

Application for VFMA Accreditation 2015

Meat & Dairy Producers

Who is this form for?

Farm based producers whose main product range is **meat** or **dairy, eggs** and **fish**, and farm based value added goods such as **cheese**, where the main/ defining ingredient is from the applicant's property.

Please Note

- a) **You must have applied to be a VFMA member before submitting this form.**
- b) **It is your responsibility to ensure that the information that you provide is accurate and truthful.**
- c) **Should your application fail because you have failed to comply with (b) above, or your application is incomplete, you may be charged an additional fee to resubmit.**

If you are uncertain whether this is the correct form for your product type, please contact the VFMA office.

Telephone: 03 9207 5508

Email: office@vfma.org.au

Accreditation process

Completion of this form is the first step towards VFMA accreditation.

1. Your application for *accreditation*, will FAIL if you:
 - Sell or repackage any primary product other than your own farm produce.
 - Sell art and/or craft
 - Sell bric-a-brac
2. Please ensure payment of \$30 is made when submitting this form – payment details are included in Section 2. **Please note** this is a non-refundable contribution towards processing costs.
3. We will acknowledge receipt of your accreditation application by email if an email address has been provided. Allow for 2 to 5 weeks for an outcome as the Accreditation Advisory Panel (AAP) who assess your application meet monthly. Please note: If the information provided is insufficient it may cause delay or rejection of your application.
4. The AAP will issue one of the following four verdicts:
 - a. Your application has been accepted on the basis of your signed declaration.
 - b. The Panel require further information (details will be provided).
 - c. The Panel has selected your property for an inspection.
 - d. Your application has been rejected.
5. If successful (verdict a.), you will be notified by a member of the VFMA staff and an accreditation certificate will be sent to you via mail. These must be displayed at **accredited markets only**.

Compliance

It is important to appreciate the obligations that Accreditation places on you when trading at one of our markets. Accreditation is our promise to customers that your produce complies with the requirements of VFMA Accreditation.

The Accreditation system relies for a large part on your integrity as a stallholder. Failure to meet the commitments that you make here may result in loss of membership and the trading opportunities that it provides.

An inspection of your property may take place at any point with minimal notification. A Market Manager or VFMA Inspector may carry out a 'Market Day Inspection' at any time during an accredited market. They will check that you are only selling products which are on record as VFMA accredited. Participation in these inspections and Market Day Assessments is compulsory to maintain your accreditation.

Benefits of Membership & Accreditation

Benefits include:

- **The satisfaction of knowing that you are part of an important movement that aims** “to stand up for Victorian farmers, strengthen the viability of local producers and to jointly defend our food sovereignty through the support and promotion of Accredited Farmers’ Markets.”
- **The opportunity to trade at VFMA Accredited Farmers’ Markets where the fruits of your labour are appreciated and recognised for their provenance.**
- **Access to high quality markets where your business is conducted in an environment where re-sellers are prohibited**
- **A producer profile on our website**
- **Connection with markets seeking stallholders** - If you are looking to attend more markets please notify us and we will endeavour to connect you with Market Managers.
- **Subscription to our monthly Industry eNewsletter** - keeps you up to date about news related to our industry.
- **Media opportunities** - which focus on attracting more visitors to VFMA accredited farmers’ markets and highlighting authentic producers.

Filling out this form

This registration form has been broken down into sections; please ensure you complete all the information that is relevant to you for each section.

If you find you require more space for a particular section please use a separate sheet of paper as a supplementary page and clearly mark your Trading Name and the section to which it refers at the top.

Section 2: Membership

Please tick which member markets you are **ALREADY** attending from the list below, regardless of whether it is continual attendance or seasonal. **DO NOT** check those that you **WISH** to or have **APPLIED** to attend in future.

- | | | |
|--|--|---|
| <input type="checkbox"/> Bendigo | <input type="checkbox"/> Euroa | <input type="checkbox"/> Mooropna |
| <input type="checkbox"/> Bentleigh | <input type="checkbox"/> Fairfield | <input type="checkbox"/> Mornington |
| <input type="checkbox"/> Bonbeach | <input type="checkbox"/> Fitzroy Street – St Kilda | <input type="checkbox"/> Mt Eliza |
| <input type="checkbox"/> Boroondara | <input type="checkbox"/> Flemington | <input type="checkbox"/> Old Cheese Factory - Berwick |
| <input type="checkbox"/> Carlton | <input type="checkbox"/> Gasworks - Albert Park | <input type="checkbox"/> Riddells Creek |
| <input type="checkbox"/> Casey-Berwick | <input type="checkbox"/> Golden Plains | <input type="checkbox"/> Substation |
| <input type="checkbox"/> Castlemaine | <input type="checkbox"/> Heathcote | <input type="checkbox"/> Slow Food - Abbotsford Convent |
| <input type="checkbox"/> Coal Creek | <input type="checkbox"/> Hurstbridge | <input type="checkbox"/> Sunraysia - Mildura |
| <input type="checkbox"/> Coburg | <input type="checkbox"/> Kingston | <input type="checkbox"/> Tallarook |
| <input type="checkbox"/> Collingwood Children's Farm | <input type="checkbox"/> Koondrook-Barham | <input type="checkbox"/> University of Melbourne |
| <input type="checkbox"/> Echuca | <input type="checkbox"/> Kyneton | <input type="checkbox"/> Veg Out - St Kilda |
| <input type="checkbox"/> Eltham | <input type="checkbox"/> Lancefield | <input type="checkbox"/> Woodend |
| <input type="checkbox"/> Elwood | <input type="checkbox"/> Mansfield | |

