



# CARRIAGEWORKS FARMERS MARKET CHARTER

Updated: 19 February 2019

# CARRIAGEWORKS FARMERS MARKET CHARTER

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## MISSION

To become a destination for the communities of Sydney and National and International visitors to engage with diverse fresh seasonal produce and handmade foods and to build supportive relationships with the NSW/ACT farmers, chefs and artisans who grow, rear or prepare them.

## DEFINITION

“A ‘Farmers Market’ is a fresh food market that operates regularly within a community, at a location that provides a suitable environment for farmers and food producers to sell farm-origin and associated value added food products directly to customers.” Australian Farmers Market Association.

## PRIMARY OBJECTIVE

To continue the growth of Carriageworks Farmers Market as Sydney’s preeminent farmers market providing customers with the opportunity to purchase fresh, seasonal produce and handmade foods sourced directly from farmers, chefs and artisan producers who grow, rear or prepare them.

## CARRIAGEWORKS CULTURAL PRECINCT

The Carriageworks Farmers Market is located within the Carriageworks Cultural Precinct. Carriageworks is the largest and most significant contemporary multi-arts centre of its kind in Australia. Carriageworks’ program is artist led and emerges from Carriageworks’ commitment to reflecting social and cultural diversity. The Carriageworks Farmers Market contributes to two key strategic goals:-

- developing Carriageworks into a major cultural precinct for Sydney and,
- Carriageworks as a high-performing, partnership focussed organisation.

## CORE VALUES

The Carriageworks Farmers Market is based upon the following core values:

- AUTHENTICITY
- ORIGIN
- KNOWLEDGE
- SUSTAINABILITY
- EXCELLENCE

➤ **AUTHENTICITY**

**The fundamental purpose of an authentic farmers market is to facilitate the purchase of produce direct from the farms and kitchens where the produce is grown, livestock raised or artisan products made.**

This direct interaction allows farmers, chefs and artisan food producers to obtain a fair price for their products while customers can learn more about the origin of their food. Therefore agents, wholesalers and resellers are not permitted to hold a stall at the Carriageworks Farmers Market as they do not provide customers with a direct connection to the farm. Under no circumstances can produce that has been purchased or collected from other produce markets, including Flemington Markets be sold or distributed at the Carriageworks Farmers Market. Carriageworks Farmers Market recognises that the unique demands of farming may prevent quality producers from participating and has allowed local cooperative, supported farming and staffing support arrangements.

➤ **ORIGIN**

**All produce for sale at the Carriageworks Farmers Market must be grown or raised within NSW/ACT.**

Exceptions may arise in the case of specialty items that cannot be sourced from within NSW/ACT; in such cases management may at their discretion allow the participation of interstate producers. These exceptions will be granted to maintain the diverse range of produce on offer at the market while adhering to our value of authenticity. Value added products are not required to use entirely NSW/ACT ingredients; however 50% of the products final value must be added within NSW/ACT.

➤ **KNOWLEDGE**

**Carriageworks Farmers Market believes that interaction between the farmer, chef or artisan producer and the customer is an essential part of the Market.**

It is important to recognise the commitment of farmers, chefs and artisan producers to the land and their products. Carriageworks Farmers Market allows stallholders to employ staff to work at their stall on their behalf. Staff must display detailed knowledge of the farm, restaurant or production process and the products being sold. The stallholder must also maintain a presence on their stall no less than the minimum attendance requirements specified in the Business Rules section of this Charter.

➤ **SUSTAINABILITY**

**Carriageworks Farmers Market recognises our impact on the environment and understands the importance of sustainable business practices especially with regards to water use, waste management and carbon emissions.**

To reflect our commitment to sustainability, the following strategies have been implemented:

- Collection of rainwater for use onsite.
- Co-mingled and paper/ cardboard recycling bins to reduce general waste.
- Local NSW/ACT producers reduce food miles.
- Encouraging stallholders to use eco-friendly bags, plates and cups.
- Supporting sustainable farming practices.
- Availability of the community stall to promote environmental issues with a relationship to food culture.

