

Application for VFMA Accreditation 2015

Non-farm based specialty makers of food and/or drinks

Who is this form for?

Producers who are **not farm based** and whose main product range is value added produce.

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) You may be charged an additional fee to resubmit in the event of your application failing if: you did not comply with (b) above, your products had insufficient Victorian content, you did not fill out Section 5 as directed.
- d) There are limited opportunities for speciality makers at our markets. You should speak to markets directly and satisfy yourself that there are opportunities for your business before applying.

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

1. Completion of this form is the first step towards VFMA accreditation.
2. Your application for *accreditation*, will FAIL if you:
 - Sell any products that are not made by your business.
 - Have products that are not predominately made from Victorian produce.
 - Include water as an ingredient or list a retail/wholesale outlet as the origin of any Victorian produce.
 - Sell art, craft or bric-a-brac
3. 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.
4. 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.
5. 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.
6. Your application has been rejected. 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 business 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 business 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.

Compulsory Pre-Application Questionnaire

In order for the VFMA to assess your application as efficiently as possible, it is important you have a thorough understanding of the information required. To achieve accreditation you must demonstrate that the ingredients you use benefit Victorian farmers, as this is what defines a VFMA Farmers' Market.

Our independent Accreditation Advisory Panel use a 100 point ingredient matrix to assess your products, please refer to the Handbook found on the VFMA website for further details.

1. Do I need to list 100% of all my ingredients for each product?

Yes No

No you do not, however a minimum of 90% of your ingredients for each product must be listed. It is worth noting that the fewer ingredients listed the less points can be awarded to that product, so it is in your interests to list 100%.

2. When listing the origin of Victorian ingredients in my products is it sufficient to write 'supermarket' or the name of a retail/wholesale outlet?

Yes No

*No, the Panel need to know where the ingredients have been **grown or reared, rather than processed or distributed**. It is your responsibility to investigate this. Listing a retail/wholesale outlet as an origin will cause your application to fail automatically.*

3. If I am unable to establish the origin of the ingredients should I list them?

Yes No

Yes, you should and also list the % it represents of the product. The Panel will not however be able to award you any points for this ingredient as the origin has not been determined, or points may be subtracted if the Panel deem the ingredient is most likely imported.

4. If part of an ingredient is sourced from a producer in my local area for part of the year, while the rest of the year it is sourced from a producer interstate, should I mark it as coming from the local region?

Yes No

No, you should list them twice and make a note of the percentage over the year that originates from your local region next to its origin and the percentage that comes from interstate next to it.

5. If my product contains water should I list this as one of the ingredients?

Yes No

No, as the water has no measurable benefit to Victorian Farmers. You will be required to re-calculate the remaining ingredients into 100%. Including water will cause your application to fail automatically

6. Do I need to list the percentage each product makes up of my overall sales at Market?

Yes No

Yes, each of your products will be assessed and given a score. Your final score calculated is based on the percentage that the product makes up of your overall sales, or proposed sales, at the market. If you do not currently attend any Farmers' Markets please note this next to the question on the form. In this case the Panel will take an average of all your products.

If you still feel unsure about the requirements and assessment process we strongly recommend that you attend a Stallholder Accreditation Workshop prior to submitting your application.

Section 1: Your business details

Salutation (please tick): MR /MRS /MISS /MS

First name:

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Surname:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Business Name
(registered to ABN)

ABN:

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Trading Name
Will appear on your accreditation certificate

Postal address – will be used for VFMA mail correspondence

Address line 1:

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Address line 2:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Suburb:

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State:

--	--	--

Postcode:

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Phone numbers – tick preferred method of contact

Business:

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Mobile:

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Home:

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Fax:

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Email:

Website:

W	W	W	.																

- This registration form has been broken down into sections; please ensure you complete all the information that is relevant to you in every section.
- Please note: If you find you require more space when filling out the form use a separate sheet of paper 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"/> Mooroopna |
| <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 one-off processing fee:

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? Yes No
If yes, please ensure you complete Producer Description on supplementary section at the end of this form.

Section 4: Production site(s)

If you have more than **one** 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: Value added product information

Please list all the products you intend to sell at a farmers’ market and the percentage (%) of overall market sales. Additionally, list the ingredients you use in your value added products, their origin and the percentage by weight that the ingredient makes up out of the total.

- **The origin of an ingredient is where it has been grown or reared. The origin of flour is where the grain has grown.**
- **Pastry is not considered an ingredient but a product made of several individual ingredients.**
- **Water is not considered an ingredient and should not be listed.**
- **If you are unable to establish the origin of an ingredient leave blank.**

When listing the origin choose from one of the following options (1- 6):

- 1. Own land
- 2. Another stallholder
- 3. Your local region
- 4. Victoria
- 5. Interstate
- 6. Overseas

If an ingredient’s origin is 2, 3 or 4 (from Victoria), you must specify who grew/raised it.