Please state below which **other** markets you attend, if any.

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Payment of a **\$30 application fee** is required (see below for payment instructions). Please note, this is a non-refundable fee and must be made by the following methods:

For direct deposit / EFT, our account details are:

Account Name: Victorian Farmers’ Markets Association

BSB: 633 108 Account No: 1293 56499

Please put your Trading Name in the payment description so we can identify who it is from.

For payment by cheque:

Please make payable to:
Victorian Farmers’ Markets Association and send to:

Victorian Farmers’ Markets Association
Level 5, 24 Collins Street
MELBOURNE VIC 3000

Transaction details	
Reference no:	_____
Date transferred:	_____

Section 3: Promotional initiatives

The questions below relate to initiatives which will allow shoppers and market managers to read about your business, discover which markets you attend and contact you directly.

Are you interested in having a producer profile on www.vicfarmersmarkets.org.au? Yes No

Are you interested in selling products direct to customers online? Yes No

Would you like your business details to be made available in the VFMA iPhone app?
If yes, please ensure you complete Producer Description on supplementary section at the end of this form. Yes No

Section 4: Farm, food production premise or additional growing or leased land(s) used for your product

If you have more than **one** farm, production premise or additional site, please provide details on a supplementary page(s). Write your Trading Name and 'section 4' at the top of page(s).

Address line 1:																				
Address line 2:																				
Suburb:																				
State:				Postcode:																
Phone number:																				

Section 5: Meat & Poultry

Does your business have a Property Identification Code (PIC)? Yes No

If 'Yes' please provide: _____

If requested, would you release information from the National Livestock Identification Systems database, such as animal quantity buying and selling transaction allocated from your PIC? Yes No

Does your business have a NLIS number? Yes No If 'Yes' please provide: _____

Is the vehicle used for transporting your produce to market registered with PrimeSafe? Yes No If 'Yes' provide number: _____

If you are selling pre-packaged meat & have registered through StreaTrader, is your butcher registered with PrimeSafe? Yes No If 'Yes' provide their number: _____

(1) Animal / Bird species: _____ Current annual quantity: _____

How many of these animals/birds are slaughtered for sale annually? _____

What age are the animals/birds when they are slaughtered? _____

Do you buy in any animals/birds for sale? Yes No

If 'Yes' what is the minimum length of time the animal is on your property? _____

(2) Animal / Bird species: _____ Current annual quantity: _____

How many of these animals/birds are slaughtered for sale annually? _____

What age are the animals/birds when they are slaughtered? _____

Do you buy in any animals/birds for sale? Yes No

If 'Yes' what is the minimum length of time the animal is on your property? _____

(3) Animal / Bird species: _____ **Current annual quantity:** _____

How many of these animals/birds are slaughtered for sale annually? _____

What age are the animals/birds when they are slaughtered? _____

Do you buy in any animals/birds for sale? Yes No

If 'Yes' what is the minimum length of time the animal is on your property? _____

Please provide supplementary page(s) if required. Write your Trading Name and 'section 4' at the top of page(s)

Please list main cuts you intend to sell:

1: _____ 4: _____ 7: _____

2: _____ 5: _____ 8: _____

3: _____ 6: _____ 9: _____

Please complete 'Value added' section for any related products (section 9)

Section 6: Dairy

A.

(1) Animal type: _____

Qty of lactating animals last year: _____ Approx. litres produced last year: _____

Projected qty of lactating animals this year: _____ Projected litres produced this year: _____

(2) Animal type: _____

Qty of lactating animals last year: _____ Approx. litres produced last year: _____

Projected qty of lactating animals this year: _____ Projected litres produced this year: _____

(3) Animal type: _____

Qty of lactating animals last year: _____ Approx. litres produced last year: _____

Projected qty of lactating animals this year: _____ Projected litres produced this year: _____

Please provide supplementary page(s) if required. Write your Trading Name and 'section 6' at the top of page(s)

