



farmers' markets new zealand inc.

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{ FRESH THOUGHTS } ISSUE 105 JULY 2006

FARMERS MARKETS NZ SUCCUESFULL INAUGURAL CONFERENCE



70 plus Delegates travelled to Hawke's Bay from Invercargill and from Keri Keri and a good sprinkling of points in between for the first gathering of farmers' markets in New Zealand. Speakers from farmers' markets around the country, from NZFSA, NZTE, Massey and Waikato universities combined to build a complete picture of the present and future for farmers' markets and local food systems in New Zealand. We have received great feedback about the conference and a thank you goes to all Hawkes Bay Producers who supplied product, much of it at no cost

INTERNATIONAL KEY NOTE SPEAKERS IN HASTINGS JUNE 2006



Bernie Prince from Fresh Farm Markets in Washington DC told the story of the growth of the 6 markets that her organisation runs and of the associated activities that they are involved in schools and the local community. Jane Adams of Jane Adams communications in Sydney pointed to further activities that make up a local food system. Jane has been closely involved with the growth of farmers' markets in Australia and New Zealand as a catalyst and consultant. Graeme Avery CEO of Sileni Estates and chairman of New Zealand Food & Wine Tourism network outlined the development of regional food and wine tourism growth in Hawke's Bay and lessons that could be learned.

FMNZ MANAGEMENT HANDBOOK PUBLISHED



This handbook has been written by the founding members of Farmers' Markets New Zealand Incorporated (FMNZ), a group of Farmers' Market practitioners, market managers and stallholders. The aim is to assist people wishing to establish a Farmers' Market by providing some guidelines based on our collective experiences and observations of comparative international examples. The publication is also intended to be of use to operators of existing markets as a means of evaluating their operation. Intended for use on the Internet, the handbook includes active links that will take the reader to other websites with relevant information. A valuable tool for any Farmers Market to use with collective information from existing Markets

FOOD LOVERS WEBSITE OFFER TO ALL PRODUCERS



www.foodlovers.co.nz

Get valuable profile for your business by having a presence on one of NZ's busiest food and lifestyle websites. Foodlovers receives 75,000 hits per week so the market is a great way to promote and sell your wares NZ wide. The market gives you room to display a photo/logo plus a 25 word promotion about you and your business. This is accompanied by all relevant links and contact details - website, email, phone, fax etc... Foodlovers market stall holders are also promoted in our foodlovers newsletter and also on the Kitchen Garden show, each Saturday on Radio Live. Current market joining offer starts at \$100 (ex GST). Once you are on the market you are guaranteed a place for the next 12 months with no further costs! Contact Helen Jackson on helen@foodlovers.co.nz or visit www.foodlovers.co.nz

WHERE TO PROFILE YOUR FARMERS MARKET ?



There are many cost efficient ways to profile and promote your farmers market and producers. Ensure that your updated information is available at www.farmersmarkets.org.nz and then look at other websites such as www.fourcorners.co.nz and www.foodlovers.co.nz as places to promote yourself to potential stallholders and consumers. Network with your local Radio station and Newspaper and use tools such as Market Dollars for them to give away in exchange for advertising. Invite your local media to the market and personally introduce them to your market food "hero's" and it will be best networking that you can do, at no cost except for your time !!

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

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

