

Parnell Farmers' Market



Prospective Stallholders

Thank you for your enquiry about becoming a stallholder.

Parnell Farmers' Market is primarily a fresh produce market, drawing on the ideals of the Farmers' Market Association of New Zealand as a channel for the sale of locally grown, seasonal produce, as well as a small number of food makers. The market was established in November 2007 by Parnell Trust, and is situated in Parnell Community Centre's open-air car park at the Jubilee Building, 545 Parnell Road, Parnell. The market is open every Saturday – rain or shine – from 8am until 12noon. On occasion, the Jubilee Hall is available for relief from inclement weather.

In addition to produce stalls, Parnell Farmers' Market also features food-related demonstrations, buskers and periodic themed events and activities which often tie in to other community celebrations. The combination of all these factors creates a family-friendly market experience, one which fulfils our attendees' stated desire for the market to be a 'hub' for the community. Our market does not sell crafts or art.

Parnell Trust has over 25 years' experience in bringing people in our local community together. We pride ourselves in delivering a farmers' market which creates a connection between rural and urban for the benefit of our community.

Stallholder Application process

We welcome your enquiry as a prospective stallholder. To commence the process we ask you to complete the attached form and send it to us. Our Market Manager will contact you in due course.

1. Prospective stallholders are invited to complete the application form and return by email to farmersmarket@parnell.org.nz or post to Parnell Trust, PO Box 37 682, Parnell 1151.

We will review the fit of your produce in our current (and planned future) market mix. If an opportunity is identified, we will proceed as follows:

2. Check your references or put you on our waiting list until such time as a suitable vacancy becomes available.
3. Invite you to meet with us in our offices at a suitable time to tell us more about your product. We are happy to see/ taste samples at this meeting.

Following this meeting, a decision will be made about whether to offer you a place at the Parnell Farmers' Market. If approval to proceed is granted, we will:

4. Provide you with a Stallholder Handbook and Stallholder Agreement to be completed.

Following the successful completion of the Stallholder Agreement, we will:

5. Make a time to visit your farm or kitchen.
6. Formally book you in to the market for a one month trial and introduce you to the other stallholders via the weekly market email.

Please provide answers to the following questions to commence the process of your Parnell Farmers' Market Stallholder Application, and return by email to farmersmarket@parnell.org.nz or by post to Farmers' Market Manager, Parnell Trust, PO Box 37 682, Parnell, Auckland 1151

QUESTION

YOUR ANSWER

Name and contact details, including mobile phone number and location of farm (if applicable)

What do you wish to sell at Parnell Farmers' Market?

If you grow produce, which seasons would you be at Parnell Farmers' Market?

If you make food, please list the types,

Where are the ingredients sourced from?(i.e. home grown or purchased)

What is your involvement with producing the items you wish to sell?

Are your products available to eat at the market?

How would your products add value to Parnell Farmers' Market?

What growing certification do you have or what grading is your commercial kitchen?

Do you sell at any other markets? If so, please advise details.

Please advise details on any gazebo, table and good signage that you have.

How will you assist in the promotion of Parnell Farmers' Market?

Referee details from other markets or business contacts who we may contact.