



Completing this form is how your market can
Join the Local Food Revolution

Introduction

VFMA Accredited Farmers' Markets are the key to Victoria's thriving community of genuine farmers' markets and we welcome your interest in joining them. Increasingly the public is becoming more conscious of its food choices and looks to VFMA accreditation as a signal that a market's stallholders can be relied upon to be selling their own locally grown or made product.

Accreditation should not be applied for lightly. We encourage you to understand our rules and the commitments we expect. Once a market is accredited, the public have the right to expect that our standards are adhered to, and the VFMA has the obligation to enforce them.

In granting accreditation we are entrusting you with our reputation. Please be aware that we may need to ask you for additional information. You should allow a minimum of 6 weeks for your application to be processed.

Our Purpose

Our purpose *is to stand up for Victorian farmers, to strengthen the viability of local producers and to jointly defend our food sovereignty through the support and promotion of accredited farmers' markets.*

Our Rules

As an accredited market, you must understand, apply and support our rules which are available on our website. Below are key points from the rules:

- Without exception, resellers are not permitted at VFMA Accredited Farmers' Markets;
- Non-food items are not permitted unless of farm origin;
- All stallholders must be encouraged to become VFMA members;
- All eligible stallholders must be encouraged to apply for accreditation;
- Accreditation of your market requires that you adhere to, or exceed, a minimum target of accredited stallholders. This target is currently 75% (90% in metro Melbourne).



The Benefits

Why should your market seek accreditation?

- You share our commitment to support local farmers and want to be part of a network of like-minded enterprises.
- VFMA accreditation will visibly distinguish your market from other markets where the source of the produce is uncertain. The public is increasingly keen to know where their food comes from.
- VFMA accreditation will make your market more attractive to VFMA accredited members, who are committed growers and makers. They seek markets that appreciate what they offer and exclude unfair reseller competition. Quality stallholders very quickly define the success level of a market.
- VFMA membership gives your market access to a range of advice and services that will help make your market be successful.
- Once a member your market can benefit from a range of on-line marketing support as well as our very well executed branding and signage.

The Obligations

Levies

From the time of submitting your application you are required to pay a levy to the VFMA. This is based on the number of stalls at each market and varies dependent on your location.

Upholding Standards

- Accreditation with the VFMA entitles markets to display a registered trademark. This trademark is a regulated guarantee of quality assurance. As the organisation closest to the stallholder you are best positioned to ensure that standards are maintained.
- The VFMA will be there to support and guide you and we will need your support to address compliance issues that may arise.
- The VFMA may undertake market inspections as outlined in the Accreditation Handbook.
- We will require at least one representative of the market to be familiar with the rules of accreditation.

The Process

1. To apply for Accreditation your market must be a VFMA member. There is a separate membership application which can either be submitted beforehand or with this form.
2. Your application will be in one of two categories:
 - 2.1. You are currently trading
 - Market day levies are payable from the date this form is submitted.
 - If your market is currently operational you should supply the names and contact details of your stallholders with this application. This will enable the VFMA to confirm the number of your stallholders who are accredited.
 - We will work with you to support non-members to join the VFMA and/or become accredited.
 - Once you have demonstrated qualification your application will be referred to the VFMA Accreditation Advisory Panel for approval as an accredited market.
 - 2.2. You intend to trade in the future
 - Market day levies are payable from the date your market commences.
 - You will need to supply the names and contact details of your potential stallholders as they become available. This will enable the VFMA to confirm the number of your stallholders who are accredited.
 - We will work with you to secure additional stallholders if required and to develop a stallholder list that will qualify for accreditation.
 - Once you have demonstrated qualification your application will be referred to the VFMA Accreditation Advisory Panel for approval.

In order for you to brand your market as “Accredited” from the outset the VFMA Accreditation Advisory Panel may grant you provisional accreditation if your preparatory work and commitment indicates a strong probability that Accreditation can be achieved in the short term.

For more information

If we can help in any way please contact the VFMA office:

T: 03 9207 5508

E: office@vicfarmersmarkets.org.au

W: VFMA.org.au



Application Form

Name of Member ¹					
Name of Market ²					
Postal Address					
Telephone					
Email					
Market Location					
Website:					
Facebook:					
Twitter:					
Local Authority area:					
Market Day:					
Which weeks do you operate on? Please tick.	1 st	2 nd	3 rd	4 th	5 th
Region					
Description					

Contacts³

Position	Name	Email	Telephone
President			
Treasurer			
Market Manager			

¹ The name of the entity responsible for the market. This should be the same as your membership.

² The trading name of your market

³ Please advise any members of your organisation that we may need to contact and/or may wish to receive our Industry Updates



Agreement

By submitting this application you are agreeing to the following:

Market Day Levies

You will pay Market Day Levies to the VFMA from the date of this application. Levies are payable per stallholder per market. It is your responsibility to advise the VFMA of your attendances at each market by the end of each month in order for an invoice to be generated.

The levy per stallholder is currently⁴:

Melbourne Metropolitan - \$10, Interface Council areas - \$5, Rural - \$3

Payment

Payment is required within 15 days of our invoice. Non-payment may result in disciplinary action and ultimately the cancellation of your accreditation as explained in the VFMA Accreditation Handbook.

Trademark

The VFMA logo and the phrase “Join the Local Food Revolution” are subject to trade mark application. The VFMA trademark is only to be used with the written permission of the VFMA. Use of the Trademark by non-accredited markets is forbidden and will result in legal action.

Market Accreditation

In the case of a new market: provisional Accreditation may be granted at the discretion of the Accreditation Advisory Panel subject to a review at a later date.

If granted, your Accreditation will be advised to you in writing.

Accreditation Handbook

Your market manager should be familiar with the VFMA Accreditation handbook. It is the market's responsibility to uphold the rules of accreditation and to cooperate with the VFMA to address any contraventions that may become evident.

Market Inspection

The VFMA may conduct a market day assessment at any time.

Stallholder VFMA Membership

All stallholders must be encouraged to become VFMA members and those that are eligible, to apply for VFMA Accreditation.

Stallholder Accreditation

For your market to maintain its accreditation you must maintain a minimum level of accredited stallholders. This is 90% in Metropolitan Melbourne and 75% in Interface & Rural municipalities.

⁴ Levies may change from time to time by agreement of a General Meeting of the VFMA.



Agreement

I confirm that:

- I have read and understood the preceding pages of this application;
- this market wishes to become an Accredited Market Member of the Association;
- we support the purpose of the VFMA ;
- we agree to comply with the VFMA's Rules of Association and the terms of Accreditation as prescribed in the VFMA's Accreditation Handbook;
- We have attached a list of our current and/or proposed stallholders;
- I am authorised to sign on behalf of the applicant.

SIGNED BY

Signature: Date:

Name:

Position: