



farmers' markets new zealand inc.



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NEW MARKETS ON THE BLOCK.....



Each new growing season over the last couple of years has seen the emergence of new farmers' markets around the country. This spring is no exception and it's with great pleasure that we welcome Geraldine, Ashburton, Gore, Westport, Cambridge & Parnell to the big New Zealand Farmers' Market family. With over 45 member markets of FMNZ there is real synergy around the country as consumers now have the choice of supporting NZ producers and communities and getting the freshest and tastiest edible produce from their own backyards.

PARNELL TRUST FARMERS' MARKET



The Parnell Trust Farmers' Market is held every Saturday morning from 8:00am to 12noon in the car park of the Jubilee Building which was opened in 1909. This area was originally a market garden, where strawberries were sold in flax baskets. Almost 100 years later the strawberries are back, joined by avocados, fish and a multitude of other fresh food. The market opened the first Saturday in November and after four weeks Market Manager Melody Francis has seen the Trust's vision of a community meeting place come to fruition. Even the local dogs are welcome with a free pooch parking area, complete with an organic dog food stall! The Market is a great example of an urban farmers' market, bringing growers and consumers together for better food, respect and understanding.

ASHBURTON DISTRICT FARMERS' MARKET



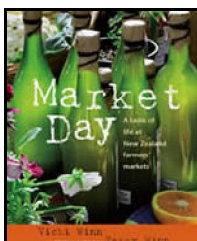
At the other end of the country, and the other end of the population scale, about the same time, a farmers' market started in Ashburton. It runs every 2nd & 4th Saturday of the month from 9:00am to 12noon from the West Street car park (northern end of Ashburton). Unlike an urban market this is farmers selling food to neighbours. While Ashburton is a huge food production area, finding that food locally has been a challenge until now. It's no surprise then that the mix of produce is very local - lamb, new potatoes, lettuce & beetroot, honey and turkeys, olive oil, and home baking. Just like Parnell the market is a meeting place for the community, as well as somewhere to celebrate all their hard work.

GE FREE AND PROUD



A new website has been set up to support and encourage companies with a GE-free policy to state it on their labels, so that consumers can choose to avoid GM ingredients. You can find out more information about this logo and website by going to www.gefreepolicy.com. The website states that any company that has made a genuine commitment to supplying GE-Free foods through all possible means should be encouraged to use a "GE-Free Policy" logo. While GE is a hot topic over the last couple of years, carbon natural and sustainability are other key issues coming to light in the food producing industry

BOOKS ON THE MARKET



There are two new books which highlight New Zealand's Farmers Markets currently available for sale through FMNZ. For friends and family of FMNZ there is a discounted price. For more information go to www.farmersmarket.org.nz. The first book is "Market Day - A Taste of Life at New Zealand Farmers' Markets" This luxuriantly illustrated book introduces a selection of markets from across the country. The second is "Dinner in a Basket" by Judith Cullen. From Nelson and Blenheim, from the Hawkes Bay to Central Otago, from Parnell to Wellington, Judith has created an abundant and vibrant cookbook that embodies everything the outdoor markets have on offer. FMNZ has now discounted its own guidebook to a recommended price of only \$9.99 - more info is available through our website. All book will make great stocking fillers as well as promoting the growth of Farmers' Markets in NZ

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.

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