

Farmers market self assessment checklist

If you can answer YES to all these questions please **call ***** to discuss your idea further.

	YES
Have you identified a potential site? It would be good if you could find a site that is close to a town centre or easily accessible for vehicular traffic with toilet facilities.	
Are you willing to consider alternative sites? Council may consider that the site you want to use is not suitable.	
Are you willing to talk with the people who live in the area where you want to run the farmers market? The people and businesses in the local area will need to be generally supportive of the project.	
Have you identified a person who would be the primary contact for this project? Council needs to have one person to talk with primarily about the project – otherwise it may be hard to keep track of who said what to whom - when.	
Do you have an organised group of people to work on this project with? These projects take quite a bit of “person power” so a few people to help is always good.	
Does your group have public liability insurance for \$10,000,000 or can you get another group who has insurance to auspice you? A Tidy Towns, Landcare or some other group might be able to help you out.	
Are you willing to enter into a formal agreement with Council? Council will have to place some restrictions on what you can and can't do and what action Council will take if you do the wrong thing.	
Are you willing to report your progress to Council annually? We would like to know what successes you have and what challenges you face.	
Do you have an understanding of risk management including food safety? The project will be your responsibility and your own safety and the safety of those around you are very important.	
Do you have an idea of what it is you would like to see sold at the market? Having a broad range of producers at the farmers market encourages repeat consumer visits and word-of-mouth promotion.	
Are you willing to consider additional stall holders from outside the local area? With increased access of stall holders, consumers are likely to have access to a broader range of product.	
Will you promote that the farmers market sells organically produced food? This will increase the image of the region as a clean, green area and contributes to regional tourism marketing.	