

Farmers' markets

This advice covers products sold by a producer directly to the consumer from a farmers' market stall. If you sell to any other retailer, the requirements are different.

Descriptions

Any description about the products you are selling must be accurate, for example:

- **Local** - must be produced within a certain distance of the market as defined by the farmers' market rules
- **Home made** - made or prepared in the home
- **Farmhouse** - must be produced on a farm
- **Organic / made from organically produced** - must be produced in a certain way which has been approved by a certification body eg Soil Association
- **Traditional** - the term 'traditional' should be used to describe a recipe, formulation or processing method for a product that has existed for a significant period

Even if you do not state 'local' on your produce, by selling at a farmers' market, there may be an implied description that your products are produced locally by you, i.e. the consumer may assume goods sold at farmers markets are produced locally and/or by you.

Weights and measures

If you sell goods by weight, volume or length, you need to use equipment e.g. weights, weighing machines etc, which have been tested and approved by an authorised body, e.g. a Trading Standards officer. Household scales are not acceptable.

Loose goods

The general rule when selling loose goods (non pre-packed) such as fruit and vegetables, meat and cheese, is that they should be sold by net weight (i.e. the weight minus the packaging).

- All goods must now be sold in metric quantities using an approved metric scale.
- When displaying the price per kilogram, the abbreviation 'kg' must be used.
- Some produce can be sold by number e.g. apples, cauliflower, onions, beetroot.
- Some produce can be sold by the bunch e.g. carrots, spring onions, radishes and watercress.

Pre-packed goods

Goods made up in a container before sale (pre-packed) must be marked with the net weight in metric quantities using a suitable metric scale. Some goods must be made up in 'prescribed' quantities (specific amounts) e.g. loose bread, wine and spirit drinks. Some goods can be packed to a minimum weight, whereas others will fall within the average system.

Food labelling

Food sold loose or which are packed by you for sale directly to the consumer, only needs to be marked or labelled with an accurate name of the food. This name must be precise enough to inform the producer as to the true nature of the food. Melons and potatoes must be labelled with the variety. If applicable, you may also need an indication of additives. The following types of additives must be declared if they are present in the food:

- antioxidants
- colours
- flavour enhancers
- sweeteners
- flavouring
- preservative
- flour treatment agent

Only the category of additive needs to be stated. You need not include its full name.

Meat products and beef

In the case of meat products a % quantitative ingredients declaration (QUID) is required in relation to the meat content, e.g. 'percentage beef'. Beef also requires:

- batch or reference code
- country of origin
- slaughtered in
- cut in

Business names

Your name and business address must be prominently displayed on your stall.

Prices

Prices must be clearly displayed on the items themselves, or on relevant boxes or containers, or on a list in close proximity to the goods. Most fruit and vegetables, meat and cheese will require a unit price to be displayed, e.g. price per kilogram, litre, or metre.

Other products to which specific legislation/rules apply

The following products have specific legislation which applies to them. Please contact us for advice on these products:

- eggs
- cosmetics
- chocolate
- honey
- bread and cakes

The above are legal requirements. Failure to comply is a criminal offence.

For further advice on hygiene matters and for registering as a food business, please contact your local district council Environmental Health Department:

- Oxford City Council 01865 252887 www.oxford.gov.uk
- West Oxfordshire District Council 01993 861343 www.westoxon.gov.uk
- Vale Of The White Horse District Council 01235 520202 www.whitehorsedc.gov.uk

- South Oxfordshire District Council 01491 823203 www.southoxon.gov.uk
- Cherwell District Council 01295 221631 www.cherwell.gov.uk

