



Stallholder and New Product Application Policy

this Policy is to outline the guidelines for new Stallholder and Products applications. The Policy is reviewed annually at a members meeting.

Hawke's Bay Farmers' Market Inc.

Document Name: Stallholder and New Product Application Policy
Document Number: HBFM003

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Introduction

The purposes of the Hawke's Bay Farmer's Market as outlined in the Constitution are:

- (a) To facilitate authentic Farmers' Markets within Hawke's Bay by promoting, developing, and operating market(s) in support of local growers of fresh produce, and artisan food producers with added value goods made from their own or other local produce.
- (b) To incorporate within the local grower and local value added products, opportunities for other small businesses to sell food or farm origin products that merit a place in the market and add to the 'farm produce' experience.

To facilitate these purposes markets are held every Saturday morning 8.30am to 12.30pm in Napier - Lower Emerson Street and every Sunday morning in Hastings at the Hawke's Bay A & P Show Grounds, Kenilworth Road, from 8.30am to 12.30pm and any that may eventuate.

The parties in the Application are:

The Hawke's Bay Farmers' Market Inc (HBFM)

HBFM is all the Society Members who are represented by a duly elected committee.

The Applicant

The applicant is the person(s), partnership or company that wishes to sell their products at the HBFMs.

The decisions on all new Stallholder Applications and Product Applications are to be based on the following Policies and Procedures.

1. ELIGIBILITY

To be eligible the Stallholder Applicant must meet the following criteria (where applicable) in respect of the products/produce they wish to sell.

- 1.1. The applicant must be a Hawke's Bay owned and operated business.
- 1.2. The applicant must be the grower or producer 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.

- 1.3. All goods offered for sale must be applicant's own brand.
- 1.4. The produce must be grown on land that is owned or leased by the applicant
- 1.5. The HBFM do not permit the purchasing / re-packaging/ selling on of finished or imported goods.
 - 1.5.1 A year-round general vegetable grower may apply and be given approval by the Committee to sell a limited number of specific products on an annual or seasonal basis.
- 1.6. Recreationally caught fish or home-killed/hunted meat & poultry, duck, etc, cannot be sold.
- 1.7. 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.
- 1.8. 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.

2. ACCEPTABLE PRODUCTS

To facilitate the product mix AS A GENERAL RULE:

- 2.1. 75% of all products sold at the Napier Urban Farmers' Market or Hawke's Bay Farmers' Market 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.
 - 2.1.1. Applicants may be asked to provide evidence of local content in the product(s) you sell.
 - 2.1.2. The Markets' definition of local is defined as the Hawke's Bay Region.
- 2.2. An allowance of 25% has been allocated where the base product cannot be grown locally, or even in New Zealand, 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.
- 2.3 The percentage of solely food-to-go stalls at any of the HBFM Markets will not exceed 20% of the total number of stallholders.
- 2.4 This is an edible only market. In the interests of the HBFM a small amount of non-edible goods stalls maybe approved 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.
- 2.5 HBFM reserves the right to include products derived from outside the region where in the opinion of the Executive Committee, the benefit to the market AND the uniqueness to the market is significant e.g. bottled water. However such applicants will be on a 12 month reviewable approval. This option allows a locally derived product, if it subsequently emerges, to take precedent within a known time frame. These products are to be clearly labelled as out of region.

3 NEW PRODUCTS

The Stallholder may sell only products that they have listed on their approved application form. To change their products or introduce new products a Stallholder must seek approval from the HBFM by completing a Stallholder Submission Form.

4 NEW STALL – APPLICATION PROCEDURE

- 4.1 Applications can be made for the Hawke's Bay Farmers' Market, the Napier Urban Farmers' Market or both. Acceptance at one market does not automatically guarantee the applicant a place at the other market.
- 4.2 All new applications will be processed by the HBFM Committee three times a year. The closing date for applications is 1st September, 1st December and 1st March. The Committee hold a special meeting no later than ten working days after the close of applications to make a decision on all the applications. Applicants will be notified by the 30th of that month the outcome of their application.
- 4.3 THOSE approvals for new stallholders and new products for existing stallholders lapse at the conclusion of 6 calendar months unless the applicant seeks an extension on extenuating grounds and the committee agrees in writing. Any further extension will be no longer than 6 further calendar months and will lapse at its conclusion without any further rights.

