



# **GISBORNE FARMERS MARKET**

## **INFORMATION PACK FOR PROSPECTIVE**

### **STALL HOLDERS**

*September 2010*



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## **INFORMATION FOR PROSPECTIVE GISBORNE FARMERS MARKET INCORPORATED VENDORS**

Thank you for your enquiry regarding becoming a Gisborne Farmers Market Inc. (GFM) Vendor.

### **1. Attached you will find a copy of:**

- GFM Inc. Stall Holders agreement
- GFM Inc. Incorporation Society Document
- Gisborne District Council (GDC) Licensing Requirements for the market and stall holders

A. Stall holders' agreement covers the rules for attending market. The committee will from time to time amend these rules and vendors who are current/paid up members in the market are notified by memo and or email.

B. The GFM Inc document is the rules by which our Incorporated Society operate. We are a NON PROFIT organization run by committee. Currently we have a committee of 8 members that meet once per month. These members are: Wim Zwart (Chair), Maggie Asplet (secretary), Jill Smith (Treasurer), Andrea Gregory, Graeme Bailden, Judi Murphy, Stephen Newman. Our aim is to provide an environment where Gisborne Producers of food can sell their products directly to the public, in a safe, convenient location.

C. The GDC license document shows you the guidelines under which we must operate as a market. They also from time to time amend these regulations. For example, now if someone wants to produce jams or chutneys, they can come under the GFM Inc license, and don't need to pay for a separate license, however they still have to go through the process of having the checks done by council to satisfy their regulations e.g. registered kitchen, food handling certificates.



## **2. The process for becoming a Stall Holder is:**

- 2.1 You submit the Form at the back of the Stall holders' agreement to us by fax or post (or you can deliver to Ian Dunsmore at the market).
- 2.2 The committee consider your application, including if it meets the market requirements, council requirements etc
- 2.3 We will inform you of our decision as to whether your products fit the market, and when you can join the market.

Depending on when the next committee meeting takes place, will depend on how quickly we can get back to you with acceptance into the market.

2.4 There is no guarantee that you will be able to join the market straight away. We have a waiting list of vendors already. The reason for the waiting list is that we are currently restricted to 40 vendors on our town site.

The waiting list is run by first in first served, those that have paid as full members of GFM Incorporated are considered ahead of those who don't join as paid up members. You will be advised at time of accepting your application of where you are on the waiting list.

## **3. Resource Consent from GDC to operate our Farmers market**

Currently we are restricted to 40 vendors on the site in town. This is because of our current resource consent that we have from the GDC. We are likely to be at this limit in the next few weeks and we will be considering vendors based on product range, and when they applied to the market.

## **4. Vendors wishing to sell products that are processed or cooked**

Prior to contact the GDC about obtaining a license to operate at the Farmers Market, we suggest that you phone Ian Dunsmore to discuss you product range. You will be advised if the product fits the market mix. The reason for suggesting this is that the council will ask you if you have been in touch with GFM. If you haven't this is the first step in their process and they will advise you to call us anyway. GDC will check with us prior to issuing any licenses where in fact we have received your enquiry.

The contact person at the GDC for food handling licenses is Angela Joe.



## **5. Operating hours**

The market is on a Saturday morning weekly, at the Army Hall Car Park, Fitzherbert Street, Gisborne (opp.GDC building) and runs 9.30am to 12.30pm.  
Daylight savings hours

No vendors on site prior to 8.00am, and we recommend you arrive at between 8-8.30am to set up. Our Market Coordinator Ian Dunsmore will be on site to assist you with finding your place in the market. This could change weekly depending on the number of vendors at the market.

## **6. Fees**

As set out in the Stall holder's agreement:

GFM Inc. Joining fee currently \$250/year

GFM Inc. Stall fee \$25/4m frontage, and additional \$12.50 for up to 8m frontage (making 6m \$37.50/week) 2m frontage is available at \$12.50

These fees go towards the cost of:

- rental for our market site
- Insurance
- Advertising (both Newspaper and Radio)
- In market Promotions (which the market run from time to time)
- Voucher giveaways (radio, in market promos)
- Market Coordinator
- Signs
- Legal fees
- Running costs (such as paper, stamps, laminating, business cards)
- Brochures
- National body association fees
- Meeting fees

## **7. Funding/Support**



GFM has also received considerable support from a number of organizations in Gisborne Including;

Eastland Community Trust  
Gisborne Herald

Art Hog Design  
KPI Ltd

Eastland Trader (Eastland Copy Centre)  
BCS Signs  
Radio Network

This support has been in both Time/Effort and Money. They all support our market and have a keen interest to see our market grow.

If you have any further enquires or questions please do not hesitate to contact:

Stephen Newman  
Wim Zwart  
Ian Dunsmore

Secretary            867 9246  
Chairman            868 8573  
Mkt. Coordinator   867 7594