



GETTING
ORGANISED **3**

STALLHOLDER CRITERIA

Stallholder standards are important for market organisers and provide the public with information about what they can expect from producers who sell at farmers' markets, and thus enabling shoppers to have confidence in what they are buying.



Also see:

[Stallholder Standards](#) ►

Eligibility

Farmers' markets are primarily a venue to sell food and drink. Accordingly, the great majority of stallholders should be producing and selling locally sourced food or drink products. Non-food stalls such as craft and plants can make an important contribution to the shopping experience and diversity at markets, and ideally would be expected number around 10% of overall stalls at a farmers market.

Stallholders need to complete an Application Form to attend the market and this sets out the basic 'contract' between themselves and the market management.



Also see:

[Stallholder Application Form](#) ►

Locally produced

Farmers' markets are about selling local produce, and supporting local farmers. Accordingly, a stallholder should :

- Only sell primary produce grown, reared, shot, caught (or landed if fish) or secondary products brewed, pickled, baked, smoked or processed within Kent, East or West Sussex, Surrey or Essex.
- Ensure all processed food and drink contains as much local ingredients as practical, which should be bought from sources which maximise returns to local farmers, e.g. from farmers' markets or farm shops.

Buying direct from producers

The most distinctive attraction of farmers' markets is allowing shoppers to buy direct from the producer. Accordingly, stallholders:

- Must be involved in and/or knowledgeable about the production of everything they sell. No bought in produce purchased for re-sale may be sold.



- Must be able to answer detailed questions about the origins of the produce/ ingredients and their production/processing.
- Must be the producer/processor or an employee or relative.

Environmental Sustainable Production

Shoppers expect products sold at a farmers' market to be produced in ways which enhance the environment and respect animal welfare. Accordingly, stallholders should:

- Produce food in ways that conserves the environment and respects animal welfare.
- Ensure all meat and products derived from animals, e.g. eggs, are free-range where ever possible, whether sold fresh or as part of a processed product.

Quality and value

Shoppers expect products to be high quality and offer good value. Stallholder should only offer high quality, fresh produce, and it's the assessment by the market manager as to the quality threshold, that needs to be met.

Regulatory Compliance

Regulatory compliance is essential for all stallholders; stallholders must be able to demonstrate and confirm that:

- All food products must comply with all relevant regulatory standards, e.g. Food Standard Agency HACCP regulations and traceability. Produce preparation, packaging, display and handling must comply with local Environmental Health Organisation regulations.
- They have been approved by their local EHO and TS.
- Produce weighing and labelling and signage must comply with Trading Standards legislation. Prices must be clearly displayed on the items themselves, or on relevant boxes or containers, or on a list in close proximity to the goods.



Also see:

[Food Safety Guidance](#) ►



- Ensure that vehicles and containers meet the appropriate hygiene condition for the task of transporting produce to market (cross contamination of food for consumption with materials transported around the farm or from wholesalers must be avoided).
- If selling organic food must display details of accreditation (issuer, certificate number and date of issue) on their stalls.
- Hold Public and Product Liability Insurance of a minimum of £5 million. This includes anyone attending the market on the stallholder's behalf or temporarily manning their stall (even on a voluntary basis).
- Abide by the rules governing every market they attend.
- Stalls should be clearly identified by Business name.



Disclaimer

The information and advice and guidance on this site is provided in good faith, and is for general purposes only, and any reliance you place on such information is therefore at your own risk. Weather conditions and seasonality may impact availability of produce and stall holder attendance at markets, and so we cannot guarantee the accuracy of all information.

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