



Farmers Market Expression of Interest

We welcome expressions of interest to join the market from local providers of food which is derived, wherever possible, from regional produce. It is important that each stallholder understands the philosophy and guidelines of the market. Our rules are set out in our Rotorua Farmers Market Charter which outlines:

- Purpose of the market
- Criteria for produce and stallholder selection
- The rules that govern the market
- The responsibilities of stallholders

Please read the Charter thoroughly before completing and signing the forms enclosed.

Expression of Interest (EOI) Process

Rotorua Farmers Market is operated by the Rotorua Lakes Council (RLC) which will review all EOI against set criteria. Decisions on participation are based on the following:

- Type of produce
- Regional boundaries
- Current market composition
- The applicant's demonstrated adherence to food safety and other regulatory guidelines

By submitting an EOI, you are indicating that you are interested in participating and that you understand and agree with the Market Charter. The EOI is not a binding document. RLC will use its discretion to decide which EOI are successful, and this decision is final. Successful submitters will be contacted within 2 weeks and will be sent an application form in which to confirm their stall choice.

All approved stallholders must adhere to the Food Act 2014 requirements and contact the Licensing Team at RLC to obtain a Market Stall or Mobile Shop Licence.

Thank you for applying. Please post or email your completed EOI to:

Attn: Brigitte Nelson
The Rotorua Farmers Market
c/o Rotorua Lakes Council
Private Bag 3029
1061 Haupapa Street
ROTORUA

Or email: brigitte.nelson@rotorualc.nz

Rotorua Farmers Market Expression of Interest

Applicant Name: _____

Applicant Personal Address: _____

Business Name: _____

Trading As: _____

Business Address: _____

Tel: _____ **Mobile:** _____

Email: _____

Signature: _____ **Date:** _____

Food Category (Tick the option/s you require):

Category 1 - Primary Farm Produce

Category 2 - Value-Added Products

Category 1: Primary Farm Produce

All primary farm produce (fruits, vegetables, meats, eggs etc.) must be listed on page 3 or the application will not be considered.

Please be specific; note that generic expressions like: 'seasonal vegetables, fresh flowers, meat etc.' are NOT acceptable.

Category 2: Value-Added Products

For value-added products you must provide a detailed list of all products you wish to sell at the market. Be specific and note that generic expressions are NOT sufficient. Value-added products are things like jams, pickles, cheeses, baked goods etc.

Please familiarise yourself with the Market Charter to ensure that your products are acceptable under the value-added category. Value-added does not cover bought-in produce that is then packed by the stallholder for sale (eg. chopped & de-seeded pumpkin or store-bought lollies skewered on a stick).

Products must be labelled as per NZ Food & Safety indications to be sold in the market; products without the right label will not be accepted. For more information refer to: www.foodsafety.govt.nz
Products sold by weight must comply with NZ legislation as at: www.legislation.govt.nz

Produce/Product List

Please list the produce and/or describe the value-added products you wish to sell at the market.
(Please attach an extra page if required):

Please describe the 'origin' of produce/product and relevant processing details.

This must include the following:

- The region where the goods are grown or produced by the applicant
- The location of growing plots owned or leased by the applicant
- The ratios (percentages) of local ingredients incorporated into value-added products

Please describe your proposed barrow set-up:

(For example: barrow only, refrigerated van, power required, need a spot away from direct sunlight, etc.)

Please provide the following:

The names of all persons who may be operating your stall at the market and describe their relationship to the production of the produce or value-added goods for sale.

IMPORTANT!

Please remember that if at any time you wish to change or add products that you have not listed above, you must first send your request to: brigitte.nelson@rotorualc.nz to obtain approval from Rotorua Lakes Council before you can sell these items.

Site required (tick the option you require):

- Small table, uncovered, no power (approx. 900 x 900) - \$40
- Half barrow (shared with another), covered, no power (approx. 1,200 x 900) - \$60
- Standard barrow, covered, no power (approx. 2,400 x 900) - \$100
- Standard power, covered, with power (approx. 2,400 x 900) - \$120
- Mobile unit, powered \$80
- Mobile unit, non-powered \$70