

## STREATHAM FARMERS MARKET

### **Purpose**

The Streatham Farmers Market has been established to:

- enable local farmers and producers to sell their produce direct to the public,
- give consumers the chance to buy fresh, locally grown fruit and vegetables, locally reared meat and home made products,
- raise public awareness on issues such as climate change, organic farming, land management.

### **Location**

The venue for Streatham Farmers Market is the paved area in front of the Odeon, 47 – 49 High Road, Streatham SW16 1PW. There will be parking available for producers nearby.

### **Frequency**

Streatham Farmers Market will take place on the SECOND Saturday of each month and is open to the public between 10.00 am and 2.00 pm: current dates for the trial:

Saturday 12<sup>th</sup> April

Saturday 10<sup>th</sup> May

Saturday 14<sup>th</sup> June

Saturday 12<sup>th</sup> July

### **Criteria for participation**

- No genetically modified (GM) produce or produce containing GM ingredients may be sold at the market.
- Produce and products offered for sale should normally be produced within 30 miles of Lambeth. Where producers for certain products can not be found within this area, producers from further afield may be allowed to sell at the market.
- Stall holders must grow, rear or produce the products they are selling.
- No bought-in produce is allowed.
- Priority will be given to those producers whose businesses are closest to the market.
- Your business must comply with all local and national laws and legislations regarding the production, labelling, display, storage and sale of goods.
- You must comply with the relevant Food Safety Regulations and relevant Trading Standards legislation.
- **Photocopies of Public Liability Insurance certificates must accompany your application.**
- The stall holders must be a direct employee of the business and involved in the production process.

There are 3 categories of producers recognised by the market. In order to participate you must fit into one of these categories.

#### **Category 1 – Primary farm produce**

- Includes eggs, fruit, vegetables, herbs, meat, fish, seafood, cheese, milk, butter, ice cream, honey and bee products, wine, cider, fruit juices, flowers and plants. Plants may include planted baskets if wholly grown and arranged by the producer.
- Exceptions may be made for products which are not available locally or to respond to customer demand.

**Category 2 – Hand made consumable products**

- Includes ready-made meals, condiments, confectionery, preserves, cakes and desserts whose principal ingredients are primary farm produce from category 1.
- All processed goods must contain at least one ingredient of origin from within the defined local area (not merely bought locally). The minimum local ingredient is 10% of each product

**Category 3 – Hand made craft items**

- Only products crafted from locally sourced materials.

**MARKET ORGANISATION**

The following points outline how the market is organised and managed on the day. By your participation in the market we ask you to respect these arrangements.

- the market is open to the public from 10.00 am to 2.00 pm
- no stall holders to arrive before 7.30 am – this a requirement of the Street Trading Consent agreed with Lambeth . Please aim to arrive after 8.00 am
- stalls must not be cleared away before 2.00 pm
- **fees payable for participants will be collected at the Farmers Market**
- producers should display trading names clearly on their stalls, together with a contact address and phone number. **Contact details should be made available to all members of the public to enable them to make contact with producers between the Farmers Markets**
- producers should bring their own chillers or refrigerators as required – **equipment requiring electricity will be tested on the day**
- **there is a no smoking and no dogs policy for those stalls selling food**
- please bring your stall with you. The size of each stall area is 3m x 3m – additional space is available but must be advised prior to the Farmers Market
- each market is run as a separate event
- **contact should be made before the Thursday prior to each Saturday Farmers Market if for any reason you are not able to fulfil your booking.**
- Producers must dispose of all rubbish carefully
- The allocation of stalls is solely at the discretion of the organiser
- Currently the fee for participating at the Farmers Market is £30.00. This fee includes the necessary payment to Lambeth Council for Street Trading Consent.

**Application Process**

**To take part in the Streatham Farmers Market please:**

- complete the booking form, filling in all sections of the form – this will confirm which market(s) you wish to participate in and what produce you will be bringing
- enclose an up to date copy of your public and product liability insurance (renewal date shown) – we require £5 million public and product liability cover
- If you have any questions about how to apply or whether your business/products meet the criteria please do not hesitate to contact us
- forward your application to M. Farmers Markets Limited, c/o 2 Aldington Cottages, Pilgrims Way, Thurnham, Maidstone, Kent ME14 3LN - Tel. No. 07775736116 e.mail: [meophamfmkt@aol.com](mailto:meophamfmkt@aol.com). Your application will be considered on receipt of the appropriate forms. The type of produce you are proposing to sell is monitored to ensure that the Farmers Market provides a wide choice of produce to the customers.
- your application will be processed
- You will be notified of the outcome of your application.