5. HBFM EXECUTIVE COMMITTEE – CONSIDERATIONS & DECISIONS

5.1 New applications to become a Stallholder at the HBFM are considered on a variety of criteria including the following:

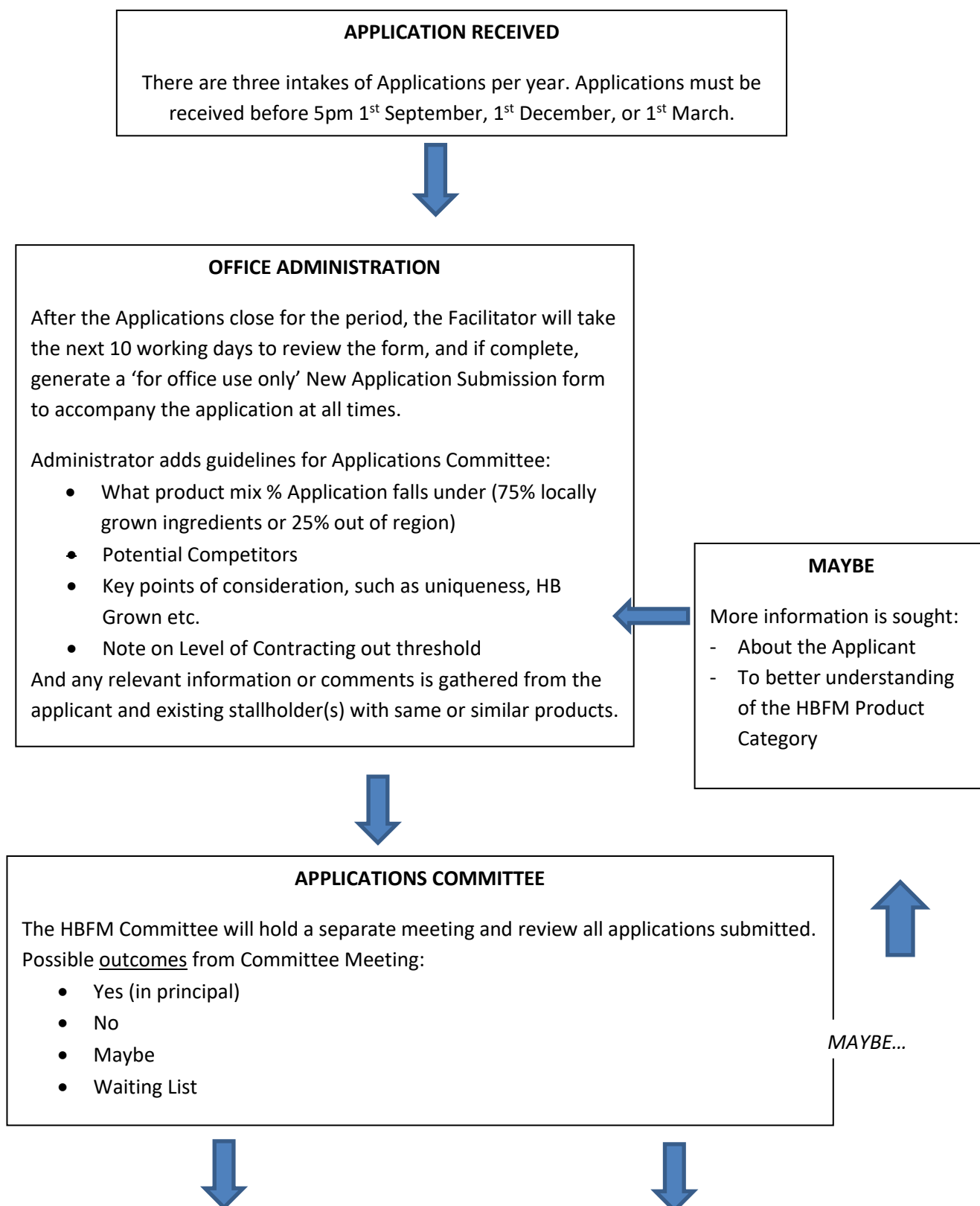
- The information submitted;
- Quantity and type of goods already on offer in the markets;
- Uniqueness of goods being offered;
- Compatibility with desired product mix;
- Tangible local economic development benefit;
- Timing;
- Aesthetics and presentation;
- Physical site consideration including space available in the markets; and
- Will the introduction of this stall enhance the offering at the HBFM's.

