

NE England Farmers' Markets

Notes for Would-be Producers

Farmers' Markets offer an ideal opportunity for new product testing and are a low cost entry point for new producers. New producers are very welcome at Farmers Markets, although some have a limited space and operate a waiting list (Newcastle).

To sell at Farmers Markets your products need to meet the FARMA criteria given at the end - if they do not you should be looking at the regular markets. Often these are run by the same organisations as those that run the Farmers Markets (certainly Newcastle, Morpeth, Alnwick, Darlington and Durham are) and you need to contact them directly. If your produce meets the criteria then consider selling at Farmers' Markets and also think about regular markets near to you.

NEEFM does not operate any Farmers' Markets. Each Farmers' Market is run by a different organisation – the local council, community group, social enterprise, producer group or private business. So you need to contact each Farmers' Market directly. In order to find out more about the Farmers' Market you want to sell at look at the Markets page on the NEEFM web site (www.neefm.org.uk) which tells you the date and place where the Farmers' Markets are held. To find about the cost and how to book a stall then check out the individual Farmers' Market web page or call the number given.

NEEFM sometimes run “Cash From Your Kitchen, Garden or Workshop” sessions to give information for people thinking about selling at Farmers' Markets. Please contact info@neefm.org.uk if you would be interested and we will let you know when they happen.

It is important for new producers to identify what customers want and ensure that there is no one already selling the same products. Below is a list of some of the produce needed at different Farmers' Markets in NE England – but check out the Farmers' Markets you would like to sell at first as the range of produce varies at each one.

- alcoholic drinks – cider, beer, country wines
- apple juice and cordials
- biscuits–oatcakes and 'savoury' biscuits
- chillies and chilli products
- cooked or cured local meat products such as salami, cooked ham, pastrami
- cut flowers
- dressed chicken
- dairy produce - yoghurts, butter, soft cheeses
- different varieties of potatoes
- dried beans
- heritage tomatoes and tomato products
- locally produced ice cream
- local fruit - apples, pears, plums
- mushrooms and fungi

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- ready to eat /put in the freezer meals
- salads - chicory, radicchio, rocket, lambs lettuce, spinach
- seasonal garden excesses – eg rhubarb
- traditional local foods and seasonal specialities eg Singin' Hinnies

Insurance can be obtained through the National Market Traders Federation, Tel: 01226 749021, e-mail: genoffice@nmtf.co.uk, www.nmtf.co.uk

For information about where and when Farmers' Markets are on, and contact names and telephone numbers of operators please see www.neefm.org.uk

The National Farmers' Retail & Markets Association (FARMA) standards are:-

1. Most FARMA Certified Farmers' Markets in NE England define local as a 50 mile radius of the market, from which the majority of producers will be drawn.
2. Only produce from within the defined local area may be sold at Most FARMA Certified Farmers' Markets in NE England with the exception of:-
 - The maximum distance from which producers may travel is 100 miles
 - When space becomes available at the market local producers will receive preference, without compromising quality
3. Produce should be grown, reared or processed by the stallholder. No bought in produce may be resold without further processing.
4. Stalls must be staffed by someone who is directly involved in growing, raising or producing the goods on sale.
5. Processed goods must contain at least 10% and as much locally sourced ingredient as it is possible for the product.
 - The base product should be significantly altered to qualify for sale at the market.
 - Local ingredients and estimated % should be listed on your application form; proof of local origin should be attached to your application.
6. No Genetically Modified produce, or goods containing genetically modified ingredients may be knowingly sold.
7. If claiming organic or similar certification, a copy of the certificate must be displayed on your stall.
8. All stallholders must have public liability insurance and comply with current Trading Standards and Environmental Health requirements.

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These rules are in addition to any general market operating rules