➤ **EXCELLENCE**

**The Carriageworks Farmers Market is committed to showcasing the very best and most innovative producers, chefs and artisans in NSW.**

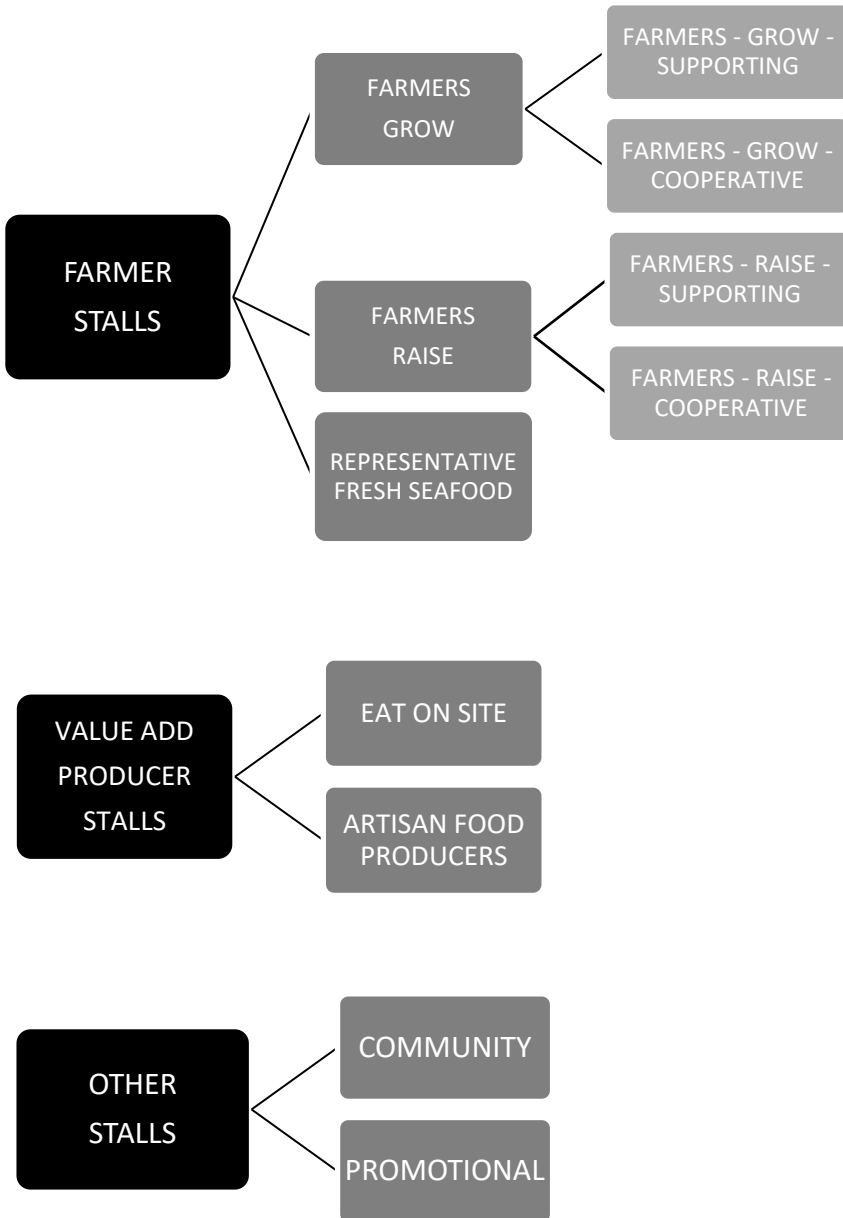
To achieve this, Management will make qualitative decisions on the selection of stallholders including seeking advice of the Carriageworks Farmers Market Committee, industry peers and professionals across the sector.

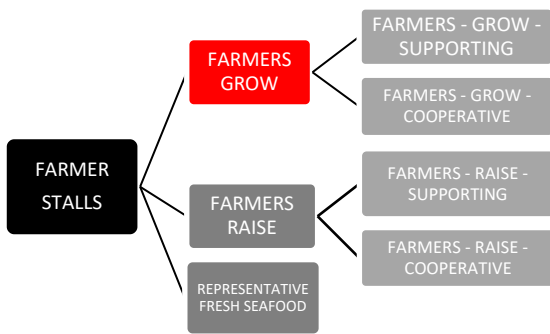
The Carriageworks Farmers Market will not only be committed to excellence in produce but will also be committed to the design and presentation of how products are packaged and presented at the Market. The Presentation Standards Policy defines the criteria around signage, packaging, presentation and also provide guidelines on customer service standards. Adherence to these guidelines will be taken into consideration in determining the renewal of stallholder agreements.

To maintain the high standards of the markets, stallholder agreements are non-transferrable. In the event that a stallholder sells their farm without replacement or their business as a whole the agreement will terminate and will not be transferred to the acquiring entity. In the event of a stallholder's death the stallholder agreement may be transferred to a family member who has an involvement with the farm or business.

