



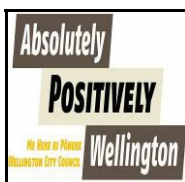
farmers' markets new zealand inc.



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{ FRESH THOUGHTS } ISSUE 16 JUNE 2007

ANNUAL GATHERING OF MARKETER'S IN WELLINGTON JULY 2 2007



The Farmers Market New Zealand AGM is only a week and a half away. It will be held at Moore Wilson's in Wellington. It will be an opportunity to see how the farmers market movement in New Zealand is shaping up, have a say about its direction and have a bit of fun, all at the same time. There will be a series of "speed workshops" with some fantastic, relevant food presenters. They include Sue Kedgley from the Green Party, Rex Morgan from Wellington's icon restaurant Citron and Catherine Cordwell, owner of Zest Food Tours & doyenne of food tourism. Be there or miss the buzz... For more info visit www.farmersmarkets.org.nz

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BUY KIWI MADE 2007



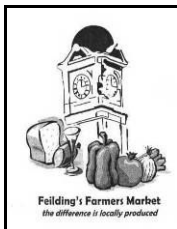
The Buy Kiwi Made campaign aims to raise the awareness of domestic consumers about the value and quality of New Zealand made goods. Sound familiar? As stallholders and market managers this is what you try to do every market morning. It's no wonder then, that the synergy between the two movements has been realised. Farmers Markets are the epitome of Kiwi Made. They foster Kiwi initiative & entrepreneurship, support Kiwi businesses using Kiwi ingredients to make Kiwi food to be eaten by Kiwis. Any more Kiwi and we'd sprout feathers and become nocturnal!

YOUR REGION, YOUR FOOD!



Regional Food is a big buzzword with chefs at the moment. The best ones know what is in season and where to get it. Farmers Markets become food for thought (literally), information gathering places, and a source of potent inspiration. As a producer you can take it one step further. Getting access to foodservice tradeshows can cost a bundle, sometimes as much as \$700 for a spot. How does \$35 sound instead? Katrina Gordon Trade-Shows are running throughout the country over the next month, starting in ChCh on July 11th, and they are embracing the Farmers Market concept. Pay a pittance to get access to some of the biggest food buyers in the country. Visit www.katrinagordon.co.nz for more details. You'd be mad not to

YOUR COMMUNITY, YOUR FOOD



Farmers Markets are often hotbeds for other community food initiatives. If you are having problems finding fresh food producers, how about talking to your local schools and community groups about setting up a community garden? Other ideas include supplying the food for a cooked lunch at a local school one day a week, finding a way to make your farmers market part of their curriculum- healthy, fresh, local, seasonal food anyone? Encourage "home economics" or "small business classes" to have a stall. Become presenters at local garden groups or rotary meetings or special interest groups- explain to them what a farmers market is all about. How about fresh food vouchers or market money for local families in need? These are all ways you can give a little bit back to the community that support you. Conversely, your community also takes responsibility for the success of your market. Mmmmm, now THAT'S food for thought!

TAPPING INTO THE TOURISM MARKET



Native Parks, ardent FMNZ supporters, are in the final compilation stages for their guidebook and would like to extend an invitation for you to take part in this publication. Written for international travellers touring New Zealand in fully self-contained motor homes, Native Parks is about adding social and economic value to the rural community while giving our guests the holiday of a lifetime. If you are an individual or family who would like to meet interesting folks from abroad, have a cottage industry or farm gate sales and want new business, or are a large business keen to gain a global exposure, then Native Parks could be just the thing you are looking for. There are no costs for you to be involved. Please contact adrian.tonks@nativeparks.co.nz if you would like more information about Native Parks and our guidebook for international travellers

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.

To add your news and events from your Farmers Market click



