



## 7 REGIONAL FARMERS MARKETS AREAS FORMED

### FMNZ Buy Local Contributions Milestone 2

#### John Stanley – Marketing the Farmers’ Market Brand

##### Key messages from the three workshops

“Commit to and communicate clear business strategies”

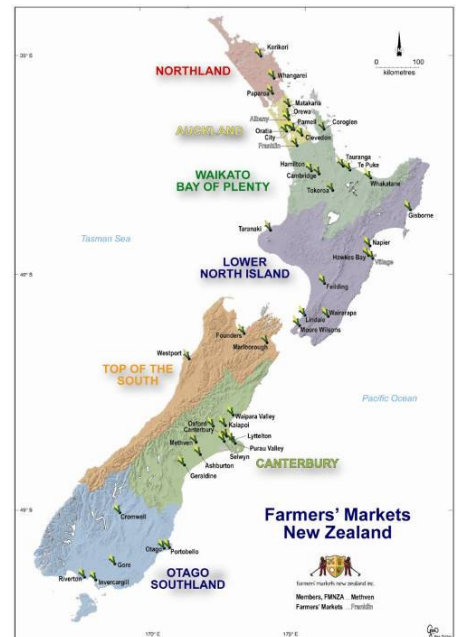
“Dare to be Different”

“Just do it”

“Delight Strategies – what is your lipstick”

“Who can you partner with in your community?”

Christchurch 24 Th November 2007



In Christchurch, John Stanley was presenting to representatives from 10 Canterbury Farmers’ Markets in the region which have been networking together for the last two years with Angela Clifford from FMNZ. Discussions were open and valued by all with Authenticity and Networking at a regional level being hot topics as well as the number of smaller markets in the Christchurch region suppling to a spread out and diverse population base. Are there too many markets? And how do we encourage more food producers without sacrificing our values. Congratulations were given to all markets on the success that they already have and it is about building on this to secure the future success for all. Marketing is about getting the basics right

#### Three things that we need to do over the next five years to secure FM’s in the *Canterbury region*

*Littleton Farmers’ Market - Authenticity and looking after locals, sustainability, food miles, plastic bags*

*Rangiora and Oxford Farmers’ Market - Growth of markets vs. customers’ vs. size and location*

*Marlborough Farmers’ Market – Authenticity, Generic Marketing, regional networking*

*Diamond harbour Farmers’ Market – regional support, leaders working together, understudy of stallholders, moving around marketing national support for FMNZ, succession*

*Wairapa FM – Next Gen people for farmers’ markets, Empowerment of the next gen, Presentation and customer service. Peer pressure and group messaging*

Hawkes Bay 26 Th November 2008

The room was a buzz with market representatives from the Sunny Hawkes Bay region and there was a real sense of “what can we do to make our market better” by the time lunch was called. With so much experience in the room it was clear that the East Coast of the North Island had thriving and bustling markets in there home towns and the question on everybody’s lips was “ what is your lipstick” – what brings people to your market ? and how do we continue to deliver the Farmers’ Market message to all as we head into the year 2009. Relooking at what we are doing and this is the way we do business around here featured high on the lists of things to do as the afternoon progressed and there was a real positive feel to the workshop that left all attendees armed with new and cost effective marketing tools to take back to there farmers’ markets.

### **Three things that we need to do over the next five years to secure FM's in the *Hawkes Bay region***

*Hawkes Bay Farmers' Market - Strategy and rules, positive and affective team effort, survey our stallholders database for growth and development individual*

*Gisborne Farmers' Market – Reinvent themselves, locality, farmers markets bus*

*Hawkes bay Farmers' Market – Kids fun thing to do, growers to have a photo library of products, road gallery, monthly cookbook*

*Hawkes bay Farmers' Market - strategic not by accident – use delights strategy, signage, implement of king*

*Commitment to communicate a clear business strategy, environment and wellbeing, thinking outside the square*

*Feilding Farmers' Market - Image and perception of arrival at market, having a strategy plan, passion, stallholder and customer surveys, permission marketing, council work with*

*Wairapa Farmers' Market – encourage people to create there own culture, plan and create the journey*

*Family business – seven steps of changes, family pride of product, loyalty strategy, tell our story stronger*