## CARRIAGEWORKS FARMERS MARKET BUSINESS RULES

To achieve the core values of the Carriageworks Farmers Market, stallholders are required to comply with the business rules. The business rules are tailored to accommodate the unique demands of farmers, chefs and artisan producers. All stallholders are required to comply with the business rules applicable to their stall type identifiable via the chart below.





## FARMERS – GROW STALLHOLDER RULES

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### STAFFING

Part of the Carriageworks Farmers Market competitive advantage is providing customers with a unique opportunity to interact with the individuals who grow, raise and make their food. To maintain this competitive advantage it is necessary for stallholders to ensure that their staff can demonstrate detailed product knowledge and have spent time on their farm. Stallholders must also be present at every fourth market as a minimum, however attendance at every market is preferred. The level of attendance at the Market will be taken into consideration in determining the renewal of stallholder agreements. Neat, appropriate attire is required at all times for stallholder staff.

### SEASONAL LIST

Stallholders must lodge an annual seasonal list with management detailing the various produce that they will be growing for sale on their stall and the months that it will be available. Under no circumstances can produce that has been purchased or collected from other produce markets, including Flemington Markets be sold or distributed at the Carriageworks Farmers Market.

### FARM VISITS

Management will conduct regular farm visits to ensure that stallholders remain compliant with the charter and to confirm the accuracy of their seasonal lists. Management will provide a minimum of two weeks' notice to stallholders of an impending farm visit and will comply with all bio-hazard instructions as advised by the stallholder. During the visit the stallholder must accompany the management representative who will take photographs and or video footage to document their visit. Farm visits encompass all farms that supply the Carriageworks Farmers Market including supporting and cooperative farms.

### SPOT CHECKS

Management will conduct produce spot checks throughout the year to ensure that there is no variation from the approved seasonal list both in terms of produce range and seasonality.

### VARIATION TO APPROVED PRODUCE LIST

The Carriageworks Farmers Market is a competitive business environment regulated by management to ensure that particular goods are not oversupplied to the detriment of stallholders or the overall market experience. Therefore stallholders must submit a written request to management for changes to their

existing approved produce list. Approval will be granted based on product diversity and adherence to the Charter's core values. A minimum of two weeks' notice for variation must be supplied.

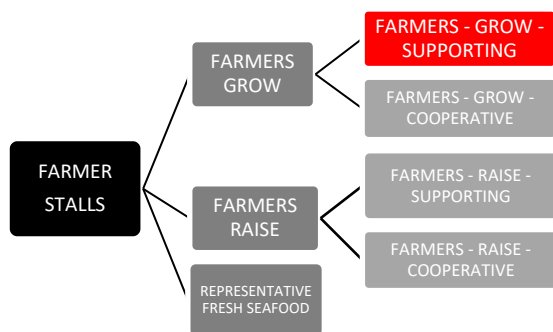
**PACKAGING**

Packaging must comply with all City of Sydney and NSW Food Authority requirements and unless required by legislation must not feature any brand other than that of the stallholder as per the stallholder agreement.

**VALUE ADDED PRODUCTS**

Farmers may with management approval sell value added products that incorporate a key ingredient that is sourced from their farm. Stallholders must submit a written request to management for changes to their existing approved produce list. Approval will be granted based on product diversity and adherence to the Charter's core values. A minimum of two weeks' notice for variation must be supplied.





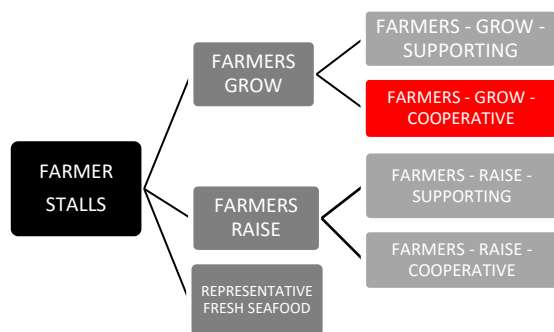
## FARMERS – GROW – SUPPORTING STALLHOLDER RULES

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The Carriageworks Farmers Market understands that many small scale producers may be unable to attend markets due to the unique demands of farming. Therefore, stallholders may 'support' up to three farmers located within the same regional boundary of their farm by selling their produce at the market on their behalf (NSW regions can be [located here](#)). With special approval from the market committee and management, stallholders may support farmers outside the regional boundary. This arrangement requires that all profits be returned to the supported farmer. The combined volume of supported produce must not exceed 30% of the total produce at the stall. This arrangement ensures that the original purpose of the stall is maintained and that market diversity is not compromised. Under no circumstances can produce that has been purchased or collected from other produce markets, including Flemington Markets be sold or distributed at the Carriageworks Farmers Market. It is the responsibility of the stallholder to arrange the following documentation for each supported farmer to be lodged alongside their own seasonal list each year:

- Seasonal produce list
- Letter from the supported farmer confirming the details of the arrangement.

