

6.1 The market site

SPADEWORK
BROADCASTING
GERMINATION
MULCHING
STAKING
HARVEST
SUSTAINABILITY
RESOURCES

- > *Site layout*
- > *Food safety requirements*
- > *Signage*
- > *Occupational Health and Safety*
- > *Checklist*

Site layout

The number of stalls will be determined by planning approval and/or by site limitations. At the Willunga Farmers Market stallholders are allocated a 3 metres x 3 metres space for their stall. The location of each stall is marked on the ground.

Be strict about the amount of space for each stall. You may be tempted to let stalls spread if there are only a few stalls to begin with but once you have allowed this it will be difficult to enforce later on when you need the space.

- > When marking out the site
 - make sure everyone has access to their site for set up
 - think about how it will look from the street/entrance
 - allow enough room for access around stalls
- > For outdoor markets, think about orientation – some stalls will need protection from sun, winds
- > Check with your local council to see if there are any requirements about location of stalls e.g.
 - stalls selling compost or seedlings must not be adjacent to stalls that offer tastings of food
- > You may want to locate stalls selling similar products close but not adjacent to each other (to avoid rivalries)
- > Stalls that need refrigeration need to either have easy access to a coolroom or to power.
- > Locate an information stall in a prominent position – preferably near market entrance. Include information about the market, market membership forms, fund-raising items for sale.
- > Include a breakfast stall
- > On-site storage for regularly used equipment

Food safety requirements

Local councils have guidelines covering the sale of food at markets. These may stipulate the sort of stalls (eg you may not be able to sell unpackaged food from an open stall). (See 5.4 *Producers Package* for more information about food safety requirements).

To comply with the guidelines, stallholders need access to power (for refrigeration) and water (for hand and utensil washing).

Dogs are not allowed into the market site.

Signage

Signage is important to help people find the market and for advertising and promotion. Signage may take the form of

banners, flags, sandwich boards, street signs etc. You will need signs on the main access routes and at the site.

You may need to apply to council for approval to display signs and you may need to pay fees to place them in some locations. Approach the council before you get signs made to find out about restrictions on the size and placement of signs.

The Willunga Farmers Market Experience

Now that we had set a date and publicised it there was no turning back. The Market Manager was employed, banners and signs were organised, publicity had been arranged and producers were being cajoled into having a stall. We spent hours organising the site – cleaning up, marking out stalls and finding a coolroom to hire at reasonable rates.

In the morning, pandemonium ensued as everyone arrived at the same time to set up before the 8am opening. The smartest stallholders had practised erecting their tents but the rest of us struggled with what seemed like too many poles for canopies.

Eight o'clock came and went with the site still looking chaotic. Then there was an air of nervous anticipation – would anyone apart from family and friends turn up? That was the last time anyone had that thought. By 9 there was a steady trickle of people. By 10.30 stall-holders were returning to the farm for more produce.

The McBain's BBQ supplying breakfast for patrons was doing a roaring trade. So much so that fat from the snags suddenly burst into flames. Hay bales situated around the market to provide seating were dangerously close and for a second or two it seemed the first market might be our last. We had forgotten the fire extinguisher! The pub came to our rescue but not before the BBQ was burnt beyond use.

By official closing time we were jubilant, exhausted with many stalls having sold out. The Market was up and running.

Occupational Health and Safety

Conduct a Risk Management Audit to identify and address OH&S issues that might arise at the market site, including:

- use of power particularly in wet conditions
- vehicular movement
- issues to do with lifting and carrying
- issues related to cooking equipment
- potential for customer accidents on-site

The information stall should have a fire extinguisher and first aid kit and the market manager should have first aid training.

Local government often run Risk Management courses for community groups.

Breakfast stall

In an ideal farmers' market world, the breakfast stall would be operated by community-spirited volunteers as a fundraiser for the market. However, it is difficult to find people willing to donate their time to work the breakfast stall from setup at 7am until the close of the market sometimes in temperatures of over 35°. This arrangement didn't work for us and after 6 months and a \$7 profit, we decided it would be better to put the stall out to tender. This way we would be certain of a regular income and the manager and committee wouldn't have to worry about who was going to chop the onions and order the snags every week.

The tender option has been a godsend, and has worked extremely well for the market providing a regular income. It has added significant atmosphere and ambience to the site and provided an opportunity for an outdoor impromptu café to evolve, with tables, chairs and umbrellas for weary and sociable shoppers.

In return the management ensures the Breakfast Stall is the only stall allowed to offer hot food and bottled water and drinks (produced locally of course).

In the three years this system has been operating, there have only been two tenders given.

The successful tender is determined by :

- > tender price offered
- > potential quality determined by menus submitted
- > the experience of the person submitting the tender
- > interest in and ability to use regional ingredients

The Market provides:

- > Sole hot food and bottled drink sale rights
- > Barbecue
- > Chairs and tables
- > Umbrellas
- > Market tent
- > Fire extinguisher

Checklist

- > Draw up site plan showing position and size of stalls
- > Develop occupational health and safety plan for the site
- > Develop food safety plan for the site
- > Plan for an information stall and a breakfast stall
- > Organise signage
- > Organise refrigeration

Appendices:

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| Appendix G | Site layout |
| Appendix J | Breakfast stall tender |