B. If value adding, list the percentage of where your milk comes from:

Your own land: _____ % Another farmers' market stallholder: _____ %

Your local region: _____ % Victoria: _____ %

Interstate: _____ % Overseas: _____ %

C. List the percentage of your milk that goes into the following types of products and what quantity you produce:

Product type	%	Qty produced	Product type	%	Qty produced
Milk:	_____	_____ litres	Semi-hard cheese:	_____	_____ kg
Yoghurt:	_____	_____ litres	Hard cheese:	_____	_____ kg
Cream:	_____	_____ litres	Other (specify below):	_____	_____ kg
Soft cheese:	_____	_____ kg			

Section 7: Eggs

1. Are you eggs: Free range Barn Backyard Cage

If free range, are you certified? Yes No

Section 7: Eggs (continued)

If 'Yes' with which organisation: _____

If 'No' please state your reason:

2. Do you produce all the eggs you sell? Yes No

3. Are your eggs graded? Yes No

Does your farm have on-site grading facilities? Yes No

Are you registered with your environmental health department? Yes No

Name grading floor which your eggs are consigned: _____

If applicable, what house name are your eggs sold under? _____

List type (ie: chicken, duck) and quantity of eggs produced and sold in the last three months

(1) Egg type: _____

How many birds do you have _____

Qty produced in last 3 months (doz): _____

Qty sold in last 3 months (doz): _____

Percentage of eggs sold on... Trays: _____ % Dozen: _____ % Half dozen: _____ %

(2) Egg type: _____

How many birds do you have _____

Qty produced in last 3 months (doz): _____

Qty sold in last 3 months (doz): _____

Percentage of eggs sold on... Trays: _____ % Dozen: _____ % Half dozen: _____ %

(3) Egg type: _____

How many birds do you have _____

Qty produced in last 3 months (doz): _____

Qty sold in last 3 months (doz): _____

Percentage of eggs sold on... Trays: _____ % Dozen: _____ % Half dozen: _____ %

Please provide supplementary page(s) if required. Write your Trading Name and 'section 7' at the top of page(s)

Section 8: Fish/Shellfish

1. Is your catch: Farmed Wild

2. If 'Wild', what is your permit/licence number? _____

(1) Fish/Shellfish species: _____ Annual quantity: _____ kg

(2) Fish/Shellfish species: _____ Annual quantity: _____ kg

(3) Fish/Shellfish species: _____ Annual quantity: _____ kg

(4) Fish/Shellfish species: _____ Annual quantity: _____ kg

(5) Fish/Shellfish species: _____ Annual quantity: _____ kg

(6) Fish/Shellfish species: _____ Annual quantity: _____ kg

Please provide supplementary page(s) if required. Write your Trading Name and 'section 8' at the top of page(s)

Section 9: Value added food produce

Document individually every value added product you intend to sell at a market where 50% or more of the ingredients are from your own farm. For value added products containing 50% or less ingredients from your own farm please use a **P4a** form.

(1)	_____	Qty produced:	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>				<input type="checkbox"/> Kg	<input type="checkbox"/> Litres	<input type="checkbox"/> Number
(2)	_____	Qty produced:	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>				<input type="checkbox"/> Kg	<input type="checkbox"/> Litres	<input type="checkbox"/> Number
(3)	_____	Qty produced:	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>				<input type="checkbox"/> Kg	<input type="checkbox"/> Litres	<input type="checkbox"/> Number
(4)	_____	Qty produced:	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>				<input type="checkbox"/> Kg	<input type="checkbox"/> Litres	<input type="checkbox"/> Number
(5)	_____	Qty produced:	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>				<input type="checkbox"/> Kg	<input type="checkbox"/> Litres	<input type="checkbox"/> Number
(6)	_____	Qty produced:	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>				<input type="checkbox"/> Kg	<input type="checkbox"/> Litres	<input type="checkbox"/> Number
(7)	_____	Qty produced:	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>				<input type="checkbox"/> Kg	<input type="checkbox"/> Litres	<input type="checkbox"/> Number
(8)	_____	Qty produced:	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>				<input type="checkbox"/> Kg	<input type="checkbox"/> Litres	<input type="checkbox"/> Number
(9)	_____	Qty produced:	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>				<input type="checkbox"/> Kg	<input type="checkbox"/> Litres	<input type="checkbox"/> Number
(10)	_____	Qty produced:	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>				<input type="checkbox"/> Kg	<input type="checkbox"/> Litres	<input type="checkbox"/> Number

Please provide supplementary page(s) if required. Write your Trading Name and 'section 9' at the top of page(s)

List the percentage of your ingredients that originate from the following categories:

Your own land:	_____ %	Another farmers' market stallholder	_____ %
Your local region	_____ %	Victoria	_____ %
Interstate	_____ %	Overseas	_____ %

Section 11: Produce outlets

List the number of different types of produce outlets that you currently use:

Type	Number
Market:	_____
Wholesale markets & agent:	_____
Supermarket:	_____
Independent store:	_____
Restaurants/café:	_____
Other (please specify):	_____ Number: _____

What percentage of your produce is sold through farmers' markets? _____ %

Section 12: Stallholders

List all stallholders (including yourself if attending) who may sell your product at a market and state their involvement with the production process.