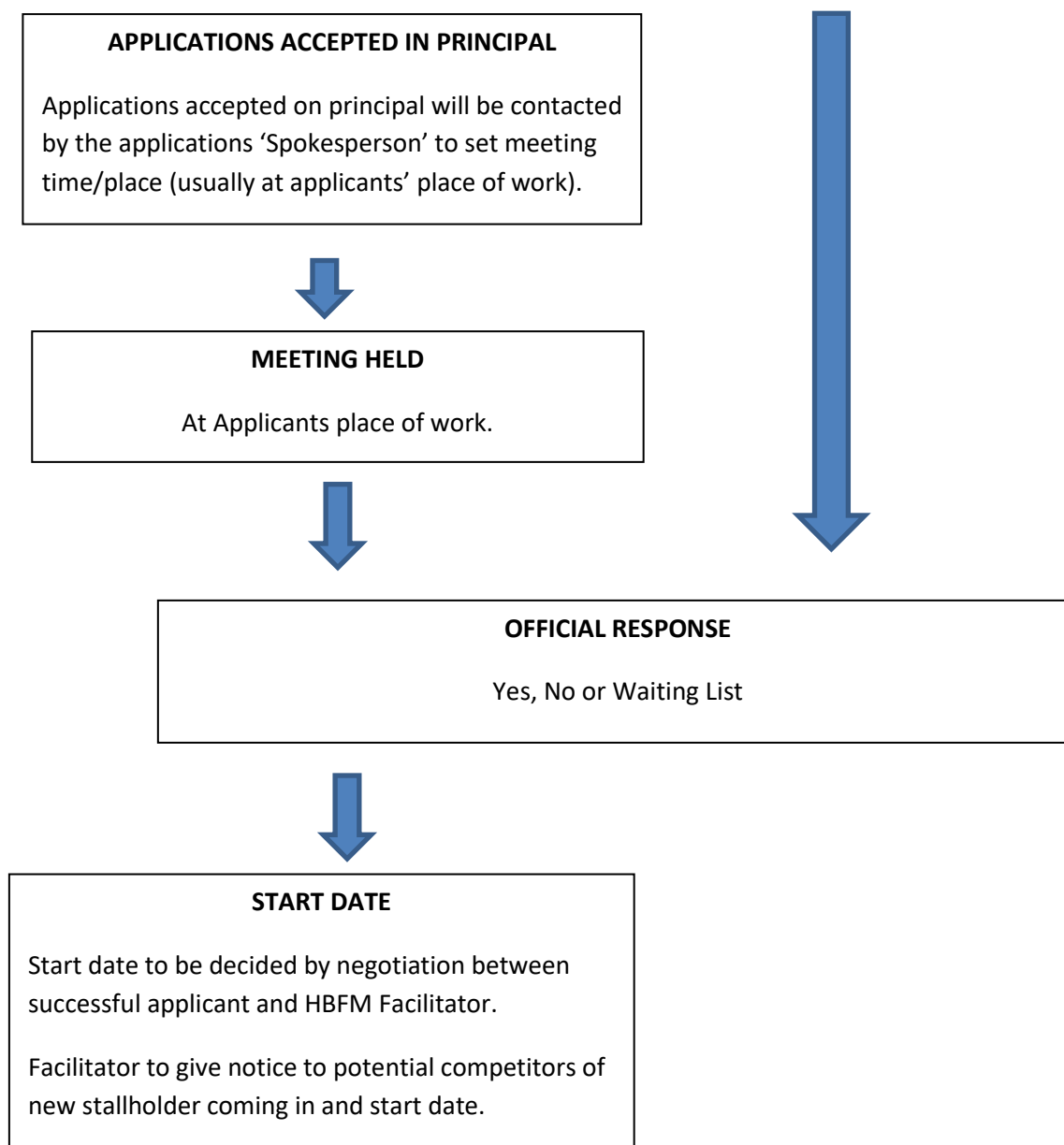
5.2 The decision can be accepted, declined or referred to the waiting list for a period of 12 months following. Beyond 12 months a new application will be required.

