

COAL CREEK FARMERS' MARKET

EXPRESSION OF INTEREST



Hello and thanks for your interest in the Coal Creek Farmers' Market (CCFM) which will run on the second Saturday morning every month, 8am-1pm from Saturday 9th October 2010. The voluntary Coal Creek working group is a group of South Gippsland residents including direct experience in the establishment and success of four community-run farmers' markets in Melbourne.

The purpose of the market is simply to put seasonal produce, local producers and artisan makers in the spotlight; accessible and affordable to the South Gippsland community. We are determined that this will be an authentic farmers' market, allowing only genuine growers with no re-sellers.

CCFM will be held in the carpark at the main entrance of Coal Creek Community Park and Museum, which is accessed from Silkstone Road, Korumburra. The facilities are extremely good with a large open area and shady sites adjoining a sheltered public picnic area and playground. There's water, power, loos and all amenities immediately available.

CCFM is enthusiastically supported by Coal Creek management and the South Gippsland Shire Council, with experienced management and funding to support it through a Regional Development Victoria grant. This support will ensure a solid promotion campaign.

We intend to establish an accredited farmers' market and meet the guidelines of the Victorian Farmers' Market Association so we can guarantee the public that we are an authentic farmers' market. You will need to hold current Temporary Food Premises Registration from the South Gippsland Shire Council to participate, and preference will be given to applicants who are accredited by the VFMA. For more information go to www.vicfarmersmarkets.org.au

CCFM will set a high standard of environmental awareness. Stallholders will be responsible for their own rubbish, recycle and compostable removal. CCFM will be plastic bag free so stallholders will not be permitted to supply new plastic (or bio-degradable) bags to the public. Paper bags will be provided.

Stall rates will be \$35.00 per market for a standard 3x3 site and this includes your membership of the Victorian Farmers' Market Association and accreditation application costs.

We look forward to receiving your application which will be considered by the CCFM committee of management, who are raring to go and looking forward to seeing the first market start.

Best wishes - we look forward to working with you!

For more information, please call 0459 629000 or just email your application to farmersmarket@coalcreekvillage.com.au

REGULATIONS:

1/ Do you have a Registered Food Business to produce and sell with your local council? Yes No

Which council? _____

2/ Do you have Food Registration permit with South Gippsland Shire Council? Yes No

3/ Do you hold current Public Liability Insurance (necessary to attend CCFM) Yes No

Company/policy number/expiry date _____

VICTORIAN FARMERS' MARKETS ASSOCIATION INFORMATION

1/ Are you already a member of VFMA? Yes No

2/ Are you accredited? Yes No

If not, have you applied for accreditation? Yes No

Application forms are available from CCFM or at www.vicfarmersmarkets.org.au

3/ If a membership program is introduced as a marketing strategy, are you prepared to give bonuses or a discount to "friends" of the farmers' markets' members of the public? Yes No

4/ Are you interested in attending other accredited farmers markets and would like your information passed on to other markets looking for stallholders? Yes No

INFRASTRUCTURE:

Limited access to power is available to meet health regulations and there will be a \$5 surcharge

Do you require access to power? Yes No
Is your equipment tagged and tested Yes No Date of last testing

Please detail equipment & amps required. All equipment must be tagged & tested or the site management will do so and charge you for it.

Do you require a 3 x 3 site? Yes No Other _____
Do you use a marquee at your site? Yes No
Do you require a vehicle at the stall? Yes No

If yes, please provide details of vehicle, including dimensions, side/back access:

STATEMENT

I willingly support the purpose of the Coal Creek Farmers' Market and will comply with the conditions and criteria outlined if I am accepted. A trial period of 3 months is understood and the management reserves the right to not extend this agreement if I do not meet the standard or conduct expected.

The information I have provided is true and I will advise management of any changes to my business, current market commitments or if I want to apply to add to my list of produce/product.

Please keep a copy & email to farmersmarket@coalcreekvillage.com.au or post to Coal Creek Farmers' Market, Coal Creek Community Park and Museum, Silkstone Road, Korumburra VIC 3950

Signed _____ Date _____