



Local to Ludlow Producers' Market Rules

Local to Ludlow Producers' Market is run by the Local to Ludlow Community Interest Company (CIC) on a non-profit-making basis. The Company's broad objective is to promote the highest welfare and environmental standards of food production thereby enabling consumers to buy buy good quality, fresh, seasonal food and drink.

Within this objective, the market supports sustainable local food production by enabling local producers to sell directly to consumers, thereby reducing food miles, unnecessary packaging, and the other environmental costs of modern food retailing

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 Board reserves the absolute right to refuse applications.

Criteria

1. All goods must be produced within 30 miles of Ludlow. The Board 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 closest to Ludlow.
2. 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.
3. Primary produce, including livestock, must have been grown or finished on the producers' land. Livestock not born on the producer's holding must have spent a minimum of three months there before slaughter.
4. 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.
5. Produce which is not edible or drinkable may be allowed at the discretion of the Board. It should be produced in the local area, be sold by the producer and meet all other relevant criteria.
6. The stallholder must sell what they have been accepted onto the market to sell, any significant changes must be agreed with the Market Manager.
7. 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 Board 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.

8. All goods offered for sale must be of top quality. The Market Manager reserves the right to have substandard items removed for the market.
9. GMO free and Organic products are important to many customers and producers are encouraged to provide these where possible. Producers claiming to sell GMO free or Organic produce must be willing and able to justify this claim with evidence.
10. GMO free animal feed is difficult to source but if producers claim their stock are fed feed which is GMO free, they must be able to justify the claim. In practice there is no evidence that GMO feed components are traceable in animal products.
11. You must comply to current legislation regarding allergens and list all known allergens that may be contained in any of your products for customers to see.
12. Stall holders must provide written information for customers about their production methods and ingredients.
13. Stall holders must comply with current Trading Standards, Environmental Health, alcohol licensing and any other relevant requirements.
14. 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 fee being due.



Stalls will be allocated by the Market Manager.

The Market Manager's decision is final, but if you feel you have been unfairly treated you may appeal to the Local to Ludlow Board.

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 and staff represent the market to the public and must be presentable and clean, with clean and appropriate clothing. Smoking or Vaping is not allowed on the market.

Minor breaches of the rules will be dealt with by the Market Manager, more serious infringements will be referred to the Board. In extreme cases, continued non-compliance will result in removal from the market. For the avoidance of doubt, antisocial behaviour by the stall holder or staff is unacceptable and will result in immediate removal from the market.

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.

Local to Ludlow CIC maintains a website (www.localtoludlow.org.uk) which includes contact information about stallholders and information about their products with a picture and a map that locates them. Please notify Tish Dockerty (07985218727) of any changes to your entry.

The Board welcomes the involvement of stall-holders in running the market. If you have any suggestions or complaints, or would like to join the Board, as a member or a Director, contact the Market Manager, Tish Dockerty (07985218727) in the first instance.