

NZ FARMERS' MARKETS:
HONEST-TO-GOODNESS
GOODNESS



Managers Forum 22-24 th June We all know our managers make our markets. They are skilled organisers, communicators and often display the diplomatic skills worthy of UN appointees. They are the thin green line between the stallholders, the shoppers, and the organising committee, often the council and the local community as well. Mmmm explains why many of them move so fast! Market Managers themselves Kerry Jenson (Hamilton & Cambridge Farmers' Market) and Tina Fortune (Marlborough Farmers' Market) will be coordinating the forum so it promises to be a fun learning experience. It will also be an opportunity to network and share information with other like minded people who run successful Farmers' Markets both in NZ and around the world. More info to follow, watch this space!



Stamp of approval - FMNZ is about to embark on one of its most significant projects so far- the Authentication of NZ Farmers Markets. . This comes after overwhelming feeling from member markets that Authenticity is the number one issue to be addressed in the short term. The successful farmers' market model is being emulated by both other markets and stallholders who don't subscribe to the same philosophy that Authentic Farmers' Markets have been built upon. Authenticity is about celebrating the real cuisine of NZ and ensuring that the local food producers get there time in the spot light, more so now than ever before. This is evident with the growing success of Farmers Markets even in the times of a world wide recession, and the growing awareness of supporting local



I've got something to say about that..... You can get involved and have your say over the next 10 days when FMNZ hosts teleconferencing calls to discuss authenticity with all members. Dates are Wed 6 th, Friday 8 th and Monday 11 th of May at 9.30 am. Any Farmers' Market can phone 0800 449 288, followed by 78259102#. There is no cost to dial from any phone line in NZ. FMNZ will be hosting open and frank discussion about authenticity and certification of NZ Farmers' Markets and their stallholders. Follow-ups will be posted to the Authenticity Forum located at the FMNZ website . You can also email your thoughts to the FMNZ exec who are under taking authenticity as part of the Buy Local Fund-



Ad-ing Value Generic Advertising of farmers' markets is now under way and we have 10 regional Fairfax newspapers advertising weekly for the next 8 weeks from Southland to Northland. The message is simple; support your honest, fresh, local everyday value farmers' markets in your region. You can also find generic advertising in Grower Magazine, Dish Magazine, NZ Organic, The Plate, Lifestyle Block and in many other national publications who have supported the farmers' market philosophy. This campaign is aimed at reminding the general public, customers, councils, government, growers and other potential stallholders that we are not just a fashion statement or a trendy place to go- we are serious about supporting local food producers who sell local food directly to the people who consume it. This is part of milestone 4, Buy local Funding that Farmers' Market stallholders are contributing too.



The Wizards of OZ The 3rd National Australian Farmers Market Conference will be hosted by the Victorian Farmers Markets Association on 22nd-24th August this year. The conference will be supported by Regional Development Victoria and will be held at Glen Erin at Romsey, Victoria (just 45 minutes from Melbourne). This association has received considerable state funding and is looking at a similar model of authenticity and certification as we are in NZ. The two day conference will include both international and national presenters, as well as practical workshops. There will also be the opportunity to explore a Melbourne and country Victorian farmers' market. For more information go to www.farmersmarket.org.nz