



Hawkesbury Harvest
PO Box 747, Richmond, NSW, 2753

Email: info@hawkesburyharvest.com.au
or visit
www.hawkesburyharvest.com.au



Hawkesbury Harvest is a
Slow Food Convivium

Hawkesbury Harvest Inc. Produce Point-of-Origin Policy

Hawkesbury Harvest is applying a Produce Point-of-Origin Policy to our Farmers and Fine Food Markets as a means of providing a point of difference in what customers can expect from our Markets, and therefore strengthening our position in the rapidly expanding farmers market sector. Stall holders who help us deliver this point-of-origin assurance for customers will also benefit from their association with our Markets.

Hawkesbury Harvest is committed to having Genuine Growers at our Farmers and Fine Food markets. Hawkesbury Harvest is committed to choosing 'Genuine Growers' over resellers.

Hawkesbury Harvest will immediately introduce three classifications for our market stall holders.

They are Genuine Grower, Genuine Producer and Reseller. We will supply signs to be shown in a prominent position on your stalls.

Why the need for a genuine grower/producer policy?

In recent years there has been a tremendous increase in consumer demand to purchase both fresh grown and value added produce, directly from the grower and or producer.

Farmers markets are an avenue where the grower/producer can supply this demand. Farmers markets effectively do away with the need to involve a middleman, who traditionally has taken a significant proportion of the farm income.

To maintain this growing support it is extremely important grower/producer stallholders, and therefore farmers markets, are seen as being authentic.

Recent negative publicity in a major Victorian newspaper (see attached Weekly Times article 24/6/09) is not an isolated complaint.

Many genuine stallholders are voicing their concern towards isolated stallholders who are pushing the limits as to their authenticity.

It is not only important that customer confidence is maintained, it is equally important that all growers/producers are given equal opportunity to attract and serve customers.



For example, a genuine grower of avocados, only selling his produce, should not have to compete with other stallholders selling avocados that they have simply bought in from the central market system (in this case, Flemington).

There exists strong political lobbying, from areas of the farmers market movement, that is pushing for rigid and unworkable guidelines, to be implemented Australia wide. In reply to this lobbying, Hawkesbury Harvest wants to take the initiative and implement a policy that is both realistic for the grower/producer, whilst at the same time providing an authentic, honest market, for the consumer.

Policy Guidelines

Hawkesbury Harvest will introduce a market system where the stallholder will be issued at each market, a “Genuine Grower”, a “Genuine Producer” or a “Reseller” sign.

These signs will be displayed prominently on each stall

Guidelines for Classification as a GENUINE GROWER

1. You must own, rent, lease, manage or share farm land where you are actively involved in primary production.
2. You are registered as a “Primary Producer” for taxation purposes.
3. Produce sold on your stall is grown by you or sold on behalf of another farmer.
4. If you supplement your own produce with produce on behalf of another grower you must label that produce, indicating who the actual grower is and where it is grown.

This produce is not to exceed 25% (by volume) of all produce on the stand. You cannot sell on behalf of more than three (3) other growers. You will be required to submit a letter from each of the farmers outlining your association.

5. Hawkesbury Harvest understands that at certain times of the year your produce may be out of season in your growing region. In order to maintain supply to your customers, it is understood that you may require to purchase produce from outside. If this is done you are required to maintain integrity by labelling where the produce is from and the grower’s name. An explanation as to why you have bought in produce will go a long way to encouraging a healthy relationship with your customers.
6. It must be noted that you will not be considered as being a grower of a particular produce if you do not grow sufficient quantities to satisfy an inspection by an appointed representative of Hawkesbury Harvest.

For example, 1 fig tree grown on your orange orchard will not be accepted as sufficient reason to be allowed to sell large quantities of figs over an extended period.

7. In summary, if you do not grow a particular product on your farm, at some stage during that products growing season, then it should not be on your stall at any time. UNLESS as a supplement to your own produce you sell on behalf of another grower (in which case follow the “25%, 3 growers only and letter” conditions).
8. There will be “grey” areas and each case will be considered on its merits.
9. Hawkesbury Harvest will be the final arbiter. If you do not satisfy the above guidelines you will be given a reseller classification until such a time that you do comply. If you do not comply your contract will be terminated.





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I understand and have read and will comply with the Hawkesbury Harvest Produce Point of Origin Policy '

Please circle one. I declare the I am a Genuine Grower / Genuine Producer / Reseller
(If in doubt use the Flow Chart)

Name: (Please Print)

Stall Name: (Please Print)

Signature:

Date:

____/____/____

Note: All Stall Holders will need to resubmit a new Produce / Product for Sale declaration.

