



## Kent Farmers' Market Association

### New Markets' Checklist

This checklist will help you plan for your market to get off to the strongest possible start, and allow us set up your details on our webpage, social media and database. Detailed advice on setting up a market is available free from the KFMA website [here](#), and if you would like to get together for a discussion, then simply circle "YES" in the last question. We're here to help.

### Benefits of Joining Kent Farmers' Market Association

- **Publicity:** our website receives over 8000 unique visitors per month, and you will have a webpage which you can edit yourself. We also have over 6900 followers on Twitter, which gives immediate and widespread publicity for your market and any producers who are new to social media. We also write monthly features in Kent Life and promote markets through other media, like Radio Kent.
- **Supporting established and new managers and stallholders:** negotiating bulk discounts on insurance, banners, gazebos, chalkboards, leaflet printing etc; publishing toolkits and updates on food hygiene and trading standards regulations, marketing and merchandising; undertaking consumer research, producing action plans for existing markets; as well as holding workshops and other chances to meet managers and stallholders to exchange ideas and experiences.
- **Membership of FARMA** (farmers' markets' national association) with access to further advice and discounts
- **Eligibility to both The Kent Food and Drink Awards' and Taste of Kent Awards' Best Farmers' Market category**
- **Coordinating Farmers' Market Month**, as a focus for publicity and events to attract new shoppers, and retain the loyalty of existing ones
- **Building partnerships.** We have always worked closely with Produced in Kent and Action for Communities in Rural Kent, and more recently have started working with Rural Plc (Kent) and the Kent County Show.
- **Introducing new forms of membership**, including for members outside Kent, and equipment and service suppliers to increase our network, impact and revenue streams.
- **Driving innovation and developing projects** to ensure that local food and drink producers are able to benefit from direct access to local shoppers today and into the future

KFMA is run by volunteers, so membership is only £52 a year, and if it helps, we are happy to defer payment until you have completed a few markets and have some more money in the bank!

# Kent Farmers' Market Association

## **Purpose/Aims**

The Kent Farmers' Markets Association's purposes/aims are:

- To provide advice, guidance and leadership on direct marketing of local food in Kent
- To give Kent shoppers the opportunity to buy high quality, nutritious, fresh local food and drink which contributes to their well-being, protects their environment and respects animal welfare
- To assist Kent's farmers and food enterprises to benefit from the fair trade offered by selling directly to the public
- To help sustain Kent's communities by providing opportunities for them to come together for social contact
- To strengthen Kent's economy by creating opportunities for local firms to trade with local people
- To encourage reduction in food miles by more sustainable local food production and consumption
- To support Kent's tourist industry by creating events and promoting the quality of local food and drink
- To encourage rural diversification by offering a 'route to market' for local produce

## **Objectives**

The Association's objectives are to support market managers, stallholders and the public to maximise the opportunities offered by Farmers' Markets by:-

1. Supporting managers and stallholders to develop authentic Farmers' Markets, distinguished from other markets and shops by championing local food and drink.
2. Promoting Kent's Farmers' Markets.
3. Assisting new markets and stallholders to become established, while complementing existing provision.
4. Representing Kent's Farmers' Markets to ensure that their needs are recognised by local and national government and organisations.

## **Activities**

- Helping market managers and stallholders to improve standards of quality and localness through training and research;
- Making best use of managers' time and money through networking and exchanging ideas, training and encouraging collaboration in marketing and purchasing;
- Providing information, advice and practical help to managers and stallholders, eg on publicity, good practice, changes in regulation and finding potential grants; and
- Stimulating and supporting the public's understanding of the benefits of local food.
- Agreeing and undertaking projects and identifying related funding to achieve these objectives

## **Membership**

Membership of the Association will be open to any farmers' market, stallholder, organisation or individual who supports the Association's aims and objectives. This involves a commitment to the following standards:

*Localness* - Kent's Farmers' Markets should predominantly offer produce that is grown, reared, caught or processed from within Kent, Surrey or Sussex. Processed food and drink should contain as much local ingredients as practical.