- 5.3 A HBFM committee member with products in the same category is seen to have a conflict of interest. In this instance they are asked to leave the room during discussion and they do not have a vote.
- 5.4 If a HBFM committee member has made an application themselves, they must leave the room during all discussion and voting.
- 5.5 Where an application is seeking to provide the same or similar product as an existing stallholder(s), such existing stallholders will be advised of the new application and invited to provide any relevant information or comments. This information will be taken into account but does not provide a veto as the final decision remains with the Executive Committee.
- 5.6 The HBFM Committee retains the right to authorise departures from these rules/policies in exceptional circumstances, if, in the majority opinion of the committee, such decision would be of benefit to the HBFM as a whole. However, such applicants will be on a 12-month reviewable approval.

5 PROCEDURE

APPLICATION FLOWCART...





Form 1 Hawke's Bay Farmers' Market Stallholder Application Form

NOTE: There are three New Applications intakes per year.

The closing dates for New Applications are **5pm on 1st September, 1st December and 1st March.**

Business Name			
Contact person			
Contact's position / title			
Postal address			
Physical address			
Contact phone		Business Phone	
Contact's email		Business email	
Website			

Business description	
Is your business HB owned & operated?	Yes / No
Is product edible?	Yes / No
*Are product / goods your own?	Yes / No

* Are product / goods your own - the stallholder must grow, make, rear, catch, bake, brew, pickle, smoke, roast, dry or otherwise produce the goods themselves.

Product Supply	Seasonal	Year-round
If seasonal – when available?		
Which markets applied for?	Hastings	Napier Both
Intended start date at market		
Power required?	Yes / No	
What equipment?		
Do you require stall space or do you have own caravan / food truck?	STALL	CARAVAN / TRUCK

PRODUCT RANGE

Please elaborate on all product lines to be sold at market & include size/ volume of product, include any unique process, ingredient or selling point for your product.

Product List	Do you grow these products?	Do you make/ process these products?	What locally sourced ingredients or local suppliers, do you use?
1.			
2.			
3.			
4.			
5.			

Where goods produced / processed?	Own premises	Rent/Leased premises	Outsourced
Please advise details of kitchen, processing plant, brewery or other primary operating facility.			

Please provide any additional information you have to support your application, i.e. details, photo's or samples of your product. If necessary, please use separate sheet of paper to include all relevant product details.

Have you included an additional page? Yes No

Please note:

- Your application to become a stallholder at the Hawke's Bay Farmers' Markets will be submitted to the HBFM Executive Committee and processed according to the HBFM Stallholder and New Product Applications Policy and the decision of the committee is final.
- If your application is accepted, the HBFM requires a copy of the following certificates (where applicable) –
 - o Food Control Plan Certificate – whether under Council, MPI or RMP
 - o Registered Kitchen License or New Zealand Food Safety Audit Certificate
 - o Liquor License and Duty Manager License (if applicable)
- NB. - Each stallholder is legally required to hold their own special liquor license.
- o Public Liability Insurance (for a minimum \$1,000,000 cover)
- If you do not hold the certificates / licenses above and intend on the HBFM being your primary place of trade, please wait until the HBFM Executive Committee has processed your application before you purchase them.
- Please ensure you are fully aware of all council and other legal requirements and the costs associated with compliance.
- Some of the information above will be used for initial website entry.

HAWKE'S BAY FARMERS MARKET AGREEMENT

- ☐ I confirm that all the information provided in the Application(s) attached is true and correct.
- ☐ I confirm that I have received a copy of and read the HBFM Stallholder Agreement and will abide by all Terms & Conditions contained therein.
- ☐ I confirm that I have not been convicted of any criminal convictions
If you have, please provide details including dates of convictions and penalties imposed

Business Name: _____

Applicant's Name: _____

Signed by: _____

Date: _____

FORM 2

STALLHOLDER NEW PRODUCT SUBMISSION FORM

This form is to be used by an existing stallholder requesting change to current listing.		
Business Name:		
Contact Person:		
Ph:	Email:	
Do you wish to:		
☐ Apply for an additional Market	Hastings	Napier
☐ Change your stall status to:	Year round	Seasonal
☐ Add New / Additional Products: Please list the products you wish to apply for and your involvement in the process i.e. you grow or make them etc ...		
☐ Additional Information		

When making a decision on your application the Committee will refer to your main product range, whether you are a specialist grower/producer or a general grower/producer, who else is selling the same or similar products.