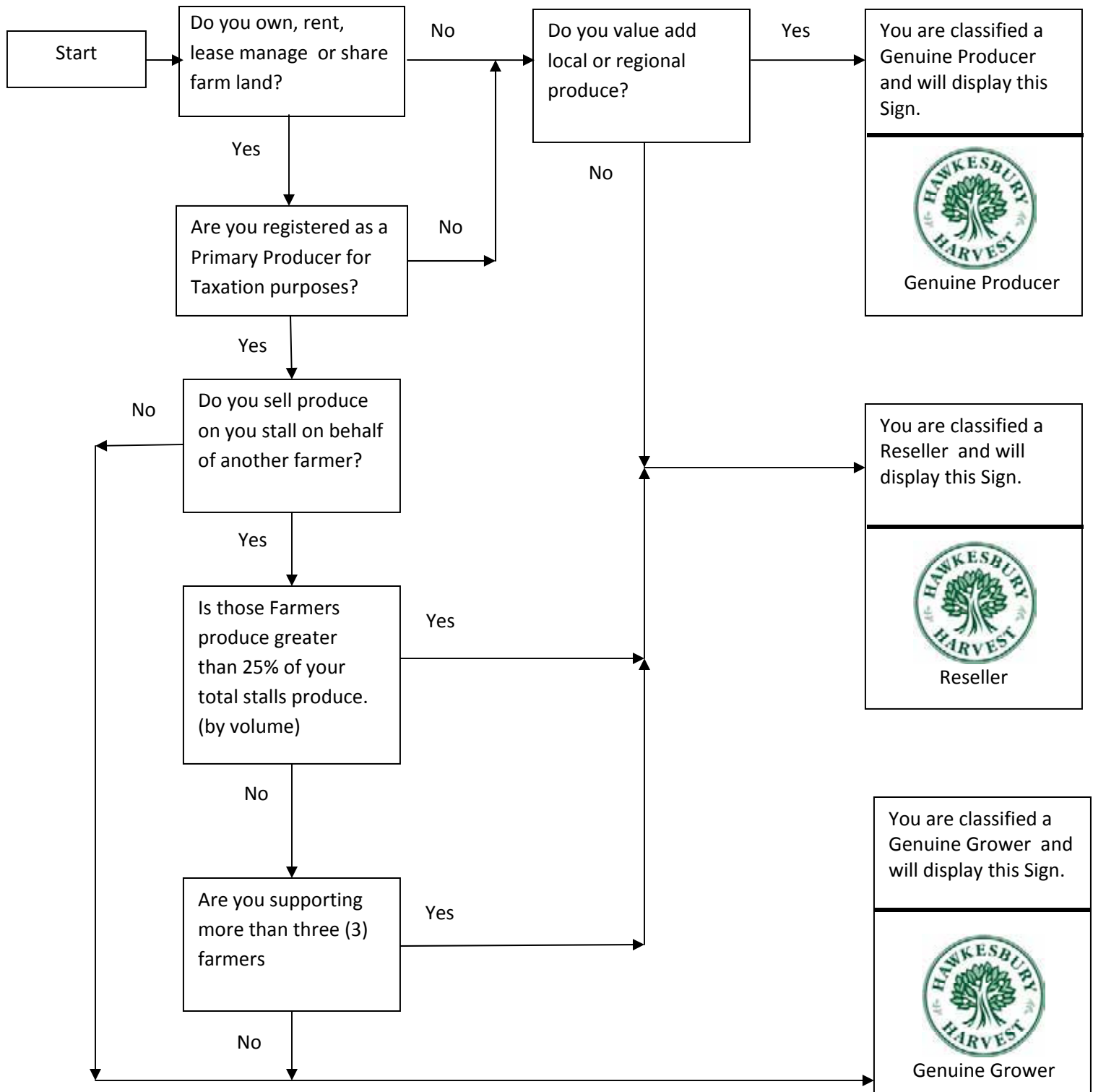
Please note: Have you included.

- This Last Signed Page stating you have read and understand and will comply with Policy.
- A copy of your primary producers certificate for taxation purposes (If applicable)
- A copy of your letters of approval to sell other producers product (If applicable)

All Stall Holders must complete this form.



Hawkesbury Harvest Farmers and Fine Food Market
Are you a Genuine Grower, a Genuine Producer or a Reseller?



Wednesday, June 24, 2009 \$1.50 (incl. GST)

TIMES

SINCE 1869

Farmers' markets

Stall con job

By LESLIE WHITE

MUCH of the popular farmers' markets movement has been exposed as a sham.

A special *Weekly Times* investigation has revealed a large number of bogus stall operators appear to sell farmers' produce, but instead buy from supermarkets.

And weak market rules and lack of legislation means the fake farmers can get away with duping unsuspecting buyers.

