

Otley Town Partnership Farmers' Markets

Stallholder Eligibility

- “Local” stallholders should have their usual place of business within 50 miles of the Farmers’ Market
- Stallholders from further afield (up to 100 miles) are permitted to attend if there is no suitable local producer of the particular product they are offering
- Preference will be afforded to the nearest “local” producers when a space becomes available, unless this compromises quality and diversity
- The stallholder should be the principal producer. Whenever possible that person should be the attendee on Market Days. Failing that, the attendee should be a person directly involved in the production process or a close member of the principal producer’s family
- The objective is to ensure that the consumer is able to have direct contact with, and ask questions of, the principal producer
- Community associations such as local allotment societies may be acknowledged as principal producers on a case by case basis. In all cases, whoever attends must in some way be a bona fide principal producer.

Produce Eligibility

- All produce sold at the Farmers' Market must be grown, reared or caught by the stallholder within the 50 mile (or 100 mile) radius. Primary produce will have been grown or reared on the principal producer's land. In the case of livestock and plants this means grown or finished (having spent at least 50% of its life) on the producer's land
- Game shot or caught within the specified radius may be sold at Farmers' Markets by the person rearing or holding the licence to hunt the game
- Fish should ideally be sold by the fisherman. A representative of a number of known local boats may attend the market as long as the fishing grounds are known, local, inshore waters and a link to the fishing business can be proven
- Anyone processing produce or adding value is deemed to be a secondary producer
- Producers purporting to sell organic produce must display a valid certificate on their stall
- Secondary produce must be brewed, pickled, baked, smoked, or otherwise processed by the stallholder using at least 25% locally sourced ingredients. With this in mind, secondary produce ingredients should be sourced wherever possible from other Farmers' Market stallholders

- Non food items such as crafts and toiletries are admissible for sale at Farmers' Markets. These items must be produced within the local (50 mile) area and must adhere to the principle of high (25%) local content. The requirement for the principal producer to attend the stall applies to these products as it does to food produce
- In some limited circumstances items not produced locally may be allowed by prior agreement (such as plastics and metal used in craft products). Where these items constitute a complete individual entity it must be clearly labelled as not produced by the stallholder and must have some strong connection to other local produce on the same stall

PLEASE NOTE:

THIS IS AN ABRDIGED VERSION OF OUR STALLHOLDER REQUIREMENTS .

IF YOU ARE GIVEN A PITCH AT ANY OF OUR MARKETS YOU WILL BE GIVEN A

FULL SET OF RULES AND REGULATIONS WHICH HAVE TO BE STRICTLY ADHERED

TO AT ALL TIMES.