



farmers' markets new zealand inc.



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****A MERRY CHRISTMAS AND A HAPPY NEW YEAR TO ALL
MARKETS, STALLHOLDERS AND CUSTOMERS FROM FMNZ ****

[GUIDE TO FARMERS MARKETS NZ – AVAILABLE ON CONSIGNMENT—NO COST UNTIL SOLD](#)

Farmers' Markets New Zealand 2007 books have arrived at a cost price of \$15 each (includes GST and freight for members of FMNZ) with a recommended retail value of \$19.95. Includes all Farmers' Markets in New Zealand, that were members of FMNZ at the time of publishing. Local Heroes and recipes using Farmers' Market produce are featured throughout. It will be marketed through out NZ by RM Williams who produce NZ Lifestyle and Leisure magazine. Talk to your local info centre or your local council, library, rotary fundraisers about how they can sell them to raise funds. A must have on your information stall at the Farmers Market and a great way to sell the concept of Farmers' Markets to stallholders and customers.



[THE FARMERS' MARKET WEBSITE](#)

The key to any organization is the communication to its members, FMNZ has developed a website that allows every market to showcase their region and producers. All members have links to their own websites as well as the opportunity to post photos and calendars of their markets. The members section contains templates and examples of what other markets are doing around NZ. The forum is updated with posts covering a range of topics and you can also download all of the conference proceedings, management hand book from the members section. All media and profiles are archived for future reference as well as letting everybody know what the upcoming events are. We are in the process of updating the market locations to include a map of each market so that our tourists can find the freshest and tastiest produce of New Zealand



[FMNZ BAGS NOW AVAILABLE ON CONSIGNMENT—NO COST UNTIL SOLD –ORDER NOW](#)

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 recommended retail price of \$4 and \$3.50 respectively (or more if you like). Benefits also include branding of your market through the NZ Farmer's Markets website. Remember, this is the cost of a cup of coffee and not only are you providing great carry bags but also free advertising. To view online go to www.farmersmarkets.org.nz/gallery.htm All enquires regarding please contact Chris Fortune members@farmersmarkets.org.nz



[WHY DO LOCAL GROWERS, FARMERS AND ARTISAN FOOD PRODUCERS SELL AT FM'S?](#)

The Farmers Market principles may not suit all vendors but it does allow many advantages

- The satisfaction of seeing the product of your energies being enjoyed by the Customer.
- Direct relationship with customers who will offer invaluable information
- Low cost and easy entrance criteria for new producers with no large upfront costs
- Being part of a network of likeminded people who produce and buy local products
- Increased profitability as there is no wholesaler or middleman, low transport costs and overheads directly from the producer to the marketplace



[PRODUCT MIX OF OF YOUR FARMERS' MARKET](#)

Individual markets may vary slightly in what they allow sold within the Farmers' Market definition, but most allow compost, worm farms and vegetable plants and cut flowers in addition to food. Some stallholders choose to specialise, becoming known for being "the egg lady" or "the potato man", using bountiful piles of one product to attract. Another angle is to have a more diverse range, perhaps using a staple item to entice customers and then introducing them to newer lines with tastings. Look at old fashioned or heirloom varieties- they often have more flavour than newer varieties bred for supermarket long shelf life The Farmers' Market is an ideal place to trial new varieties and products to see what the public prefers, and what sells best.



[STRATEGY PLANNING DAY DRAFT PLAN PUBLISHED TO WEBSITE](#)

Farmers Markets New Zealand's mission is to: foster the ongoing development of Farmers' Markets in New Zealand. As part of this overall purpose, the national organisation (FMNZ) exists to:

- Spread passion for fresh, local, authentic food, by educating people and groups and engaging with (or lobbying) local government or national bodies.
- Protect and develop the Farmers Market brand, and brand values of authenticity, local, fresh food produce.
- Act as a mentor to local Farmers Markets, sharing knowledge and information.
- Progress the common interests of FM members.
- Facilitate excellent communication between markets and with consumers.
- Support local market managers to help local markets be successful.

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