The investigation has revealed:

- One major market organiser admitted some stallholders resell produce purchased from the Melbourne Markets.
- Unscrupulous vendors agree consumers likely believe them to be farmers.
- Many "value-adders" are selling jams, chutneys and other goods made from supermarket-bought produce.

Farmers' markets have long claimed any primary produce sold must have been grown by the stallholder.

Any ingredients in food such as jams should be purchased directly from farmers.

But these are just guidelines, with nothing to stop re-sellers filling market stalls and value-adders sourcing from supermarkets.

The Victorian Farmers' Market Association has moved to accredit its stallholders, but the Regional Farmers Market says it will not take part and has accused the VFMA of being "too purist".

One prominent stallholder at Kingston and Boroondara Farmers Markets admitted he sold strawberries, apples and

stone fruit that he bought from the Yarra Valley.

He said some customers likely believed he was the grower.

"I've been involved with orchards for 20 or 30 years... I only know one person, a hippy market gardener, who creates everything himself," he said.

A stallholder accused by several growers of operating outside the spirit of the markets, who lives in Melbourne and works full-time, claimed his uncle grew the produce he sold.

He said some stallholders were annoyed he undercut them on price.

"I get it from my uncle... it doesn't cost me anything," the stallholder said.

"It's blatantly obvious one guy buys all his stuff from the (Melbourne) market."

A North East Victorian grower said he had "kept my farm going by selling other people's stuff at farmers' markets".

"Trading (produce) is far more lucrative than growing the things," he said.

The grower said authenticity could be determined by viewing the farmer's rates notice.

Woori Yallock grower Len Rayner said he had boycotted the Templestowe market over authenticity concerns.

"Farmers have a lot of sympathy in the city, and these people are taking advantage of that," Mr Rayner said.

Jindivick chilli grower and manufacturer Geoff Love said some managers "think 60 stalls is better than 40".

• Continued Page 4

• Rule's View, Page 15

Stands 'not all run by farmers'

By LESLIE WHITE

PARRA Valley orchardist Len Rayner relies on farmers' markets for his income.

But he says the public needs to be aware not all the stalls in them are run by farmers.

Mr Rayner grows stone fruit on 10ha at Woori Yallock and sells at various markets.

"They've been our salvation ... (but) there are too many value-adders and people who are not farmers," Mr Rayner said.

"There's a lot of sympathy out there for farmers — they're playing on that sympathy and cheating the farmers. They're not supporting the farmers ... they're making the money off it."

Mr Rayner said he needed the markets to continue but said "too many are being dishonest about it".

According to Mr Rayner, an easy way to fix the problem was for customers to question the stallholder to ensure he was a farmer and buy only from those they believed were genuine.

"If everybody did that, the problem would sort itself out real quick," Mr Rayner said.

"They (value-adders) don't buy direct, supermarkets is where they get most of it and supermarkets aren't renowned for being good to farmers."



Look out: fruit grower Len Rayner says not all stallholders at farmers markets are farmers.

Picture: YURI KOUZM

Fake farmers' stalls a con

• From Page 1

"They (unscrupulous stallholders) present as if they're farmers. Organisers get complaints but they never do anything, they're like toothless tigers," Mr Love said.

Regional Farmers Market manager Peter Arnold said the conditions required for VFMA accreditation were "too purist".

The conditions will require the seller to have a genuine association with the production of the food or be extended

Are farmers markets a sham? HAVE YOUR SAY weeklytimesnow.com.au

family of the farmer, and will mean a property inspection for fruit, vegetable, meat and dairy producers.

Mr Arnold said many stallholders "get stock from somewhere else".

"I know at least two go to (Melbourne Markets); we try to tell them not to," he said.

Mr Arnold had no problem

with value-adders selling product made from supermarket produce.

VFMA president Miranda Sharp, who also manages the Collingwood, Albert Park and St Kilda farmers' markets, said being called "too purist" was a compliment.

"Because there's been such growth in the markets — there's now conservatively 60 — we want the public to trust where and what they're buying, and support farmers," Ms Sharp said.

The success of the accreditation required consumers to check which markets were accredited on the VFMA website, she said.

Grower stallholders spoken to by *The Weekly Times* said three markets run by service club Rotary — at Lilydale, Nunawading and Templestowe — had fewer farmer-stallholders than other markets.

Organiser Eva Anderson said those markets were run "as close to VFMA guidelines as we can".

"The public won't come to a market for just carrots or onion ... a couple source produce from surrounding markets and we're happy with that," Ms Anderson said.

Ms Anderson said her group went "out to the farms to check all of them", but when asked about a specific stallholder she said there had been no check.

Australian Farmers Market Association chair Jane Adams said it was up to individual market managers to ensure authenticity.