### **Auckland 28 th November 2008**

While the numbers attending the Auckland meeting of Farmers' Markets did not represent NZ biggest City, there was a real understanding that Farmers' Markets in Urban centres have different needs and wants than Rural Farmers' markets yet the Authenticity must still be what defines a Farmers' Market from all other types of shopping experiences. Successful markets have built locality ladders with there consumers and stallholders so that the markets is seen as an integral part of the weekly shop. Networking and communication are high on the list of achieving as well as growing the customer experience so that the community has a sense of pride and ownership. Sharing of food producers and the need to network with local authorities were discussed as well as national sponsorship and the need for collective marketing to attract and find more authentic food producers

### **Three things that we need to do over the next five years to secure FM's in the *Auckland region***

*Orita Farmers' Market - Customer experience, reinforcement of what you are doing*

*Parnell Farmers' Market - Collective marketing with Management, developing what we have*

*Britomart Farmers' Market - Growing the experience – ie stallholders, incorporating other stallholders – networking*

*If there is a will there is a way – changing mindset – finding a way to make them happen – what's the return on the investment?*

*Signage and resource consents*

### **DAVID WILSON - BUILDING AN ENTERPRISING COMMUNITY THROUGH FARMERS MARKETS – UNLIMITED POTENTIAL FOR EVERY TOWN**

#### **David Wilson Key Messages**

***"In times of change it is the learners who inherit the future. "***

***"Every single person has capacities, abilities and gifts"***

***"The Purpose of a business is to find and keep customers"***

***"Find out what your customers want and give it to them"***



### **Northland and Bay of Islands 8 th December**

Workshop was postponed as there needs to be more networking between the Keri-Keri and Whangarei

To be reviewed later in the year

### **Hamilton and Bay of Plenty 9 th December 2008**

Success starts with healthy Communities..... places where the capacities of all residents are identified valued and harnessed and this was the key message from David Wilson for all Hamilton Workshop attendees. A good representation from Hamilton and Cambridge markets proved that successful management is the key to running multiple Farmers' Markets.

WHAT IS SPECIAL ABOUT OUR COMMUNITY AND MARKET LIFE THAT CANNOT BE LOST?

WHAT DO WE NEED TO GET RID OF FROM OUR COMMUNITY MARKET?

WHAT NEEDS MODIFYING OR REORGANISING IN TERM OF OUR COMMUNITY AND MARKET LIFE?

These questions were all raised and answered with enthusiasm as the room worked together to strategise what needs to happen in the Hamilton and Bay of Plenty region. We all discovered that Great communities don't just happen! – They are created, nurtured and sustained by caring, connected and involved residents

### Marlborough 10 Th December 2008

A disappointing turnout by the Marlborough food producer with apologies from Nelson did not stop the brainstorming of those present. Key strengths were focused on and the need to set a authenticity standard and leadership to other regions were discussed as well as looking at the bigger pictures – including communication strategies, networking with communities, community gardens and forward thinking. Working on the strengths of what we are already doing the region has an example of what can be accomplished by sharing this vision with others

None of us is as strong as all of us. I know when we all work together, we all win together was one of the key messages and Marlborough will continue to focus on what we have and how can we work with others to make it better for the community

### Southland 11 th December 2008

Ian Thomas and David Wilson oversaw a very constructive networking meeting with representatives from all of the Southland Farmers Markets with the Key messages of engaging with your community heard throughout the evening. While Southland is a large area it has a lot of common ground where authenticity and product diversification make it one of the best FM areas in NZ. The strong markets of Dunedin compliment the smaller and more rural markets of Gore and Cromwell and give its real Southern Character. There was lots of common ground to work together and all markets agreed that Authenticity and producer growth were the keys to the long term success of the Southland Farmers Market region

**Those who have finished learning find themselves equipped to live in a world that no longer exists.  
What do we need to get rid of from our community and market life?**

**Outstanding leaders go out of the way to boost the self esteem of their personnel. If staff believe in themselves, it's amazing what they can accomplish**

**A positive attitude is the outward manifestation of a mind that dwells primarily on positive matters.**

**It is a mindset tipped in favour of creative activity rather than boredom; joy over sadness; hope over futility; a positive attitude is that state of mind which can be maintained through conscious effort**



farmers' markets new zealand inc.

**NZ FARMERS' MARKETS:  
HONEST-TO-GOODNESS  
GOODNESS**