

# 2010 Market Dates

31 January	25 July
28 February	29 August
28 March	26 September
25 April	31 October
30 May	28 November
27 June	19 December*

\* Christmas Market

Otley Town Partnership also runs Farmers' Markets in the following towns:

**Harrogate – Cambridge Street**

**Keighley – Church Green**

**Knaresborough – Market Place.**

For full details and dates for 2010, pick up a leaflet or visit: [www.otley-online.co.uk](http://www.otley-online.co.uk)



If you would like more information about the farmers' market whether you are a farmer, producer or consumer contact the Markets Manager at:

Otley Town Partnership  
Community Office  
The Courthouse  
Courthouse Street  
Otley, West Yorkshire  
LS21 1AU

Tel: 01943 851204  
[www.otley-online.co.uk](http://www.otley-online.co.uk)  
email: [otp@freenetname.co.uk](mailto:otp@freenetname.co.uk)

Otley Farmers' Market  
is an Otley Town Partnership Enterprise

**WE HOPE YOU ENJOYED YOUR VISIT**

Organised by  
Otley Town Partnership



Welcome to the  
*Otley*  
FARMERS' MARKET 2010  
**2010**



**A Wharfedale market town**  
A great place to visit • A great place to shop

# Otley

Welcome to the

## FARMERS' MARKET 2010

Otley Farmers' Market is held on the last Sunday of every month on Otley Market Place from 9.00am to 1.00pm.

The market sells fresh and organic produce, direct from the producer and sourced as locally as possible. It is an accredited FARMA market, which means that it adheres to the strict rules laid down by the recognised body responsible for running Farmers' Markets throughout the country to ensure that the customers are provided with fresh, local produce.

It is run by Otley Town Partnership who are responsible for running several successful markets in the area.



## FARMERS' MARKETS RULES



### Locally Produced

Only produce from the defined area shall be eligible for sale at the Farmers' Market. Producers from the area defined as local will be given preference.

The area defined as local shall be an area of 50 miles radius of the market.

### Difficult to source produce

Producers from further afield may attend the market if there is no suitable local producer of a given product. Preference will be given to the most local producer when a space becomes available at the market without compromising quality.

### Maximum distance

The maximum distance allowable shall be an area of 100 miles radius of the market.

### Principal Producers

The principal producer, a representative directly involved in the production process or a close family member must attend the stall. One of the key principals of the Farmers' Market is for the consumer to have a direct relationship with the producer.

Community associations such as local allotment societies may be agreed as principal producers on a case by case basis. In all cases they must be bona fide producers.

### Primary own produce

All produce sold must be grown, reared, caught by the stallholder within the defined local area. Primary produce will have been grown or reared on the producers land, for livestock and plants this means grown or finished (having spent at least 50% of its life) on the producers land.

Game shot or caught within the defined local area may be sold at Farmers' Markets by the person rearing or licensed to hunt the game.

Fish should ideally be sold by the fisherman. A representative of a number of known local boats may attend the market as long as the fishing grounds are known local, inshore waters and a link to the fishing business can be proven.

### Secondary own produce

All products must be brewed, pickled, baked, smoked or processed by the stallholder using at least one ingredient grown or reared within the defined local area.

Anyone processing produce or adding value is deemed a secondary producer. For processed products the base product should be substantially altered and they must contain as much local ingredients as possible. This means grown or reared within the area defined as local. Secondary produce should contain a minimum of 25% locally sourced ingredients. Producers should be encouraged to purchase ingredients from other Farmers' Market stallholders where possible e.g. eggs, butter, flour, meat etc.

### Other Rules

No genetically modified organisms are allowed in ingredients sold at the Farmers' Markets.

Producers selling organic produce must display a valid certificate on their stall.

A certain amount of non-food items such as crafts and toiletries can be sold at the Farmers' Market. These products must also be produced within the area defined as local and must adhere to the principals of high local content and be sold by the producer.

In some limited circumstances non-produced items may be allowed by prior agreement such as plastics and metal used in craft items. Where these items constitute a complete individual item it must be clearly labelled as not produced by the stallholder and must have some strong connection to other locally produced products sold by the Stallholder.

Each Farmers' Market should be operated in accordance with Trading Standards, Environmental Health, alcohol licensing, Market Charters and other relevant legislation.

All stallholders must provide details of their public and private liability insurance.

## About Otley

Otley has much to appeal to the visitor. As well as being a market town with it's own special charm, it also has an programme of annual events to appeal to everyone.

There are numerous bars, cafes, restaurants and traditional pubs. Many of these are open on Farmers' Market Sundays. Otley also has a wonderful range of specialist shops, including award-winning butchers, bakers, greengrocers, together with gift and craft shops selling individual and, often home-made, gifts.

It is set amidst the beautiful countryside of the Yorkshire Dales and has much to offer keen walkers and cyclists and is an accredited 'Walkers are Welcome' town. It is also a well-known T.V. location, having featured regularly in Emmerdale and Heartbeat amongst others.

It's close proximity to Leeds, Bradford, Harrogate and other small surrounding towns, together with good public transport links and town centre car parks, make it an ideal place to visit.

For full details of all Otley's attractions and events, contact or visit the Otley Tourist Information Centre. It is situated in the library on Nelson Street (opposite the bus station) and is open daily. Times vary, please check for details.

Telephone: 01943 462485

