



farmers' markets new zealand inc.

Generic Marketing of Farmers' Markets through Buy Kiwi Made Funding

Generic marketing refers to activities undertaken by an industry or group to promote benefits that relate to a whole sector or category rather than to specific brands (eg, drink more milk, eat more pork, glass is best, cans are best). Its purpose is to benefit demand for the industry - that is, to "grow the size of the pie" (or lessen its shrinkage).

Dairy 2010 Marketing Group, Australia

Generic marketing is the marketing of an industry's product, like wild-caught salmon, without reference to any company's brand name. The purpose of generic marketing is to benefit an entire industry group by increasing product awareness in key markets. "Wild about Canadian Salmon! Go Wild! Buy BC!" are some of the examples of generic marketing directed at wholesalers, importers and retail outlets. Generic marketing includes advertising, brochures, recipes, information material and promotion as well as research into new markets, product forms, packaging, quality and distribution systems.

British Columbia Salmon Marketing Council

FMNZ proposes to engage in a programme of generic marketing and project milestones that will promote Farmers' Markets, local food and local food producers.

The benefits to markets and stallholders will materialise through:

An increased number of consumers made aware of the why, where and when of Farmers' Markets.

An increased awareness in consumers of the relevance and importance of buying from local food producers.

FMNZ has successfully applied for funding from Buy Kiwi Made Campaign.

This funding, \$96,000 is a dollar-for-dollar match of funds that must come from FMNZ.

FMNZ proposes to raise funds through a number of means:

A dollar per week contribution from stalls at Farmers' Markets

Fund raising regional dinners, food film shows, functions.

FMNZ now has to accept or decline all or part of this funding.

It is important that we get support from the majority of Farmers' Markets throughout the country. In particular the support of the more well established markets.

This opportunity capitalises on a number of aspects;

The current interest in buying New Zealand.

The combined resources and collective support of 40 markets.

The increasing interest in local wholesome food.

This is a golden opportunity to pool resources and then have those resources doubled through funds from Buy Kiwi Made Campaign. Importantly we have the services of an experience generic marketer and strategist who has offered pro bono support of FMNZ.

This is a very exciting opportunity. **Please contact Chris Fortune for further information** members@farmersmarkets.org.nz or visit www.farmersmarkets.org.nz for further details

What is Buy Kiwi Made

A fund set up by NZ government and administrated through the Economic Development agency. FMNZ applied for \$96,000 under the outline of “Networking of FM’s to promote and educate producers the benefits of selling local edible produce direct to the consumer in the local community. Nationwide media campaign to consumer on the benefits of buying and supporting local farmer’s markets and NZ food Producers”

What is the timeframe for BKM

It starts when FMNZ signs the contract for funding (MAY 2008??) and needs to be completed by May 2009. There are 6 individual milestones that need to be completed and funding is received only after each milestone has been verified

Milestones	2008 MONTHS												2009				
	M	J	J	A	S	O	N	D	J	F	M	A	M				
	FARMERS MARKETS BEING ACTIVE MEMBERS IN THE BUY NEW MADE CAMPAIGN	Yellow	Red	Red	Green												
7 REGIONAL FARMERS MARKETS AREAS FORMED	Yellow	Yellow	Yellow	Yellow	Red	Red	Green										
10 PUBLISHED EDITORIALS IN INDUSTRY PRODUCER /GROWER TARGETED MEDIA FORMATS		Yellow	Yellow	Red	Red	Red	Red	Red	Green								
8 WEEKS NATIONAL GENERIC ADVERTISEMENTS ON WHY LOCAL COMMUNITIES SHOULD SUPPORT LOCAL PRODUCERS			Yellow	Yellow	Red	Red	Red	Green									
WEB BASED NATIONAL DATABASE OF FARMERS’ MARKET PRODUCERS ALLOWING ACCESS TO ALL CONSUMER AND MEDIA		Yellow	Yellow	Yellow	Yellow	Red	Red	Red	Red	Red	Red	Red	Red	Red	Green		
CERTIFY AUTHENTIC FARMERS MARKETS SO THAT CONSUMERS’ ARE GUARANTEED 100% LOCAL NEW ZEALAND FOOD SHOPPING EXPERIENCE					Yellow	Yellow	Red	Red	Red	Red	Red	Red	Red	Red	Green		

PLANNING
PROJECT BEGINS AND RUNS
EVALUATION

What does FMNZ need to contribute?

FMNZ must provide the same in dollar value (\$96,000) and provide documentation to prove that it has the funds to do so. The Total Expenditure for the project is \$190,000.

