

Dear Producer,

Thank you for your enquiry about selling at a Somerset Farmers' Market.

Somerset Farmers' Markets is a non-profit making organisation which runs markets across the county. In common with all farmers' markets, the central aim of Somerset Farmers' Markets is to offer high-quality, locally produced food direct from the producer. To this end, a set of criteria has been developed, a copy of which is included with these papers.

Producers who join one or more markets become a member of Somerset Farmers' Markets and are very welcome to become involved in the operation of the markets. The markets are steered by the producers through a Board of Directors elected by and from the membership, the day managers who oversee individual markets and a coordinator who is responsible for the overall administration. The Board reports to the producers at an Annual General Meeting which starts off with snacks and chat, and ends with a general discussion session. The Board also sends out an e-newsletter every two months to all members.

We currently have ten markets and hope that producers will try more than one to see which suits them best. However, given that it does take time to build up a following, we try to support producers to stay with a market for at least six months. So if you trade for five sessions at a particular market, you will be offered a sixth session free of charge. This concession may be used at only one venue.

If you are new to selling at farmers' markets, you may find it useful to swop ideas with a trader who sells a similar product to you but at a different market - we can put you in touch with a suitable 'buddy'.

Overleaf is a list of things you may find useful to know and actions you should complete. We hope that it hasn't become too long or feels too onerous. If you have any queries, please contact the Somerset Farmers' Markets coordinator, Tim Ledbury (email: info@somersetfarmersmarkets.co.uk tel: 01934 837285).

We try to use email whenever possible to keep costs down.

Yours sincerely,

Myles Bradley

Chair of Board of Directors, Somerset Farmers' Markets Ltd

USEFUL INFORMATION

- The fee to occupy a pitch at the great majority of the markets is from £21 to £26.50 and there is a £5 discount for producers selling only vegetables or plants.
- The opportunity to share a stall with another producer occasionally becomes available but you may become liable for the full stall fee if your stall share partner leaves the market.
- You will normally pay on the day of the market, but may apply to be invoiced in advance.
- Stalls in a given market are not allocated on a 'first come, first served' basis. This is to ensure the availability for customers of a wide range of products.
 - There is also an annual membership fee of £10 for each market attended which covers all SFM services. Producers are offered three tryouts at any of the markets they might be able to join, and are not liable for the membership fee until those trials have been completed and they have decided to join the market.
- New producers who trade for five sessions at a particular market are offered a sixth session at no charge. This concession may be used only at a single venue.
- When you join a market, you are expected to trade there on each occasion that the market is held unless you have agreed a different trading pattern, for example, for seasonal produce. A cancellation made a week or more before the date of the market incurs a £10 charge; the full stall fee is charged for a late cancellation or 'no show'.
- You should talk to your environmental health officer to find out what regulations apply to the product you intend to sell. They will advise you on your premises, stall and any training you may need.
- The principal producer must have a Level 2 Certificate in Food Hygiene and Safety and email a copy when requested.
- You must have public/product liability insurance to cover up to £5 million.

TO APPLY

- Please read through the Criteria and the Market Regulations as you are asked to sign on the Application Form that you have done so and agree to abide by them
- Complete the Application Form giving as much detail as you can.
- Return the completed Application Form to Tim Ledbury either from our website or by post as hard copy.