



## **New Stallholder Enquiry Information**

The Hawke's Bay Farmers' Markets are a place where Hawke's Bay produce growers and Hawke's Bay makers of artisan products using predominantly Hawke's Bay grown ingredients can sell their wares directly to the consumer. It is a place primarily for the sale of quality, fresh produce and genuine artisan food products.

Our goal is to provide to the consumer the widest possible range of produce and products from a diverse range of stallholders.

### **Held Where**

Napier Urban Farmers' Market, every Saturday morning, 8.30am to 12.30pm  
Lower Emerson Street (Clive Square), Napier

Hawke's Bay Farmers' Market, every Sunday morning, 8.30am to 12.30pm  
Hawke's Bay A&P Show Grounds, Kenilworth Rd, Hastings

### **Run By**

The Hawke's Bay Farmers' Markets are run by an executive committee of market stallholders who are passionate about the food industry and the Hawke's Bay region. They have a good understanding of the how the market is organized and run as well as its philosophies. The Farmers Market committee employs a market facilitator who reports to the HBFM Executive Committee.

### **Becoming a stallholder**

To become a stallholder at the Hawke's Bay Farmers Market you have to make a successful application to the Hawke's Bay Farmers Market Executive Committee by way of an official application form.

There are three intakes of New Stallholder Applications a year. The closing dates for these applications are **5pm 1<sup>st</sup> September, 1<sup>st</sup> December and 1<sup>st</sup> March** every year.

To be eligible the Stallholder applicant must meet the following criteria:

- The stallholder must be a Hawke's Bay owned and operated business.
- All goods offered for sale must be stallholder's own. The stallholder must be the grower or producer own i.e. they must grow, make, rear, catch, bake, brew, pickle, smoke, roast, dry or otherwise produce the goods themselves and may not be contracted to a third party.
- The produce must be grown on land that is owned or leased by the applicant

In addition:

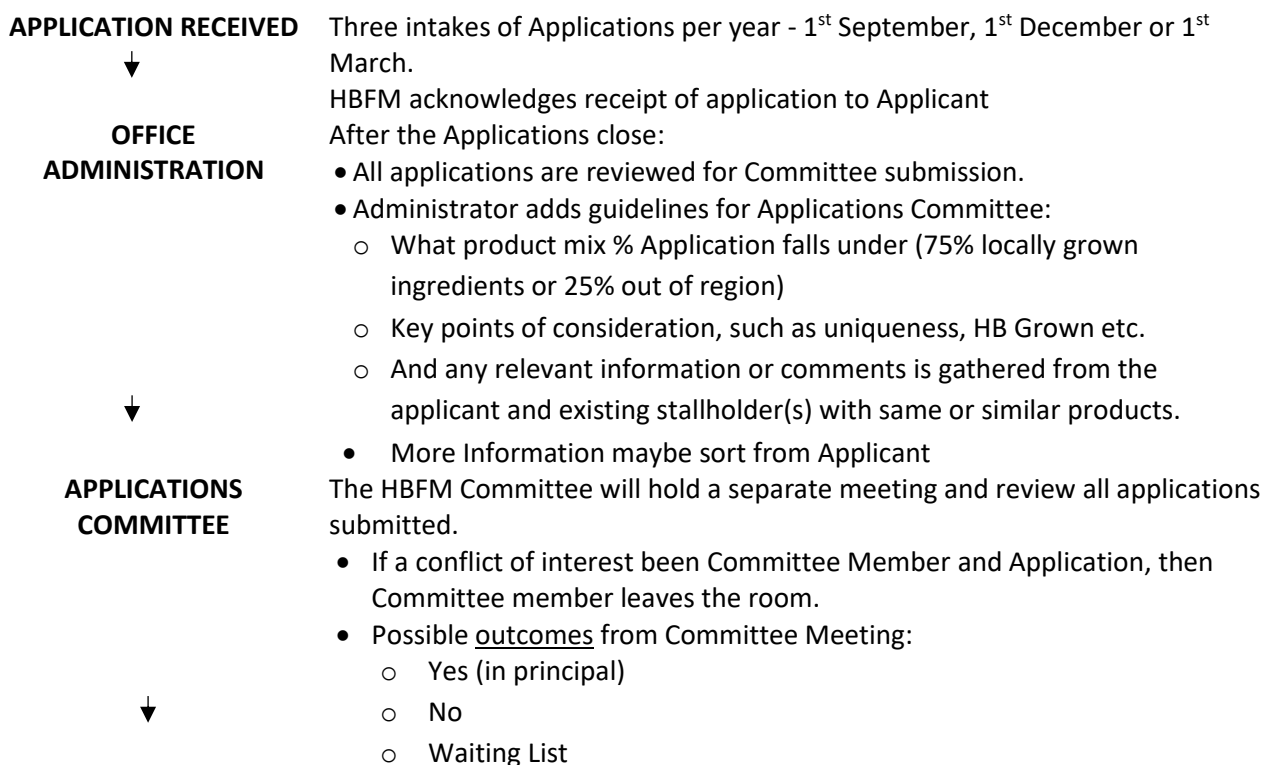
- The HBFM do not permit the purchasing / re-packaging/ selling on of finished or imported goods.
- Recreationally caught fish or home-killed/hunted meat & poultry, duck, etc, cannot be sold.
- All manufactured products must be made in a licensed kitchen or premise that is in compliance with all relevant Council and Industry Acts, Regulations and By-Laws.
- The business owner should be 'selling' from their stall at the market on a regular basis so the link between grower and customer is maintained.

