.1.1. Sample products for the purpose of producing the image will be provided free of charge by the producer who first requests the image.
 - 3.1.2. Where safe and possible, after being photographed, sample products will be donated to the SAGE Food Bank for distribution to the community.
 - 3.2. Branded and unbranded products for the specific use of a single producer will be provided at a cost of \$10 per image.
 - 3.2.1. In certain cases, a lower cost may be negotiated eg. producing bulk images requiring minimal differentiation between products. This will be determined case by case by the SAGE Farmers e-Market Coordinator. A price will be agreed before photography proceeds.
 - 3.2.2. Sample products for the purpose of producing the image will be provided free of charge by the producer.
 - 3.2.3. Where safe and possible, after being photographed, sample products will be returned to the producer.
 - 3.2.4. Producers will be invoiced by SAGE Inc for the cost of photography. Products will not be listed until payment has been received.
 - 3.2.4.1. Arrangements can be made with the SFe-M Coordinator to have costs deducted from a producer's e-market revenue.
4. All images remain the property of Sustainable Agriculture and Gardening Eurobodalla Inc and may not be used without permission.
 - 4.1. Generic and unbranded images are not available for purchase.
 - 4.2. Branded images may be purchased for use by the producer for \$50 per image.
 - 4.2.1. Both high and low resolution images will be provided.
 - 4.2.2. These images may not be on-sold to another party.
 - 4.2.3. Images must identify the SAGE Farmers e-Market by a watermark on the image.
 - 4.2.4. Images must be used only for the purposes of marketing the identified brand and/or the SAGE Farmers e-Market.
 - 4.2.5. The purchase of the use of any image does not cancel or invalidate any rights or claim to ownership of SAGE Inc.