



# Cleobury Country Farmers Market

## Market Rules

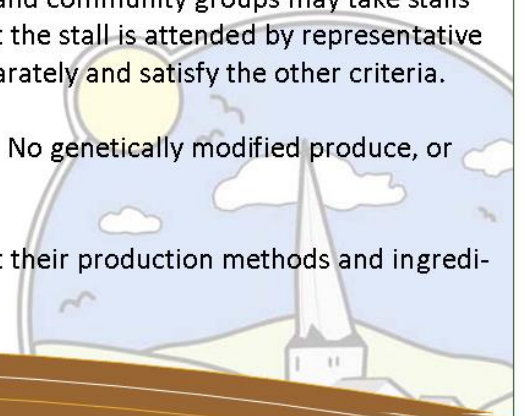
Cleobury Country Farmer Market is run by Cleobury Country Ltd on a non-profit making basis. The primary aim is to support the growth of sustainable local food production, by enabling local producers to sell directly to consumers, thereby cutting down on "food miles", unnecessary packaging, and other environmental costs of modern food retailing. We are also concerned to promote high environmental and welfare standards of food production and to enable and encourage consumers to buy good quality, fresh, seasonal food and drink, both at the market and in the local shops.

We also wish to support local wood products and other locally produced craft products.

Producers wishing to sell in the market MUST complete an annual Stallholder application form confirming that they meet the criteria below and agree to the rules. The market steering group reserves the absolute right to reject bookings. Confirmation of stall bookings will be emailed to the stallholder by Cleobury Country Ltd.

### Criteria

- All goods must be produced within a maximum of 35 miles of Cleobury Mortimer. As vacancies arise for a particular type of product, priority will be given to producers who are closer to Cleobury Mortimer.
- All food or drink offered for sale must be grown, reared, caught, brewed, pickled, baked, smoked or processed by the stallholder. No "brought-in" produce is allowed. Primary produce, including livestock, must have been grown or finished on the producers' land. Processed foods must have been made in the defined area and use local ingredients where possible. In case of competition, priority will be given to those processed products which contain the higher proportion of local ingredients.
- Produce which is not eligible or drinkable may be allowed at the discretion of the market steering group. It should be derived from the land where possible and meet the other criteria.
- The stallholder must sell what they have been accepted onto the market to sell. If there are any significant changes then they must speak to Cleobury Country Ltd. The stall must be attended by someone directly involved in the production process. Producer co-operatives and community groups may take stalls at the discretion of the market steering group but must ensure that the stall is attended by representative producers. Each producer represented on the stall must apply separately and satisfy the other criteria.
- All goods offered for sale must be wholesome and of good quality. No genetically modified produce, or goods containing GM ingredients may be sold.
- Stall holders must provide written information for customers about their production methods and ingredients.





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### Practical Arrangements

- Stall holders must apply in writing on the approved Stallholder application form stating that they agree to sell within the rules of the market.
- Stall must be booked in advance and cannot otherwise be guaranteed.
- Stall fees are due at the time of booking and should be paid in advance of the day of the market. There is no discount for payment in advance and no guarantee of refund in the case of a late cancellation. Stalls will be allocated by Cleobury Country Ltd.
- Stall holders must be ready to start trading when the market opens at 9am and stay until 12noon when it finishes.
- Cleobury Country Ltd can only provide one bench per stall.
- Stall holders are encouraged to use the Cleobury Country Farmers Market logo on their promotional material.
- Producers must maintain public, employee and products liability insurance. Copies of these should be sent to Cleobury Country Ltd. Cleobury Country Ltd requires stallholders to carry public liability insurance for £5m. If no proof of insurance is provided, producers will not be able to trade at the Cleobury Country Farmers Market.
- Any changes in attendance must be notified to Cleobury Country Ltd as soon as possible. Late cancellations will be accepted and no fee charged if at least 3 working days notice is given. Cancellations of less than 3 working days notice and "No Shows" will result in the full fee being due. Cancellations must be emailed to [business@cleoburycountry.com](mailto:business@cleoburycountry.com).
- Stall holders must keep their stalls clean and remove all packaging (re re-use if possible) and rubbish at the end of the market. No rubbish can be left on site.
- The Cleobury Country Farmers Market Steering Group decision is final.

Cleobury Country Farmers Market welcomes your suggestions, complaints or if you require further information, please contact Cleobury Country Ltd on 01299 272 300 or email [business@cleoburycountry.com](mailto:business@cleoburycountry.com).