



CRITERIA FOR TRADERS AT ANY MARKET RUN BY SOMERSET FARMERS' MARKETS

LOCALLY PRODUCED

- All produce must originate from within a 40 mile radius of individual markets. At the discretion of the Board, the radius may be extended in exceptional circumstances (eg the product is unavailable from within the 40 mile radius). Traders may not offer goods for sale other than those that they have produced themselves. As vacancies arise within new or existing markets, priority will be given to those producers who are most local to that market without compromising quality or the profile of the market.

OWN PRODUCE

Produce must originate from the producer's holding or premises. Specifically:

- **Meat:** at least 50% of the animal's life must be at the producer's holding including farmed venison.
- **Game:** must be sourced from shoots within the defined radius.
- **Vegetables:** all produce should be grown within the defined radius.
- **Fish:** non-farmed fish to be allowed at the discretion of the Board.
- **Eggs:** to be produced on a holding within the defined radius from the producer's flock.
- **Dairy and other processed foods including bread, cakes and preserves:** food should be processed within the defined area and 50% of ingredients must be produced locally where practicable. No commercial mixes are to be used for cakes. To qualify as processed food, the base product must be substantially altered.
- **Drinks:** all ingredients must be produced locally where practicable.
- **Plants:** must be grown from seed or cuttings on the producer's premises.
- **Crafts and land based products:** admission of these products to the markets is at the discretion of the Board.

PRINCIPAL PRODUCER

- The stall should be operated by the principal producer, someone who is involved in production or someone appointed by the producer and fully conversant with production.
- At the discretion of the Board, producer co-operatives and community associations (eg Country Markets and Allotments Societies) may be accepted as principal producers.
- The Board will consider requests to 'stall share' and may permit the stall to be operated by only one of the principal producers (or representative as defined above).
- The Board may permit 'guest' stalls if the stall holder is:
 - an approved SFM trader selling on an occasional basis OR
 - a local fair trade group promoting Fair Trade by selling fairly traded products OR
 - a local charitable organisation fundraising or promoting its activities OR
 - a local environmentally friendly organisation promoting its work