

# Baildon Farmers Market

## Criteria for stall selection 2014

We are a very popular market and so receive many requests for stalls. The criteria below should help you decide if your stall would be suitable.



Baildon Farmers Market aims to bring fresh, high quality produce into the village for residents to buy each month. Due to the success of the market, there is a greater demand for pitches than can be accommodated in the space available, and so this sets out our priorities and considerations when selecting stalls. However, the organisers reserve the right to use their own judgement to make the final decisions about who will be offered a pitch, based on the information supplied in the application form and their own experience of the stall.

### Introduction

We want to do our very best to support farmers and food producers in Yorkshire, both for economic and environmental reasons. Criteria relating to 'locally produced' and 'supporting farmers' are often closely linked, and we will take an overall view based on the information we have available. This is why we ask for information about where your ingredients are sourced, as this will help us to make this judgement.

### Local produce

We prefer all stallholders selling primary produce to have involvement with the grower/producer in Yorkshire, or within 20 miles of Yorkshire. We expect all secondary producers to be able to show that they have used a reasonable proportion of Yorkshire produce in their goods. Produce made (even locally at home) from supermarket ingredients will be a low priority. We recognise that not all ingredients can be sourced in Yorkshire, but will prioritise those stalls who can show a Yorkshire supply chain for some or all of their ingredients.

### Our top priority

- Our top priority is what we consider to be primary fresh produce, i.e. fresh fruit and vegetables, plants, cheese, dairy, fish, meat, bread and other products such as wholegrain cereals.
- We want to see a high proportion of market stalls selling these primary products, which are much harder to source than 'secondary' foods which are made from these basics, e.g. cakes, pies, soups, preserves etc. If we are short of produce in a category (i.e. less than 2 stalls) we reserve the right to accept stallholders offering primary produce ahead of those offering secondary produce, even if they have been waiting longer.

## **Links to farmers**

We strongly support the concept that foods on sale at a Farmers Market should be able to demonstrate through the stallholder clear links to the production of their ingredients. This may mean that the stallholder is a family member or employee at the farm. Working co-operatively with other farmers or growers to pool efforts is encouraged to bring a greater range of products to market, e.g. a cheese producer may only supply a limited range of cheeses.

We will prioritise those stalls which can show that they are in some way supporting farmers, even through farm diversification initiatives (i.e. things produced on a farm but not grown there). Priority will be given to those who can show clear links with growers of some ingredients.

## **Competition and choice**

- We seek to avoid direct competition with shopkeepers in the village as we support local shops, although this can not be guaranteed. Also we will take specialist products (e.g. game, which is not offered by local butchers). We welcome local shopkeepers who wish to have a stall if produce meets Farmers Market criteria.
- We will usually seek to have two stalls in any category to improve customer choice.

## **Quality**

Stallholders must adhere to all relevant regulations and present their food products to a high standard. Any infringements of regulations (e.g. hygiene, health and safety, consumer protection) will normally lead to the contract being cancelled.

## **Fairness and reliability**

A completed form which is accepted by us is the only way to confirm a place. All terms and conditions must be adhered to. The market organisers reserve the right to select whichever stalls they wish to preserve the character of the market and meet local needs.