



FARMA Guidance Criteria

NAFM has developed a set of criteria with which Farmers' Markets that wish to be members should comply. Individual circumstances will however be taken into account when considering their application.

Where a market fulfils the criteria, the National Association of Farmers' Markets will recognise the market as a Farmers' Market. More tightly defined criteria may be applied to fit local circumstances where this strengthens the philosophy behind Farmers' Markets.

These criteria have been kept as brief as possible. While they must be followed closely, not all circumstances have been provided for and exceptions will be considered where a case can be made. Each exception must be agreed by NAFM.

The interpretation of the criteria will be at the discretion of the market applying these guidance notes. NAFM will assist with any local disputes where a producer considers she or he has been unfairly excluded, or that other producers have been allowed by the Market to flout the Criteria.

National Association of Farmers' Markets Criteria

Please refer to guidance notes below for details

1. Locally produced

Only produce from the defined area shall be eligible for sale at a farmers market. Producers from the area defined as **local** must be given preference.

2. Principal producer

The principal producer or a representative directly involved in the production process must attend the stall.

3. Primary, own produce

All produce sold must be grown, reared, caught by the stall holder within the defined local area.

4. Secondary, own produce

All produce must be brewed, pickled, baked, smoked or processed by the stall holder using at least one ingredient of origin from within the defined local area.

5. Policy and information

Information should be available to customers at each market about the rules of the market and the production methods of the producers. The Market should also publicise the availability of this information.

6. Other rules

Markets may establish other criteria in addition to the above provided they do not conflict with them.