

As the largest farmers' market cooperative in the UK we operate markets in 16 towns across Berkshire, Buckinghamshire and Oxfordshire. Every stall holder is accredited before becoming a member and they will be re-inspected every three years.

We attract some of the best food producers in the Thames Valley and we all take a great deal of pride in the quality of our produce and the high standard of service that we bring to our markets.



Local Produce for Local People

Patrons: Raymond Blanc OBE
Sophie Grigson
Antony Worrall Thompson

Our aim is to bring quality, wholesome food direct to the local community.

Visit our website

www.tvfm.org.uk

to find out more about our activities, together with profiles of individual members.

Alternatively call our office

01235 227266.

Help to bring back the pleasure of shopping by raising the standard of great British produce!

Thames Valley Farmers' Market Co-operative Ltd
Unit 37, Boston House
Grove Technology Park, Wantage OX12 9FF
01235 227266
www.tvfm.org.uk

Thames
Valley
Farmers' Market
Co-operative

Membership Information

Thames Valley Farmers' Market Co-operative Ltd
Unit 37, Boston House
Grove Technology Park, Wantage OX12 9FF
01235 227266
www.tvfm.org.uk

About the Co-operative

Established in September 2000 by local Thames Valley producers as an association and incorporating as a co-operative in October 2003, Thames Valley Farmers' Market Co-operative Ltd is unique in that it was set up by the producers themselves.

The management committee is drawn from the membership, thus ensuring that the members' benefits are at the heart of the Co-operative.

What are the Co-operative's aims?

All co-operatives are based around the concepts of self-help, self-responsibility and self-organisation. In addition to these core principles, TVFMC's aims are:

- To promote Farmers' Markets and ensure the survival of viable markets.
- To provide quality local food to local communities, ensuring integrity and choice.
- To encourage farmers / producers that there is a future by supplying produce direct to the public.
- To enable members to increase income.
- To be a key player in the world of food by developing strong links with other food groups, associations and organisations.

Who are the members?

Membership is open to all producers in our area. Both the producers and the produce itself have to comply with stringent criteria in order to be able to participate in the markets. The criteria are set out in our Rules, which accompany this form, and are as follows.

- Locally produced – Defined as a radius of 30 miles from the market.
- Principle producer – The stallholder must be directly involved in the production process.

- Primary producer – Produce must be grown, reared or caught by the stallholder within the defined local area.
- Secondary producer – Produce must be brewed, pickled, baked, smoked or processed using ingredients from the defined local area.
- Guest producer – If there is no suitable local producer, a producer from outside the area can be invited to become a member

Thames
Valley
Farmers' Market
Co-operative

Why should I join?

- Our markets are well run and well promoted and we work hard to maintain high standards. This helps us to attract more customers who know they can buy with confidence from our members.
- Increased customer awareness of your produce – for many of our members the co-operative has been a real lifeline.
- Regional promotion of your produce through our website and other marketing activities.
- You will be part of a coordinated network of producers and market organisers.
- You'll be helping to provide a voice to the growing call for a return to quality, wholesome produce.

Importantly, by joining you also become a shareholder – **YOU** have a stake in the Business and a voting entitlement – one member one vote.

You can if you wish, purchase more than one

share; however, you will still only have one vote. This ensures that there is true equality in the membership. Accompanying this brochure is a copy of the Market Rules. **ALL** TVFMC members will have the opportunity to attend TVFMC operated markets **unless**:

- There is too much duplication of product - in which case local producers and those who have been waiting for longest will be given priority;

How do I join and what does membership cost?

To join, complete the Membership Form enclosed and return it to us, together with a copy of your current public and product insurance certificates and a cheque for £100 for an accreditation visit.

Upon receipt of your application, we will forward it to our Accreditation Officer who will carry out a visit to your premises.

Subject to a satisfactory report and approval by the membership committee, you will be invited to join the co-operative, by purchasing a £1 share, and asked to pay your membership fees.

Fees

For the 1st year, or part year, of membership stallholders pay £61.00 which includes £1.00 for your share in the co-operative. Thereafter the cost is £60.00 per annum payable every January.

TVFMC markets collect a stall fee of £27.50 payable a month in advance. Failure to notify the market co-ordinator of non-attendance results in a loss of this rolling deposit.

All members are required to be re-accredited every three years; currently, the charge for this is £100 for local members.