Below is an **example** of how to complete this section

Product name:	MERINGUE		Percentage of overall sales:	15 %
Ingredient	Origin (1-6)	If origin 2 - 4 Specify who they are from	%	
EGGS	2	JOE BLOW EGGS FARM – AT LOVELY	42	
CASTER SUGAR	5		56	
SALT	4	VERY FLAT SALT FLATS – NEAR LOVELY	2	
Please ensure at least 90% of ingredients are listed.	Please ensure the total % does not exceed 100% or drop below 90%		Total %	100
Please list more ingredients on a supplementary page if required. Write your Trading Name, product number and ‘section 5’ at the top of the page(s)				

Section 5: Value added product information (continued)

When listing the origin choose from one of the following options (1- 6):

- | | | |
|--------------------|-------------------------------|-----------------------------|
| 1. Own land | 2. Another stallholder | 3. Your local region |
| 4. Victoria | 5. Interstate | 6. Overseas |

If an ingredient's origin is 2, 3 or 4 please specify who they are from.

(1) Product name: _____		Percentage of overall sales: _____ %	
Ingredient	Origin (1-6)	If origin 2 - 4 Specify who they are from	%
Please ensure at least 90% of ingredients are listed.		Please ensure the total % does not exceed 100% or drop below 90%	
			Total % <input style="width: 50px; height: 20px;" type="text"/>
Please list more ingredients on a supplementary page if required. Write your Trading Name, product number and 'section 5' at the top of the page(s)			

(2) Product name: _____		Percentage of overall sales: _____ %	
Ingredient	Origin (1-6)	If origin 2 - 4 Specify who they are from	%
Please ensure at least 90% of ingredients are listed.		Please ensure the total % does not exceed 100% or drop below 90%	
			Total % <input style="width: 50px; height: 20px;" type="text"/>
Please list more ingredients on a supplementary page if required. Write your Trading Name, product number and 'section 5' at the top of the page(s)			

(3) Product name: _____		Percentage of overall sales: _____ %	
Ingredient	Origin (1-6)	If origin 2 - 4 Specify who they are from	%
Please ensure at least 90% of ingredients are listed.		Please ensure the total % does not exceed 100% or drop below 90%	
			Total % <input style="width: 50px; height: 20px;" type="text"/>
Please list more ingredients on a supplementary page if required. Write your Trading Name, product number and 'section 5' at the top of the page(s)			

(4) Product name: _____ **Percentage of overall sales:** _____ %

Ingredient	Origin (1-6)	If origin 2 - 4 Specify who they are from	%
Please ensure at least 90% of ingredients are listed.			Total % <div style="border: 1px solid black; width: 100px; height: 20px;"></div>

Please ensure the total % does **not exceed 100%** or drop below 90%

Please list more ingredients on a supplementary page if required. Write your Trading Name, product number and 'section 5' at the top of the page(s)

(5) Product name: _____ **Percentage of overall sales:** _____ %

Ingredient	Origin (1-6)	If origin 2 - 4 Specify who they are from	%
Please ensure at least 90% of ingredients are listed.			Total % <div style="border: 1px solid black; width: 100px; height: 20px;"></div>

Please ensure the total % does **not exceed 100%** or drop below 90%

Please list more ingredients on a supplementary page if required. Write your Trading Name, product number and 'section 5' at the top of the page(s)

Section 6: Kitchen registration

1. Are all your products made at your production site? Yes No

If 'No' why? _____

2. With which municipal council is your kitchen registered? _____

Section 7: Produce outlets

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

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

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

Section 8: 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 8' at the top of page(s)

Section 9: 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 9' at the top of page(s)

Section 10: Accreditation Assessment Panel

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

Yes No

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

(continues on next page)

Section 11: Agreement of participation / declaration

Please note: if you answer 'No' to any part of section 11 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 <input type="checkbox"/>	No <input type="checkbox"/>
I agree to participate in VFMA random inspections	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I agree to participate in VFMA market day assessments	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I agree to display my VFMA Certificate of Accreditation at every VFMA accredited market and not at any unaccredited markets	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I agree to adhere to the VFMA accreditation regulations	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I agree to adhere to the VFMA Charter	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I agree to display my Trading Name at VFMA accredited markets	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I agree to have all my products properly packaged and clearly priced and comply with FSANZ labelling regulations	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I agree to trade in accordance with the Trade Measurement Act 1995	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I grant the VFMA permission to release my contact details to the managers of VFMA member markets	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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 <input type="checkbox"/>	No <input type="checkbox"/>

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 Street
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?