

6 March 2018

To all SAGE Farmers Market Stall Holders

### **Dogs at the market**

We have now adopted the new rule that prohibits stall holders from bringing companion animals to the market. Please leave your dogs at home from now on. The rule states:

- 20. SFM stall holders are not permitted to bring any companion animals to the market. Service animals are permitted and must be securely tethered, have access to water and shelter and kept controlled at all times.*

We have also adopted a policy regarding customers bringing dogs to the market. It can be read on our website, but basically, all we can do is request that customers consider leaving their dog at home, as we are a food market. Thank you for setting the example by not bringing your dogs. A new sign will soon go up with the request to customers.

### **5th birthday celebration – 20th March**

Further to our invitation to stay back after the market for a little celebration on the 20th March, we would also like to have a discussion at that time about our marketing strategy and our plans for the e-market.

This is a very important discussion that involves every stall holder and we would appreciate everyone making the effort to be there for the chat while enjoying some food and a bevvie. Please start thinking about organising yourself so you can join us.

### **Trading and holding products before 3.00pm**

This is a reminder to all stall holders of the rules regarding trade and put-aways. Once again, some customers and stall holders are looking for loopholes and grey areas to get around this rule. To answer any questions and to make it clear for everyone, I have included the rules relating to this matter below.

- 15. The market commences at 3.00pm. No trade is permitted until this time. Stall holders are expected to educate the public about the precise start time and withhold trade until this time. This is to ensure the safety of the public during the set up period for stall holders prior to the market commencing and to allow stall holders to set up in a safe and controlled manner.*
- 15.1. Stall holders may commence setting up from 2.00pm.*
- 15.2. Stall holders are not permitted to put aside or hold any products for customers who approach the stall holder on site before 3.00pm. All special requests must be arranged either via the SAGE Farmers e-Market or by directly contacting the stall holder, before the customer arrives at the market. This is to avoid confusion among customers of the market, who perceive such activity as trading before 3.00pm.*
- 15.3. Where commercial arrangements exist ie. a restaurant or other retailer collecting an order placed prior to arriving on site, such orders may be collected from the stall holder before 3.00pm to avoid congestion and delays when serving the public after 3.00pm.*

Holding products for customers gives them an unfair advantage over customers who are prepared to queue and take their chances. If a customer has ordered *prior to arriving at the market*, this is fine, but allowing them to put things aside as stall holders are setting up places pressure on stall holders and leads to resentment from other customers.

Stall holders and SAGE volunteers may make requests prior to 3pm, but **please** do this discreetly!!

## **More food labelling – Country of Origin Labelling (CoOL)**

You may not be aware (and I apologise for not bringing this to your attention sooner), but everyone – yes, *everyone* – will be required to label *all* their products with Country of Origin from **1st July** this year.

There are very few exceptions: alcoholic beverages, tea & coffee, biscuits, seasonings, confectionery and snack foods. Everything else will be labelled and/or clearly identified with Country of Origin.

This will be reasonably simple for fruit & vegetable growers, not too complicated for meat producers (primary producers), but a bit of work for value-adders (secondary producers).

There are plenty of easy-to-use resources for producers to help you get your head around what's required and how you can create the signage and labelling you need to comply with the new regulations.

As with any labelling or other regulatory requirements, the market is not accountable for your responsibilities as a food retailer. You must make sure you have informed yourself and taken the necessary steps to ensure you are meeting Country of Origin labelling requirements or face the wrath of the ACCC.

Here are the links to help you:

<http://www.foodlabels.industry.gov.au/>

<http://www.foodstandards.gov.au/consumer/labelling/coo/Pages/default.aspx>

<https://www.accc.gov.au/publications/country-of-origin-food-labelling> (includes PDF guidebook)

And this one is an online tool to help you work out what labels you need and what to put on them:

<http://www.originlabeltool.business.gov.au/>

There's a lot of information out there to help you, but these links should provide enough to get you sorted.

Good luck.

That's all for now.

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

m: 0413 920 620  
e: [markets@sageproject.org.au](mailto:markets@sageproject.org.au)