



**SOMERSET FARMERS
MARKETS** *est:1999*

Somerset Farmers' Markets Ltd

c/o Bakehouse Cottage

High Street

Coleford

Radstock

BA3 5LP

info@somersetfarmersmarkets.co.uk

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 SFM 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 in 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 2 coordinators who share the role of responsibility for the overall administration. The Board reports to the producers at an Annual General Meeting.

We currently have eight 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 encourage traders to do 3 try outs before committing to becoming a regular member.

Overleaf is a list of things you may find useful to know and actions you should complete. If you have any queries, please contact one of the Somerset Farmers' Market coordinators either;

Louise Hall: 01373 813812 louise@somersetfarmersmarkets.co.uk

for Frome Cheese & Grain, Frome Independent, Keynsham & Midsomer Norton Markets

Jodie Standerwick: 07715 595331 jodie@somersetfarmersmarkets.co.uk for Axbridge and Burnham on Sea Markets

Yours sincerely

Lizzy Etheridge

Chair of Board of Directors, Somerset Farmers Markets Ltd

Important Information

- The fee to occupy a pitch at the majority of markets is £26-£28 with a £5 discount for producers selling only vegetables, eggs 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 leaves the market.
- We collect all fees on the day
- 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 an annual membership of £10 for each market attended which covers all SFM services including a feature on the web-site s producer directory. Producers are offered three try outs 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.
- 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 a seasonal product. A cancellation 2 weeks 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 needed.
- 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 Somerset Farmers Market either via the website or by post as hard copy.