Who will undertake each Milestone and Objectives

Exec Members of FMNZ and contractors will complete each milestone; it is then signed off by the FMNZ chairperson and sent to the Ministry of Economic Development in Wellington. We only receive funding after we have completed each task. Each milestone has its own budget and objectives that must be reached to obtain the funding. Exec member contacts can be found at www.farmersmarkets.org.nz. Further details on each milestone and objective can be obtained [from here](#)

Why does FMNZ need to apply for funding?

FMNZ is an incorporated society that has over 40 market members across NZ and 30 individual members. We have an annual income of approx \$18,000 that comes from our membership fees and the sale of merchandise (bags and books). In the past we have received funding from New Zealand Trade and Enterprise and all work carried out by the Exec has been done with voluntarily and in kind hours. As a national organisation representing members across a large area we need to ensure that we have the resources and tools to promote and support all Farmers' Markets

Why apply for Buy Kiwi Made funding and not other funding avenues?

We have received funding in the past but are no longer eligible again. Buy Kiwi Made fits the criteria and is funded by Central Government and backed by the Green Party. Funding of \$96,000 dollars is not large compared to the flow on effects of being associated and linked with the BKM campaign. Buy Kiwi Made is about supporting NZ producers and manufactures and is more and more important as we head into an uncertain future with world food prices rising and the cost of living increasing. The general consumer wants to support local food producers, not Chinese or industrialised food producers.

How does my market benefit?

Benefits are measured by the success of more consumers supporting local producers and buying from Farmers' markets around NZ. The understanding of what a Farmers' Market is compared to other types of markets (craft markets, flea and boot) and why they should be supporting local food producers in their region. By working together all markets will benefit and be heard as one voice.

How is FMNZ going to fund the Buy Kiwi Made Project?

The most feasible and cost efficient option to fund the Buy Kiwi Made Project is to raise funds at a national level across all farmers markets both small and large. All markets are run independently and have their own rules and regulations. Smaller markets (the majority) will struggle to raise the funds required for a lump sum. The proposed option is to charge \$1 per stallholder per market (this would raise the funds in 18 months). This allows for the fact that some markets close over the winter and others trade all year, some are very small and some are large. Markets that trade all year would see more benefits from their contribution to the funding. It is a fixed 18 month funding agreement for the Buy Kiwi Made project only. If markets do not choose to contribute then they would be excluded from promotion and media coverage. Markets can choose to add this onto existing stallholder fees (recommended by FMNZ) or fund it through their current stallholder fees. Payment would be made fortnightly to FMNZ who will administer the funding

How do my market food producers (i.e. a carrot or lettuce grower) benefit?

By being a part of the Buy Kiwi Made funding your market and producers will be able to access a wealth of promotional and media tools to grow and nurture their business's. Each stallholder will be contributing to the success of all Farmers' markets and will be able to network and share information with like minded food producers around New Zealand. The campaign (BKM) has focused on Primary manufactures up to now but this is an opportunity for food producers to receive maximum exposure to consumers through print, radio and TV advertising. Smaller producers will be part of a huge network of other growers and producers pooling their knowledge, resources and experience.

What has FMNZ done for me in the past?

FMNZ was established by Hawke's Bay and Marlborough Farmers' Markets representatives to foster the growth of Farmers' Markets around NZ. We are actively working with [New Zealand Food Safety Association](#) to ensure that all food producers of New Zealand do not become over-regulated when new laws are introduced over the next five years. FMNZ has provided free workshops all over NZ through the [Enterprise NZ](#). We communicate with National media publications including editors of Cuisine, Dish, Taste, and Hospitality on a regular basis to ensure that they are aware of what is happening around NZ. FMNZ has a very successful [web portal](#) so that information can be shared and utilised by both the public, food producers and media and we provided stallholders and manager handbooks to members. With our limited past funding we have ensured that the all Farmers' Markets are represented at a National level. To continue to successfully do this we need to ensure that we move forward with the best intentions of all members. More information regarding there FMNZ strategy plan is [available here](#)

When do we have to make a decision?

The FMNZ Executive Committee recommends the funding for all members. The FMNZ Exec would like to vote on the acceptance of the funding and funding arrangement at the Farmers Markets NZ conference in Marlborough on the 30 th of May. It is proposed that if it is voted and accepted by the majority of eligible markets then it would be effective immediately to ensure that we are able to raise the funds and reach the agreed milestones

Where do I find more information?

You can get more info from www.buykiwimade.govt.nz or www.farmersmarkets.org.nz or www.med.govt.nz

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