

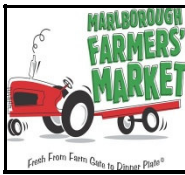


PO BOX 991
 BLENHEIM
www.farmersmarkets.org.nz
info@farmersmarkets.org.nz

{ FRESH THOUGHTS } ISSUE 24 APRIL 2008

- [home](#)
- [market location](#)
- [discussion](#)
- [newsletters](#)
- [press](#)
- [media releases](#)
- [upcoming](#)
- [photo galleries](#)
- [what's ripe](#)
- [membership](#)
- [fruitful links](#)
- [contacts](#)

FARMERS' MARKETS NZ CONFERENCE MAY 2008



The final chance to register for the Farmers' Market NZ Conference is here. Go to www.farmersmarkets.org.nz You should be there if you are a market manager, a market organizer or a stallholder interested in increasing you sales. Farmers Markets in New Zealand are quickly becoming a focal point for small food producers all over the country. If you want to tap into this network, this conference is for you, if these producers are your clients you should be there. Just remember "It's more exciting than a sunny, windless weekend morning. It's more insightful than NIWA's long term weather forecasting. It's more inspirational than cash in the hand for your harvest and more controversial than the winner of the tastiest tomato competition". What are you waiting for?

UNFAIR COMPETITION CONTACT FMNZ



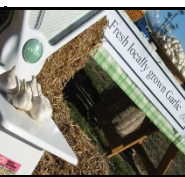
Ever been blacklisted, or know of people, who after selling at Farmers Markets have been excluded from selling their product through other distribution channels such as supermarkets, auction houses or wholesalers, or threatened with such behaviour? Now is the time to speak out. Both the Consumer Guarantees and Fair Trading Acts apply to all stallholders of all markets in New Zealand. This also means that traders with fixed premises must comply with the same consumer protection and competition legislation towards all retailers, including markets. If you feel that you have been unfairly treated then contact a FMNZ representative in your local area. Go to <http://farmersmarkets.org.nz/contact.htm>

FARMERS MARKETS CAN CREATE UNLIMITED POTENTIAL FOR EVERY TOWN



Frustrated at having to battle with your local council for your farmers market? Involved with the local council or enterprise boards at a local level? David Wilson is speaking at this year's conference about building enterprising communities. David is a social innovator and community enthusiast. He has 22 years experience as a facilitator and presenter working in the field of community change and economic renewal. From local to international level, he has wide experience developing heritage organisations and enterprises to address social, environmental, tourism and economic issues. His work emphasises that the creative use of local community heritage assets coupled with careful planning, innovation, entrepreneurship and strong local leadership, leads to healthy, inclusive and sustainable business

A TIME FOR EVERYTHING



Many markets around the country are winding up as the growing season comes to a close. It's a great time to get together to assess the season and the direction of your market. Why not do it over a meal? There is such an abundance of autumn fruit and vegetables, add some local meat, bread and cheese and a few jars of those secret recipe pickles and chutneys, a warm and convivial environment and you'll be amazed what it can do for your market. It's just as important if you are planning to trade through the winter. There may be some tough weather days ahead and getting everyone together to talk about contingency plans and concerns may bring up some ideas and solutions not yet considered. Get planning!

FREE ENTERPRISE TRAINING PROGRAMS



There are still some good things for free – did you know that FMNZ can talk to your local enterprise training co-ordinator and set up free (that's at no cost) workshops designed to help your farmers market get off the ground or move onto the next phase? There are a range of workshops to suit individual markets and there is even one-on-one follow up for stallholders, committees and managers to ensure that you are making the most of the Farmer Market model. Free workshops have been held in Ashburton, Rangiora, Oxford and Selwyn, Hawkes Bay, Invercargill, Geraldine, Te Puke, Westport, Gore and Waimate to name just a few places. Contact FMNZ today for more info.

BUY KIWI MADE FUNDING



Buy Kiwi Made is a fund set up by the NZ government and administrated through the Economic Development agency. FMNZ applied for \$96,000 for the "The networking of Farmers Markets to promote to producers the benefits of selling local edible produce direct to the consumer in the local community. A nationwide media campaign to consumers on the benefits of buying and supporting local Farmers' Markets and NZ food producers". Our application has been successful, but in order to receive the funding we need the support of all New Zealand farmers' markets. We will be sending details to all markets and managers shortly. We believe the direct outcome of this funding will be more consumers supporting local producers and more customers at your farmers market each week. We also believe people will have a much better understanding of what a Farmers Market is compared to other types of markets and retailers. By working together we are a much more powerful voice.

To add your news and events from your Farmers Market click here

