

Guidelines for Produce Way



Produce Way

A new area will be developed at the edge of the Land Plants and Environment area to be known as 'Produce Way'.

This will consist of 6 sites located at the main visitor entry / exit point with 3 either side.

These sites will be significantly cheaper than standard sites with the aim being to support local produce growers and give visitors to the event the opportunity to buy local produce. Since it would be difficult to carry produce around the event it is most likely they would purchase this as they leave the event and on their way to their car, hence the location.

Cost

\$200 for 3 days including 6 one day passes and 1 car pass

Rules

Produce should be 'bagged' and ready to go – producers will be encouraged to bring no more than 2 different fruit / vegetable. The aim is to 'grab, pay and go'. Too many items will slow down the sale and clog the exiting pedestrian flow.

- No value added products can be sold e.g. apples but not apple cider
- Only producers – no exhibitors buying produce from the markets to resell
- Some suggested producers include
 - Apples
 - Mushrooms
 - Pumpkin
 - Potatoes
 - Lemons?
 - Mandarins?
 - Strawberries?