Please note that at least 1 stallholder selling your product at a market **must** have intimate knowledge of, and direct involvement with, the production process of any items for sale.

(1) Stallholder name: _____
Involvement role: _____

(2) Stallholder name: _____
Involvement role: _____

(3) Stallholder name: _____
Involvement role: _____

(4) Stallholder name: _____
Involvement role: _____

(5) Stallholder name: _____
Involvement role: _____

Please provide supplementary page(s) if required. Write your Trading Name and 'section 11' at the top of page(s)

Section 13: Current certification or accreditation

Please state all relevant certification or accreditation your business holds (eg: organic)

You may not use the word 'organic', verbally or in writing, unless you are certified to do so.

(1) Certificate type: _____
Valid until (date): _____ / _____ / _____ Certification number: _____

(2) Certificate type: _____
Valid until (date): _____ / _____ / _____ Certification number: _____

(3) Certificate type: _____
Valid until (date): _____ / _____ / _____ Certification number: _____

(4) Certificate type: _____
Valid until (date): _____ / _____ / _____ Certification number: _____

Please provide supplementary page(s) if required. Write your Trading Name and 'section 13' at the top of page(s)

Section 14: Accreditation Advisory Panel

Would you like to be considered for the VFMA Accreditation Advisory Panel?

Yes No

Please refer to section 7 of the Accreditation Handbook for details about the role.

Section 15: Agreement of participation / declaration

Please note: if you answer 'No' to any part of section 15 the VFMA will not issue you with a Certificate of Accreditation

I agree to become a member and pay my membership levy when required at every VFMA member market I attend

Yes No

I agree to participate in VFMA random inspections

Yes No

I agree to participate in VFMA market day assessments

Yes No

I agree to display my VFMA Certificate of Accreditation at every VFMA accredited market and not at any unaccredited markets

Yes No

I agree to adhere to the VFMA accreditation regulations

Yes No

I agree to adhere to the VFMA Charter

Yes No

I agree to display my Trading Name at VFMA accredited markets

Yes No

I agree to have all my products properly packaged and clearly priced and comply with FSANZ labelling regulations

Yes No

I agree to trade in accordance with the Trade Measurement Act 1995

Yes No

I grant the VFMA permission to release my contact details to the managers of VFMA member markets

Yes No

I declare that all the information I have given on this form including any attachments, is true and correct. I agree that the provision of false or misleading information in this form will result in the VFMA declining to issue me with a Certificate of Accreditation or cancelling and revoking my Certificate of Accreditation.

Yes No

Signature: _____

Date: / /

Print name: _____

Please keep a copy of your completed forms and return the original to the VFMA office:

Victorian Farmers' Markets Association
Level 5
24 Collins St
MELBOURNE VIC 3000

Telephone: 03 9207 5508
E-mail: office@vfma.org.au

Supplementary section

Trading Name: _____

By answering the following questions you will be helping us improve our services.

1.a) If you have requested your business details to be listed on the iPhone app, please include a 50-100 word description below.

2.a) Please indicate your reaction to each of the following statements:

- | | | |
|---|--------------------------------|-----------------------------------|
| I prefer to attend accredited markets | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree |
| I sell more product at accredited markets | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree |
| I value the principles behind accreditation | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree |
| Accredited markets are generally better managed than unaccredited markets | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree |
| I value the promotion that accredited markets and producers receive | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree |

2.b) Would you be willing to provide the VFMA with a producer testimonial in future? Yes No

3.a) The VFMA continues to develop workshops or webinars relevant to our members. Please indicate your interest in participating in these workshops or webinars if the following topics are covered:

- | | | |
|---|-------------------------------------|---|
| Creating your own website | <input type="checkbox"/> Interested | <input type="checkbox"/> Not interested |
| Social media (eg: facebook, twitter) | <input type="checkbox"/> Interested | <input type="checkbox"/> Not interested |
| Enhancing your online presence (eg: eNewsletters) | <input type="checkbox"/> Interested | <input type="checkbox"/> Not interested |
| Sales strategies on market day | <input type="checkbox"/> Interested | <input type="checkbox"/> Not interested |

3.b) Please provide other topic suggestions:

3.c) What method of delivery would you prefer: in-person workshop online webinar

4.a) What are the 3 biggest challenges for your business at the moment?

1.
2.
3.

4.b) If there was 1 member benefit the VFMA could develop specifically for your needs, what would it be?

4.c) Do you have any suggestions, feedback or comments about the VFMA?