



Tuesday Nov 3rd<sup>th</sup>  
2014

**Venue: Nat's house, 6 McKeown Place, Margaret River**

**Time: 9.30am**

**Present:**

**Apologies: Denise Edgar**

**Minutes of previous meeting: LMc moved TB 2nded- all in favour**

**Treasurer's report-**

**Business arising:**

1. Office bearers for new committee - Any changes? – Dave Carter happy to be deputy chairperson. LMc moved Dave Carter to be chairperson, 2nded RW- all in favour.
2. Bob Castle- RW- Ryan has tried to communicate with Bob several times over the past few months to no avail. This last time Bob has told Ryan he is speaking to lawyers. The committee will wait and see what becomes of this claim.
3. Setting up drop box –RW- DE absent, but has asked for help- KL will assist DE at the Farmers' Market to join drop box. RW talk TB through the process. Will be beneficial when all committee members are connected to drop box.
4. Summer hours- LMc – December through to March market hours will change from 7.30-11.30. This was a motion moved months ago by the committee after many requests over many years KL will implement this December- organise stickers for banners and signs- advertising with small ads in local newspapers.
5. Venue update-
  - a. Sea Container – KL- site works nearly completed will be ready to go by the end of the week. KL to organise the levelling out and sand when this is complete and then also the crane and the container movement.
  - b. Shade and shelter- Andreas proposal RW- A general discussion about the proposal via email by A Frutiger. It is a shed like structure that the committee is confident the MREC would not approve. RW says there is a proper process in which the MRRPA should go through to get the stage of more appropriate shelter for the FM. RW asked KL to organise a meeting with Kevin O'Connor and Judith Reynolds for a review and then to schedule a 6monthly review meetings. There is a need to keep open a conversation with MREC in regard to the future and planning, this is necessary for all parties to be happy with the arrangements. The committee needs to start creating a brief of what the FM wants. If and when a proposal for shelter is put forward there will be a need to apply for a grant. RW says that MREC would probably want to engage an architect and MRRPA will need funds. DC suggests that anchors in the ground may be beneficial as no one ever complains about being too hot or cold, just that the tents blow away with the bad weather, NMc agrees and this would also help with the layout arrangement- stop confusion. KL says that is a good idea, but anything put in the ground needs to be able to be mowed over. MT says we should not jump into anything. All agree.
  - c. Parking value RW – RW wondering if the parking monitoring is working. KL says that all NFP groups happy to supply an extra person for the donation of \$60.00. The arrangement working well. KL says that when we have an entry and an exit we may not



Tuesday Nov 3rd<sup>th</sup>  
2014

need to manage it- maybe just for big events. KL going to contact Judith about tables and the carpark being fixed. TB says some people finding it hard to see the entrance. KL says she put so many signs out. LMc says what about the Bali flags. Kat will bring the Bali flags back and this will help attract the people's attention.

- d. Electricity costs- LMc – We have not had the monthly bill as yet, so we have not charged anyone as we are waiting for an amount to work with. KL says if you want to do a back payment that people have been warned a few weeks ago that electricity would be charged for.
6. Website charging non members LM letter to non members LMc to put on her list of letters.
7. Website update- example from Nic – KL could not bring up the page, KL will email everybody the example this week. Basically changes are being made and much closer to completion.
8. Stall holder applications
  - a. New stallholder application/membership approval process- RW when people apply, it should be a straight forward process- there are rules and guidelines. The committee should not be looking at their business success as such but whether they fit the bill. Is there replication issues etc.
  - b. Dig Feast Laugh- re-application Fresh curry pastes, all Asian pickles etc and meat stocks all made with local ingredients. LMc says she is still worried about locally sourcing ingredients. KL says she has had many conversations and that most of the produce is locally sourced. LMc worried about chillis not being in season. MT thinks the market will be a preserve market only- RW says that he thinks there is too much speculation in regard to products. KL says that DFL owner knows that there will only be some markets where she can bring her whole product line. KL has been very clear with her on this. NMc and TB Feel the attendance of the market reduces closer to the end of the day. May need to consider 'food to go' closer to lunch time. All producers must still adhere to rules and guidelines though eg a grower value adding to a primary product. LMc says with increasing stall numbers increases pressure on parking. NMc says it may be a good idea to do some strategic planning – should we allocate a number of stalls for farmers and then a percentage for producers. Need some forward thinking. KL says if we get more stalls, it does not mean we get more customers- mean there is more choice. NMc likes the idea of keeping people out of super markets as much as possible, good for economic sustainability. RW puts forward the motion that DFL can attend- KL to manage the preserve side of things. NMc 2nded- all in favour. RW suggests that primary producers can have an exception, ie if they value add to their own produce they can bring that produce without question.
9. Addition to Rules & Guidelines and requiring all Shire facility approval certificates from stallholders on file- DC – Outlined by DC's email previous, DC feels that the MRFM has a duty of care to ensure all stallholders have certificates and insurances due to the fact that food is being sold at the MRFM. RW says the process currently is that applicants sign a form that declares they have all necessary certificates and insurances- this releases the MRFM's accountability. KL says she always sights the insurances & certificates at least once. Further, the Shire Health officers contact KL on a quarterly basis and she forwards a stallholder list. It is the Shire's responsibility to ensure all producers are registered etc. DC agrees most things are covered in the R&G's but signage as far as Organic and Spray Free etc- that is why he bought up the Trade Practices Act. DC will put on the back burner for now. NMc says that MRFM should not be doing the Shires job. The MRFM pays for a Traders Permit thus it is the Shires responsibility.



