

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



FRESH THOUGHTS FMNZ

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NZ Farmers' Markets Authenticity Programme - While we are finalising the logos for the above we have started quietly moving the Authenticity story into the media. This month saw the Whangarei Growers Market emblazon the cover of the NZ Grower Magazine. It was a fantastic article which highlighted how a market can be established to provide a realistic alternative for growers in a region. Robert Bradley and Murray Burns show every market around the country has its own autonomy and way of doing things, and there are many different models of success which lead to authentic outcomes. While advocating the growers market format works well in Northland each region has to do what works for them. The same article outlined FMNZ's Farmers Markets Authenticity Programme. Go to www.thegrower.co.nz/magazine_pdf/121/Grower_July_Web.pdf to read the article.



HortNZ's response - The same article quoted HortNZ chief executive Peter Silcock response to the launch of the Authenticity Programme:
"Horticulture New Zealand is pleased to see Farmers' Markets New Zealand take this lead in setting an authenticity standard for produce markets. HortNZ believes customers trust a 'farmers' market' as they do an ordinary supermarket or retailer, and this authenticity standard shows the markets are prepared to maintain a level of commitment for their customers. "The standard also gives growers confidence they are working with a professional and like-minded group." More and more farmers markets around the country are becoming a legitimate channel of distribution for growers, and it's great to see that recognition.



Small Farms - The authenticity story is also being supported through a series of articles in The NZ Lifestyle Block Magazine. FMNZ Vice Chair Angela Clifford is encouraging small farmers to step into the farmers market arena. "The idea is to support Authentic Farmers Markets around the country by encouraging people with land to become local produce growers, and those who are already producing to seek out their local market. These are an important group- they qualify as part of the 80% certified stallholders and they can also provide raw ingredients for other value-added stallholders as well, to enable them to become certified. It's grass roots stuff in every sense of the word!" For the first part of the article go to www.farmersmarket.org.nz or you can subscribe to NZ Lifestyle Block Magazine by going to www.mags4gifts.co.nz/lifestyleblock



Big seas - Jean and Richard Kibblewhite catch fish in the wild waters off Wairarapa and sell it to the people of the district, including those visiting the Wairarapa Farmers Market. Richard cites Farmers Markets as an integral part of reconnecting New Zealander's with their seafood, and Jean & Richard talk about having to add crowd management to their list of skills when they first started at the market. His story was told as part of Country Life on Radio NZ's National Programme last Saturday. It's a great story about New Zealand food producers, their life, motivations and journey to markets To listen to the interview go to www.radionz.co.nz/national/programmes/countrylife



Huge Mountains - Another small food producer Provisions of Central Otago is also featured on the same Country Life programme. They are a fabulous example of using local raw ingredients to create value-added deliciousness. They make jams, jellies, chutneys, vinegars and sauces and the ingredients are sourced from local hillsides, orchards and vineyards. They also make the famous "Cromwell Sticky Buns" which are sold at the Central Otago Farmers Market which is also located in the historic precinct of Old Cromwell Town on the shore of Lake Dunstan. The market will run from November to March this year.