Stallholders must clearly display the names of all supported farmers and a list of their produce.



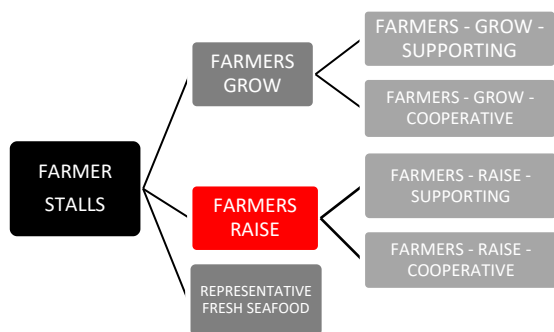
## FARMERS - GROW – COOPERATIVE STALLHOLDER RULES

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The Carriageworks Farmers Market allows up to four farmers to hold a stall under a cooperative arrangement subject to the following conditions:

- The cooperative must nominate a member to act as the stallholder who will be responsible for all operational and financial aspects of the stall.
- All cooperative farmers must be located within the same regional boundary (NSW regions can be [located here](#)). With special approval from the market committee and management, stallholders may support farmers outside the region.
- The cooperative must supply a contract providing that all members will receive a price no less than the live weight price at the nearest regional sale yard *or* the MLA hook price on the week of sale.
- The nominated stallholder must ensure that all products from the cooperative farms are clearly distinguishable and are labelled with the details of the farm from which they have come.
- All cooperative members must supply land titles or lease contracts (12 months or more) over the land on which they are farming. The Carriageworks markets will also require the Property Identification Code (PIC) for each farmers land and National Vendor Declaration (NVD) forms.
- The nominated Stallholder is responsible for ensuring consistent quality across any product sold from their stall.
- The cooperative must provide a history of the relationship between its member farmers and a description of the member farms including scale, operations etc.

These rules are to be followed in conjunction with the rules that apply to independent stallholders who grow. Where these rules conflict with those that apply to independent farmers, the cooperative rules shall apply.



## FARMERS – RAISE STALLHOLDER RULES

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### STAFFING

Part of the Carriageworks Farmers Market competitive advantage is providing customers with a unique opportunity to interact with the individuals who grow, raise and make their food. To maintain this competitive advantage it is necessary for stallholders to ensure that their staff can demonstrate detailed product knowledge and have spent time on their farm. Stallholders must also be present at every fourth market as a minimum, however attendance at every market is preferred. The level of attendance at the Market will be taken into consideration in determining the renewal of stallholder agreements. Neat, appropriate attire is required at all times for stallholder staff.

### SUPPORTING DOCUMENTATION

The Carriageworks Farmers Market may request kill sheets, Property Identification Codes (PIC's) and other documentation issued by various government departments in order to assess compliance with the Charter. Under no circumstances can produce that has been purchased or collected from other produce markets, including Flemington Markets be sold or distributed at the Carriageworks Farmers Market.

### FARM VISITS

Management will conduct regular farm visits to ensure that stallholders remain compliant with the charter and to confirm the accuracy of their seasonal lists. Management will provide a minimum of two weeks' notice to stallholders of an impending farm visit and will comply with all bio-hazard instructions as advised by the stallholder. During the visit the stallholder must accompany the management representative who will take photographs and or video footage to document their visit.

### SPOT CHECKS

Management will conduct produce spot checks throughout the year to ensure that there is no variation from the approved product list.

### VARIATION TO APPROVED PRODUCE LIST

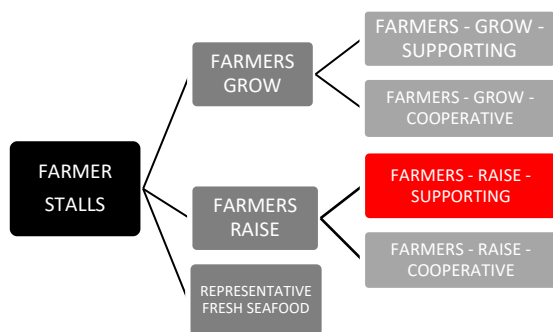
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**PACKAGING**

Packaging must comply with all City of Sydney and NSW Food Authority requirements and unless required by legislation must not feature any brand other than that of the stallholder as per their stallholder agreement.

