



## BYRON FARMERS MARKET INC. (BFM) AUTHENTICITY POLICY (September, 2013)

Authenticity is the basic philosophy that guides the operation of Byron Farmers Market Inc.

Hence our brand or identity is defined largely by the fact that we are an Authentic Farmers Market.

### **Authenticity is taken to mean:**

**Grown by seller:** Producers may only sell produce that they have grown, caught, raised or produced locally and that is listed as an approved product on their application form. Ingredients for value added products should be sourced from within the market as much as possible and this needs to be audited.

**Grown locally:** Produce must be grown or produced in Byron Shire or the immediate surrounding shires. Produce that is available within the approved catchment must not be grown or transported from outside the approved area as this increases food miles. Produce that cannot be grown locally but that will increase diversity in the market will be considered on a case by case basis with annual review (see guest farmer policy).

**Fresh and Seasonal:** The definition of fresh must fit with consumers' perception of fresh. Guidelines must be set for the maximum length of storage for produce such as apples and potatoes. If these were available all year, the concepts of fresh and seasonal are totally disregarded. Excessive cold storage must be avoided.

**Low food miles and Low carbon footprint:** Local consumers are aware of the concepts of carbon footprint and food miles. Restricting the geographical area in which produce can be grown and ensuring that excessive time in cold storage is not permitted supports our customers' perception of produce as fresh and local.

### **Ensuring our Authenticity Brand is Legitimate**

BFM needs to have strategies, and especially audit procedures, to ensure that all aspects of the authenticity brand are adhered to, for all produce sold.

Transparency of these practices is also important to the Authenticity Principle.

BFM has to be perceived as trustworthy and reliable in consumers' eyes. They need to know that they are buying what they came for.