



EVELEIGH FARMERS' MARKET CHARTER 2009



EVELEIGH FARMERS' MARKET CHARTER

MISSION

To provide the people of Sydney with the choice to purchase fresh healthy food directly from the farmers who grow it and the gourmet artisans who value-add to farm produce.

DEFINITION

'A Farmers' Market is a predominantly fresh food market that operates regularly within a community, at a focal public location that provides a suitable environment for farmers and food producers to sell farm-origin and associated value added processed food products directly to customers.' (Australian Farmers' Markets Association)

PRIMARY OBJECTIVE

To develop Eveleigh Farmers' Market into Sydney's pre-eminent Farmers' Market providing Sydney residents and visitors with the opportunity to purchase their food directly from farmers and to enable people to come together to celebrate fresh food through sharing 'long table' meals, learn about food through practical demonstrations and understand the direct paddock-to-plate food journey.

CORE VALUES

Eveleigh Farmers' Market core values are based on the following objectives:

- Authenticity
- Sustainability
- Produce Origin
- Fair Trade
- Education
- Community Wellbeing
- Celebration of Food

OBJECTIVES

Authenticity

The key to an authentic Farmers' Market is the principle that farmers and artisan food producers sell produce they have grown or made directly to market shoppers.

To achieve this objective, produce from agents, wholesalers and resellers will not be accepted.

In recognition of farmers' necessary time commitment to on-farm and food production the Eveleigh Farmers' Market allows collaborative farm groups to jointly sell fresh produce, whereby there is always at least one group representative farmer or farm employee at the Market selling on behalf of the group participants, and all funds are returned directly to individual participant producers.

Sustainability

Eveleigh Farmers' Market is committed to recycling 100% of market waste products through recycling initiatives.

Rainwater is collected for use at the market.

Paper bags, cups and plates are to be used, except where the product is wet such as meat or seafood and certain beverages, or where non-paper containers are specifically required under food service and food safety regulation.

Eveleigh Farmers' Market will not accept GM genetically modified produce.

Sustainable farming practices are supported with a preference for organic produce. All organic products are to be displayed with accompanying certification.

Produce Origin

Produce offered for sale at Eveleigh Farmers' Market is to be sourced within NSW/ACT. Exceptions may arise if speciality produce is not available from within the state, and in these instances the market management may permit the participation of interstate vendors.

Fair Trade

Eveleigh Farmer's Market is committed to offering stallholder and shopper benefits and supports the right of farmers to be paid fair and representative compensation and prices for their produce.

Equally, it is intended market shoppers will be offered fresh food at affordable and competitive prices.

Eveleigh Farmers' Market is the only undercover farmers' market in Sydney that supports both farmers and market shoppers by providing a purposely refurbished all-weather venue open for weekly trading rain, hail or shine.

Education

Central to the vision for Eveleigh Farmers' Market is the creation of ongoing learning opportunities for the community to participate in food education through agricultural displays and hands-on cooking and farming demonstrations.

Eveleigh Farmers' Market will feature a series of seasonal long table meals showcasing the best seasonal produce and the benefits of community engagement.

Eveleigh Farmers' Market will also feature regional produce from within NSW through a series of taste events featuring producers and their food. These regional tasting events will also provide reverse marketing opportunities for the people of Sydney to discover the food producing regions of NSW.

Eveleigh Farmers' Market will work closely with local schools to develop learning partnerships between the Market, farmers, schools and other local community organisations.

Eveleigh Farmers' Market will provide learning opportunities surrounding the food chain journey from paddock to plate, including the environmental issues impacting on farmers.

Community Wellbeing

The market place is the heart of the community. Eveleigh Farmers' Market will provide a pivotal community destination and facility for the sale and purchase of farm direct and artisan value-added fresh food. The Market seeks to cement relationships with farmers and set fundamental perspectives on fresh food as a core human requirement.

The market will provide opportunities for improved health by delivering fresh healthy food complemented by cooking demonstrations, including children's' food activity sessions.

Eveleigh Farmers' Market is an inclusive market and will provide an opportunity to showcase multiple cultures including Indigenous, Italian, Vietnamese and other nationalities.

Celebration of Food

Eveleigh Farmers' Market celebrates food in all its expressions ranging from the farmers who grow it, to the artisans who value-add, to cooks who create sustaining meals to be shared.

Eveleigh Farmers' Market showcases fresh food, seasonality and cultural and regional diversity. It is an historic landmark site revitalised to facilitate the profitable sale of fresh food, and celebrate those who produce it and those sustained by it.