The HBFM Committee then will select Stallholders and approve products to be sold on such grounds as quantity and type of those goods already on offer; uniqueness of product; compatibility with a desired product mix; tangible local economic development benefit; timing; aesthetics and presentation and on physical site considerations including space available.

Product mix AS A GENERAL RULE:

- 75% of all products sold must have been caught, grown, raised or produced locally. Value Added products will be based on local produce, i.e. strawberry jam is made using strawberries sourced from the region. The Markets' definition of local is defined as the Hawke's Bay Region.
- An allowance of 25% has been allocated where the base product cannot be grown locally, but the stallholder has added the majority of value locally. Some examples of this are imported coffee that is roasted, blended and packed locally or baked goods using flour or sugar as the main ingredients or South Island salmon that is processed, smoked, flavoured locally.
- This is an edible only market. In the interests of the HBFM a small amount of non-edible goods stalls maybe approved by the HBFMC but must in some way be related to food or the preparation of such. Potential stalls could also be in the form of a service which is related to food or the preparation of such. The goods must be made by the applicant. The percentage of non-edible/service stalls will not exceed 10% in the Napier market and 5% in the Hastings market.

## Application Process



<b>APPLICATIONS ACCEPTED IN PRINCIPLE</b>	Applications accepted on principal will be contacted by the applications 'representative' to set meeting time/place (usually at applicants' place of work).
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<b>MEETING HELD</b>	At Applicants place of work. Stallholder Agreement and compliance documents are reviewed
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<b>OFFICIAL RESPONSE</b>	Yes, No or Waiting List
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<b>START DATE</b>	Start date to be decided by negotiation between successful applicant and HBFM Manager. Induction at market prior to starting Manager to give notice to potential competitors of new stallholder starting

### Market Fees

For a standard stall (3m x 3m) Stallholders pay a monthly stall fee:

- Hawke's Bay Farmers' Market (Hastings) \$231.83 GST incl./\$53.50 per week
- Napier Urban Farmers' Market \$182.00 GST incl./\$42 per week for Napier).

It is expected that this stall fee will be paid by automatic payment on 1<sup>st</sup> of each month for the coming month.

In addition to the weekly stallholder fees:

- Stallholders that require additional space pay per metre:
  - Hawke's Bay Farmers Market - \$9.50 per week or \$41.17 per month
  - Napier Urban Farmers' Market - \$8 per week or \$34.67 per month
- Stallholders that use power are charged a weekly power cost. This will be added to the Stallholder Fees invoice. Set at two tiers:
  - Tier 1 – Uses of one single 10amp plug to be charges \$5 (including GST) per market per week.
  - Tier 2 – Uses of more than one single 10amp plug are charged \$10 (including GST) per market per week.

There is an annual HBFM Membership Fee of \$125 (GST excl.)

A one off HBFM Levy is payable before starting at the markets:

- For stallholders who are at the market for greater than 10 weeks pa- \$250.
- For stallholders at the market for less than 10 week pa - \$100

The levy by returned without interest to a stallholder when they advise in writing that they have ceased being a stallholder.

### **What will you get**

- An allocated stall space
- A market place to sell and buy local produce in a friendly relaxed environment with a great range of seasonal and local goods. No crafts.
- A market with a very large consumer base with regular local, national and international customers.
- An opportunity to meet and educate people about your products, as well as make contacts and widen the distribution opportunities for your products.

### **What will you do**

- be committed to a weekly market
- provide customers with tasting of your products
- carry out a small market pack up or pack down duty each week
- adhere to the Stallholder Agreement

### **Further Information**

For further information, or a copy of the following:

- Stallholder Application Form
- Stallholder Application and New Product Policy
- Stallholder Agreement

Please contact Emma Glover

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