*Fair trade and traceability* - Stallholders should be involved in &/or knowledgeable in the production of everything they sell.

*Quality and nutrition* - Only high quality, fresh produce should be sold. It should be produced in ways that conserve the environment and respect animal welfare. It must comply with all relevant regulatory standards.

## New Market Checklist

<b>Market Name</b>	
<b>Contact</b> Name  Telephone  Email	<p>.....</p> <p>.....</p> <p>.....</p>
<b>Market Location,</b> including Market postcode.  Please also provide driving/car parking and public transport details if that will help shoppers and we will include that on your webpage.	
<b>Market Opening</b> Date of first market  Frequency (every Thursday; every 3 <sup>rd</sup> Saturday etc)  Opening/closing times	<p>.....</p> <p>.....</p> <p>.....</p>
<b>Type of Market/Stallholders</b> The Association supports both Farmers' Markets and markets selling local food and craft, and it is important to distinguish between the two so shoppers know what to expect. Markets outside these categories may join as associate members to access discounts on insurance etc,  Which do you want to be? Please tick based on criteria below:	
<b>Farmers' Market:</b> the criteria are strict, with markets consisting predominantly of local food and drink stalls (typically 80% or more), which are manned by the farmer/producer. The other stalls can sell plants, craft or other items, but there are no wholesale (bought-in) products. Stallholders typically come from within 30 miles of the market. Markets have an apple symbol on the website.	
<b>Markets selling local food and craft:</b> This offers more flexibility. Generally they have at least 60% local food and drink stalls, so there is more scope for including craft and other stalls to offer shoppers a wider range of items. Selling other people's products is allowed, but the stallholder must be able to answer questions about where the product comes from and how it is grown/raised/produced because traceability is a critical distinction compared to regular street markets. Stallholders typically come from within 30 miles of the market. The market may be called 'Farmers' and Craft Market', 'Country Market', 'Village Market', 'Community market' etc. These markets have a 'trug' symbol on the website map.	
<b>Other markets:</b> These markets join the Association just to access our discounted insurance policy and other supplier discounts. They do not appear on the website.	
<b>Market insurance</b>  Please provide your insurance company and policy number, and the amount covered on public, product and employment liability (even volunteers need cover from employment liability).  KFMA members have access to a comprehensive market insurance policy (£88 in 2014-15).	

<p><b>Social Media</b></p> <p>Market's own website</p> <p>Twitter</p> <p>Facebook</p> <p>Other social media accounts</p>	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p><b>Stalls: Already Booked</b></p> <p>We will include these when setting up your webpage.</p> <p>If they are not already listed on the KFMA website (check <a href="#">here</a>), please give a contact email (ideally) or phone number so we can add all their details on the website.</p>	
<p><b>Stalls: Additional</b></p> <p>Would you like KFMA to circulate details of the market to stallholders we know are looking for more markets to attend? <b>YES/NO</b></p>	
<p><b>More support on setting up the market</b></p> <p>Would you like a meeting with KFMA to discuss setting up the market, and how KFMA supports markets: <b>YES/NO</b></p>	

Please check these commitments, and tick the boxes if appropriate

Support for Local Food, Drink and Craft Producers

I confirm that the market management will adhere to Kent Farmers' Market Association's objectives and commitment to support local food, drink and craft producers (as set out above)

Financial Implication

I understand the financial implication of submitting this application and that I have the relevant authority to commit to the membership fees which will be due on approval of my application and in future years.

Third parties

To enable you to access the full range of member benefits, in the future KFMA may have to share your information with third parties (we have never done so to date though!). Please confirm you are happy for KFMA to do this if we think it would be to your benefit, but we will never sell your information nor issue it to third parties for the purpose of cold calling.

**Signed:**

**Date:**