Tuesday Nov 3rd<sup>th</sup>  
2014

10. Fre Jac- Continued -in regard to the breads and produce possibly not being hand made in his bakery by him from raw ingredients such as flour yeast etc in this region. – a letter needs to go out to Fre Jac. RW says this needs to be managed as per the R&G's. It needs to a positive letter. DC and MT have been given the role of visiting the bakery. KL says a few people have questioned his breads origin and are disappointed when they find out it is possibly not hand made but frozen imported dough and that is proved and then baked in Vasse. It is also about the Coles ruling, they have had Irish Bread etc. It is not good for the MRFM reputation. DC says it may be a long process but we need to start somewhere. KL says that there have been customers questioning and now the committee feel they need to act on these questions, as it is not good for the FM's reputation. It is what the committee's job is to manage these things. RW & LMc to write the letter.

Ryan Walsh and Terri Bettenay left the meeting early.

General discussion follows with no decision making.

11. Future stallholder seminar/research- survey by Nat Mc – update - Sustainability is a complex matrix- creating a diverse economy. KL happy to work with NMc on this issue. DC says that KL is a member of the WAFMA- so this is beneficial for the MRFM. DC questions if the MRFM is a member of the WAFMA- would this change our R&G's. KL says no but that the MRFM is a member of AFMA which are coming up with rules and guidelines, like a star system where stalls can be rated to see if they fit the criteria. VFMA has this system already as the Vic Govt. funded the VFMA to become established. A star system would make the manager's job easier. NMc still thinks there is a lack of clarity in regard to the R&G's. LMc says in regard to the research for the MRFM LMc wants to encourage people in the long term investing in the land and in food production to ensure that the MRFM exists into the future. LMc hopes it will be inspiring for the future and MT agrees, the MRFM needs to have farmers at their core. NMc says the more farmers we have the more choice there is for local value-adders. NMc says one process- is creating a simple survey, looking at the results and then structure strategic planning workshop for the committee. How do we push local produce on a local positive way? KL suggests that the MRFM could advertise in the MRPS's newsletter. A good way of educating the kids and their parents. Send the message that there is a lot of affordable fresh food and that it is not just a gourmet expensive market. KL and NMc agree (as do MT and LMc) that education is very important. KL could start to work with the MRPS and the MRSHS. Organise excursions etc.
12. Gourmet Escape- times DE suggests 7.30- 1.30- the decision is just to have the usual times as the MRFM does not want to compete with the Gourmet Village which opens at 11am.
- Expanding the chef demos- seasonal- harvest event. DC- KL agrees this is a good idea- and good for educating. Would be good to do locavore seasonal demos more often- maybe on a monthly basis.
  - Equipment for the GE demo KL a little frustrated with the GE management team for organising everything, but KL will persist and will organise all equipment

**Next meeting: December 2<sup>nd</sup> @ TUCKSHOP. 8.30am**