

How to operate your farm gate

Building a successful farm
gate enterprise



MORNINGTON
PENINSULA
Shire

Products permitted

1. Primary produce grown on the property
2. Primary produce grown on adjacent properties
3. Processed goods made substantially from the primary produce of 1) and 2).

Activities

The sale of primary produce must remain the core purpose of the farm gate. Any questions regarding the undertaking of ancillary activities should be discussed with the Shire's Planning team:

📞 5950 1010

Ancillary activities

- Providing customers with samples of the products for sale
- Showing customers where the produce is grown and facilitating an interactive experience (e.g. pick your own)
- Providing customers with basic amenities.

Farm gate

Farm gate sales are known as 'primary produce sales' under the planning scheme and are defined as: land used to display and sell primary produce, grown on the land or adjacent land. It may include processed goods made substantially from the primary produce.

Under the Green Wedge Zone this is an 'as of right' land use which means no permit is required provided the following conditions are met:

- Must not occur within 100 metres of a dwelling in separate ownership
- The area used for the display and sale of primary produce must not exceed 50 square metres.

Signage

A planning permit is required for the display of any business identification signage on the site. Road or directional signage requires approval from the relevant road authority (e.g. VicRoads or Mornington Peninsula Shire). Moveable advertising signs are also available under Council's Local Law policy.

Examples of farm gate use

Example 1: permitted: During cherry season Stephanie sells the cherries she grows on her property from her shed. Stephanie also sells some cherry jam made from her cherries and garlic grown by her neighbour.

Example 2: permit required: Bill currently sells apples grown on his property from an honesty box at his farm gate. Bill wishes to house his farm gate store within 100 metres of his neighbour's house and within a new shed. A planning

permit from the Shire is required before Bill can build his new farm gate shed.

Example 3: inappropriate activities: At Stephen's farm gate customers can buy potatoes and pumpkins grown on his property. Customers can also buy apples from a farm 10 kilometres away, as well as homeware products, coffee and cakes. These activities fall outside the bounds of a 'primary produce sale' and are not permitted from farm gates in the Green Wedge zone.

Location

- The farm gate must be located within the boundaries of the property and not encroaching on council owned land.
- Car parking areas to be wholly contained within the subject land.

In a new or existing structure. It should be noted that a new structure may require a planning permit to be constructed and it is recommended that you discuss any proposal with the Shire's Planning team:

📞 5950 1010.



Certify the provenance of your Mornington Peninsula grown/bred/raised produce by registering for the MPP registered trade mark.

For more information

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