



farmers' markets new zealand inc.



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# { FRESH THOUGHTS } ISSUE 109 NOVEMBER 2006

## FULL AND ASSOCIATE MEMBERSHIP ROLL CALL



**FULL MEMBERS:** Hawkes Bay Farmers' Market, Marlborough Farmers' Market, Lyttleton Farmers' Market, Gisborne Farmers' Market, Otago Farmers' Market Trust, Canterbury Farmers' Market, Feilding Farmers' Market, Franklin Country FM, Hamilton Farmers' Market, Whangarei Growers Market, Farmers' Market Taranaki, Bay of Islands Farmers' Market, Tauranga Farmers' Market  
**ASSOCIATE MEMBERS:** Clevedon Village Farmers' Market, Matakana Village Farmers' Market, Invercargill Farmers' Market, Selwyn Farmers' Market, Parnell Farmers' Market, Devonport Farmers' Market, Moore Wilson Farmers' Market, Orewa Beach Farmers' Market,

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## AUTHENTICITY AND FOOD MILES



"The destiny of nations depends on the manner in which they are fed" has never been held so true, even if it was written in 1825. Never before has New Zealand teetered on the edge of the culinary void, worried about which direction do we take – do we embrace the food source close to us and recognize it for more than just protein and sustenance or do we continue to purchase and gorge ourselves with nameless, faceless and tasteless products from far away countries – it does not help that our own government will not make a stand and regulate country of origin for food products. Catch 22. NZ relies on other countries buying our food products – so therefore we will continue to import some 60% of subsidised pork products while the market thinks we make more money overseas than in the local market for our own products.

## FMNZ BOOKS AND BAGS



Farmers' Markets New Zealand 2007 Books have arrived in NZ and are available at a wholesale cost price of \$15 each with a recommended retail value of \$19.95. These contain information about most farmers' markets in Australia and New Zealand as well as recipes using farmer's market produce and will be marketed through out NZ. 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. Both Books and Bags are available on payment on sale arrangement so order now for Christmas [info@farmersmarkets.org.nz](mailto:info@farmersmarkets.org.nz)

## RESTAURANT AWARD FOR FARMERS' MARKETS



The Restaurant Association of New Zealand has recognized a truly home grown initiative in awarding the Innovators Award 2006 sponsored by Westpac to the Farmers' Markets of New Zealand. Presenting the Award, Westpac Auckland Regional Manager for Business Banking Greg Byrne, said "Innovators lead the way and set a path that others follow. There is no doubt that the Farmers' Market is an innovative initiative that has built a following in NZ with bustling markets up and down the country all the way from Northland to Cromwell and Dunedin and everywhere in between. With this award we are delighted to recognized the Farmers Markets in New Zealand, a truly home grown and local innovation."

## CUSTOMER SERVICE — ONE OF THE KEYS TO SUCCESS



This is critical to the success at Farmers' Markets. If you are a producer who does not particularly like talking to people and you find it difficult to convey your passion about your product, your sales will suffer - maybe think of appointing another employee to the stall who does enjoy this role. Ensure that your stall has friendly knowledgeable staff. One of the founding principles of the Farmers' Market is that the product is sold by a person directly involved in the production thus ensuring that they are able to tell the Customer about the product, ie is it spray free, the best cooking methods etc. Providing information about your growing techniques and uses of the product are essential to good sales. Do what you can to make the customers shopping experience a good one. Time taken listening to how an older lady's day went can make her week. Learn your regular Customers' names - they will love you for it!

## 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

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

