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## [YES TO HAWKES BAY FARMERS MARKET](#)



August 6th saw Hawkes Bay play host to the [YES \[ young enterprise scheme\]](#) businesses. This enables young entrepreneurs to experience one-to-one selling of their products at the market. This is the 4th year that they have hosted it, and the quality of products and the presentation has developed over that time to a very high level. Ideas are very marketable and show the research that has gone into the business ventures. Most Secondary schools run this within their curriculum so any Farmers' Market wanting to assist the community could contact the Commerce Department in their area or their local Colleges.

## [EVEN MOORE MEDIA](#)



Kim Hill's interview with Julie Moore (Moore Wilson's, Wellington) and Michael Pollan has been very valuable exposure for Farmers' Markets around NZ. Michael Pollan is a long time contributor to the New York Times Magazine, Knight Professor of Journalism at UC Berkeley, and author of 'Second Nature' and 'The Botany of Desire'. ([www.michaelpollan.com](http://www.michaelpollan.com)). You can listen to the program via [www.radionz.co.nz/nr/programmes/saturday](http://www.radionz.co.nz/nr/programmes/saturday). 'The Grower' has articles on Farmers' Markets and our recent conference in their July and August editions. You can read them online at [www.thegrower.co.nz/magazine\\_pdf\\_index.php](http://www.thegrower.co.nz/magazine_pdf_index.php). Both of these media opportunities demonstrate the principle of action-attraction. That is to say, if we act then we create attraction to our activities. Our individual and collective activities are of great interest

## [FMNZ BAGS NOW AVAILABLE FOR PURCHASE](#)



Having arrived in New Zealand these bags come in two sizes, green for large and tan for small. Printed with full color logo and the Farmers Market definition on the gusset they will be an asset to your market. Priced at \$3 for the large and \$2.50 for the small they can be bought in any quantity and can be sold at your market for a recommend retail price of \$4 and \$3.50 respectively, allowing you to make a good profit as well as branding of your market through the NZ Farmers Markets website. To view online go to [www.farmersmarkets.org.nz/gallery.htm](http://www.farmersmarkets.org.nz/gallery.htm) All enquires regarding please contact Chris Fortune [members@farmersmarkets.org.nz](mailto:members@farmersmarkets.org.nz)

## [OVERSEEING GROUP OR COMMITTEE OF YOUR FARMERS MARKET](#)



The overseeing group would ideally consist of people with a range of talents. Obviously it's important to have stallholders on the committee, as they are the people most directly involved, and this will help them feel the 'ownership' of the market and its issues. The committee's role will include setting the market's objectives, creating the founding charter, product and vendor eligibility guidelines and stallholder agreements. It will also include responsibility for the financial probity of the operation, ensuring statutory requirements are met, strategic planning, fundraising and dispute resolution. The committee will generally appoint a market manager or management group who will be the first point of contact for stallholders and most other enquiries and who will manage the week to week running of the market.

## [WORKSHOP ON MARKETING FOR STALLHOLDERS](#)



A stallholders workshop is usually held at least a month before launch. The aim is to ensure all stallholders understand the Farmers' Market concept and principles to pre-empt future problems. The workshop should offer practical advice for stallholders on how to present themselves and their products to best advantage and cover specifics such as branding, product display, packaging, pricing, presentation and sales techniques. FMNZ can be approached to run it in conjunction with your local economic development agency or growers group. Contact Ian Thomas ([info@farmersmarkets.org.nz](mailto:info@farmersmarkets.org.nz)) for the North Island or Chris Fortune ([members@farmersmarkets.org.nz](mailto:members@farmersmarkets.org.nz)) for the South Island

## [MEMBERSHIP OF FMNZ - BENEFITS TO ALL MEMBERS](#)



- Access to a wealth of experience and collated information from within New Zealand and internationally.
- Assistance to start up and grow your market or food business.
- Promotion of your market/stall on FMNZ's website and Books.
- Benefit from FMNZ's work in raising the profile and awareness of FM's
- Networking opportunities with other markets and stallholders.
- Access to market management and stallholders handbooks.
- Cooperative purchasing of Market supplies