**VALUE ADDED PRODUCTS**

Farmers may with management approval sell value added products that incorporate a key ingredient that is sourced from their farm. Stallholders must submit a written request to management for changes to their existing approved produce list. Approval will be granted based on product diversity and adherence to the Charter's core values. A minimum of two weeks' notice for variation must be supplied.



## FARMERS – RAISE – SUPPORTING

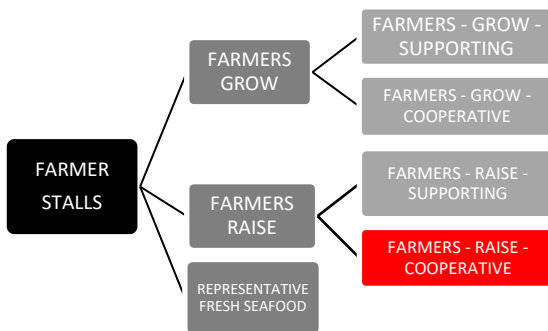
### STALLHOLDER RULES

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The Carriageworks Farmers Market understands that many small scale producers may be unable to attend markets due to the unique demands of farming. Therefore stallholders may 'support' up to three farmers per calendar year subject to the following conditions:

- All supporting farms must be located within the same regional boundary (NSW regions can be [located here](#)). With special approval from the market committee and management, stallholders may support farmers outside the region.
- All supporting farmers must raise on their property, 100 percent of the livestock that is supplied to the primary stallholder for sale at the Carriageworks Markets.
- The Stallholder must provide a contract guaranteeing that supported farmers will receive a price no less than the live weight price at the nearest regional sale yard or the MLA hook price on the week of sale.
- The Stallholder must ensure that all products from supported farms is clearly distinguishable and labelled with the details of the farm from which they have come.
- All supported farmers must supply land titles or lease contracts (12 months or more) over the land on which they are farming. The Carriageworks markets will also require the Property Identification Code (PIC) for each farmers land, National Vendor Declaration (NVD) forms and kill sheets.
- The Stallholder must demonstrate the carrying capacity and volume of livestock to supply a minimum of 70 percent of their stalls product throughout the year.
- The Stallholder is responsible for ensuring consistent quality across any product sold from their stall.
- The Stallholder must provide a history of their relationship with the supported farmers and a description of the supported farms including scale, operations etc.

These rules are to be followed in conjunction with the rules that apply to independent stallholders who raise. Where these rules conflict with those that apply to independent farmers, the supporting rules shall apply.



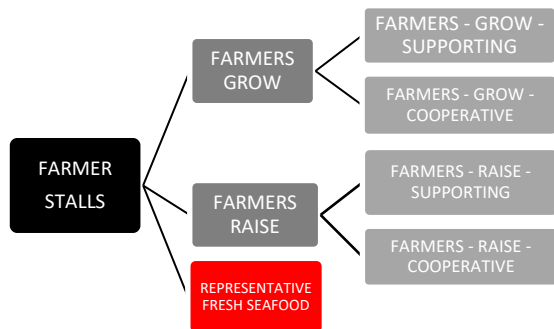
## FARMERS - RAISE – COOPERATIVE STALLHOLDER RULES

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The Carriageworks Farmers Market allows up to four farmers to hold a stall under a cooperative arrangement subject to the following conditions:

- The cooperative must nominate a member to act as the stallholder who will be responsible for all operational and financial aspects of the stall.
- All cooperative farmers must be located within the same regional boundary (NSW regions can be [located here](#)). With special approval from the market committee and management, stallholders may support farmers outside the region..
- All cooperative members must raise on their property, 100 percent of the livestock that they supply for sale at the Carriageworks Markets.
- The cooperative must supply a contact providing that all members will receive a price no less than the live weight price at the nearest regional sale yard *or* the MLA hook price on the week of sale.
- The nominated stallholder must ensure that all products from the cooperative farms are clearly distinguishable and are labelled with the details of the farm from which they have come.
- All cooperative members must supply land titles or lease contracts (12 months or more) over the land on which they are farming. The Carriageworks markets will also require the Property Identification Code (PIC) for each famers land, National Vendor Declaration (NVD) forms and kill sheets.
- The nominated Stallholder is responsible for ensuring consistent quality across any product sold from their stall.
- The cooperative must provide a history of the relationship between its member farmers and a description of the member farms including scale, operations etc.

