

Ludlow Local Produce Market Rules

Ludlow Local Produce Market is run by the Ludlow 21 Food and Farming Group on a non-profit-making basis. The group's 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 local shops.

Producers wishing to sell in the market must fill in an application form confirming that they meet the criteria below and agree to the rules. The steering committee reserves the absolute right to reject bookings.

Criteria

- All goods must be produced within 30 miles of Ludlow. The steering committee may extend this to 50 miles in exceptional circumstances e.g. for produce unavailable within the 30-mile radius. As vacancies arise for a particular type of product priority will be given to producers who are closer to Ludlow.
- All food or drink offered for sale must be grown, reared, caught, brewed, pickled, baked, smoked or processed by the stall holder. No 'bought-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 wherever 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 edible or drinkable may be allowed at the discretion of the steering committee. It should be derived from the land 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 the Market Manager,
- 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 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.
- Stall holders must comply with current Trading Standards, Environmental Health, alcohol licensing and any other relevant requirements.
- Producers must maintain public, employee and products liability insurance. Copies of these should be sent to the market manager. The Town Council requires stallholders to carry public liability insurance for £5m.

Practical Arrangements

- Stallholders must apply in writing on the approved form, stating that they agree to sell within the rules of the market.
- Stalls must be booked in advance and cannot otherwise be guaranteed.
- Stall fees are due from time of booking and will be collected on the day of the market.
- Fees may be paid in advance but there is no discount or guarantee of refund in case of later cancellation.
- Any changes in attendance must be notified to the Market Manager - *Tish Dockerty; 01584 872043; mobile; 07985 218727*, as soon as possible. Late cancellations will be accepted and no fee charged if at least 48 hours notice is given. Cancellations of less than 48 hours notice and 'No shows' will result in the full fee being due.
- The Market Manager's decision is final, but if you feel you have been unfairly treated you may appeal to the Ludlow 21 Food and Farming Committee.
- Stalls will be allocated by the Market Manager .
- Stall holders must be ready to start trading when the market opens at 9.00 a.m. and stay until 2.00 p.m. unless they have the agreement of the market manager for a shorter period.
- Stall holders must keep their stalls clean and remove all packaging (for re-use if possible) and rubbish at the end of the market. No rubbish can be left on site.
- Stall holders are encouraged to use the 'Local to Ludlow' logo and promotional materials on their goods.
- The steering group maintains a web-site (www.localtoludlow.org.uk) which includes contact information about stallholders and information about their products with a picture and a map that locates them. The cost of having an entry on the website is £20, this amount is an annual recurring fee. Please notify Tish Dockerty (01584 872043) of any changes to your entry or request your own user name and password and maintain your own entry. You can also send in items for the news page to publicise your product.

The steering group welcomes the involvement of stall-holders in running the market. If you have any suggestions, complaints, or would like to come to a planning meeting, contact Kate Norman (01584 878 398)