These rules are to be followed in conjunction with the rules that apply to independent stallholders who raise. Where these rules conflict with those that apply to independent farmers, the cooperative rules shall apply.



## REPRESENTATIVE – FRESH SEAFOOD STALLHOLDER RULES

The Carriageworks Farmers Market understands that many small scale fishermen may be unable to attend markets due to the demands of fishing. Therefore, Stallholders may act as a representative retailer for fisherman subject to the following conditions:

- The stallholder must only represent NSW fishermen.
- All fish supplied and retailed by the stallholder must be sourced from NSW waters only.
- The Stallholder must provide a contract guaranteeing that supported fishermen will receive a price no less than the weight price at the nearest regional fish market
- All Stallholders must provide health marks and other documentation of the fish they are selling in order to provide full traceability of all products sold. All documentation must be kept for a month after sale.
- The Stallholder is responsible for ensuring consistent quality across any product sold from their stall.
- The stallholder must guarantee a minimum of 3 days' shelf life to the public. The market must not be used for clearing old stock that isn't in peak condition.
- The Stallholder must provide a history of their relationship with the supported fishermen and a description of the fishermen's catch including scale, operations etc.

### STAFFING

Part of the Carriageworks Farmers Market competitive advantage is providing customers with a unique opportunity to interact with the individuals who grow, raise and make their food. To maintain this competitive advantage it is necessary for Stallholders to ensure that their staff can demonstrate detailed product knowledge and have spent time on their farm. Stallholders must also be present at every fourth market as a minimum, however attendance at every market is preferred. The level of attendance at the Market will be taken into consideration in determining the renewal of stallholder agreements. Neat, appropriate attire is required at all times for stallholder staff.

### FARM VISITS

Carriageworks will conduct regular visits to the fisherman whom the stallholder represents to confirm the origin, quality and sustainability of the produce being supplied to the market. Management will provide a minimum of two weeks' notice to the representative of an impending visit and will comply with all bio-hazard instructions as advised by the stallholder. During the visit the stallholder must accompany the Carriageworks representative who will take photographs and or video footage to document their visit.



**SPOT CHECKS**

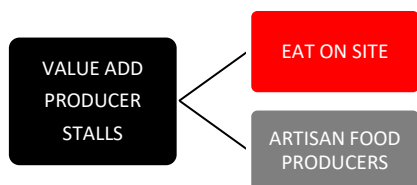
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**VARIATION TO APPROVED PRODUCE LIST**

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**PACKAGING**

Packaging must comply with all City of Sydney and NSW Food Authority requirements and include the waters/ position of where they were caught, species of fish and the fisherman.



## **VALUE ADD – EAT ON SITE STALLHOLDER RULES**

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### **STAFFING**

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### **VARIATION TO APPROVED PRODUCE LIST**

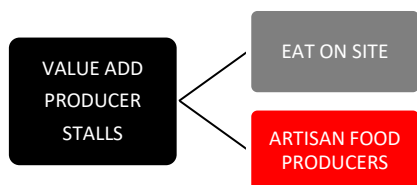
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### **INGREDIENTS**

The Carriageworks Farmers Market understands that it may not be financially or logistically viable to source all ingredients within NSW & ACT. Stallholders are therefore required to make every effort to source within NSW & ACT, however if this is not possible ingredients may be sourced elsewhere under the provision that the majority of the final value of the product is added by the stallholder within NSW & ACT.

### **PACKAGING**

Packaging must comply with all City of Sydney and NSW Food Authority requirements and unless required by legislation must not feature any brand other than that of the stallholder as per their stallholder agreement.



## VALUE ADD – ARTISAN PRODUCERS STALLHOLDER RULES

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### STAFFING

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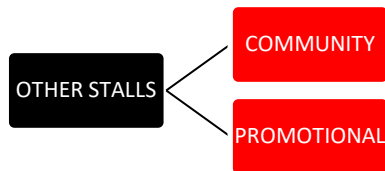
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### INGREDIENTS

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### PACKAGING

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## **COMMUNITY AND PROMOTIONAL STALLHOLDER RULES**

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### **COMMUNITY STALL**

The Carriageworks Farmers Market provides a free stall to support the local community each week. The community stall is for use by local, not-for-profit groups that can demonstrate their commitment to the local community and the benefits they provide. Flyers can be distributed from the community stall however providing flyers throughout the market is prohibited.

### **PROMOTIONAL STALL**

Management will consider applications from external commercial stalls on a case by case basis.