



farmers' markets new zealand inc.



PO BOX 991  
BLENHEIM  
[www.farmersmarkets.org.nz](http://www.farmersmarkets.org.nz)  
[info@farmersmarkets.org.nz](mailto:info@farmersmarkets.org.nz)

# { FRESH THOUGHTS } ISSUE 107 SEPTEMBER 2006

## FMNZ BOOK SOON ABAILABLE—HOW MANY COPIES DO YOU REQUIRE?



Farmers Markets New Zealand 2007 books will be arriving in NZ next month and are available at an approx 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 by RM Williams who produce NZ Lifestyle and Leisure magazine. Talk to your local information 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

- [home](#)
- [market location](#)
- [discussion](#)
- [newsletters](#)
- [press articles](#)
- [media releases](#)
- [upcoming](#)
- [photo galleries](#)
- [what's ripe](#)
- [membership](#)
- [fruitful links](#)
- [contacts](#)

## WEBSITE FORUM — HOW TO USE



To View the forum go to [www.farmersmarket.org.nz/forum.htm](http://www.farmersmarket.org.nz/forum.htm). You must now register to post messages (this is separate from FMNZ membership) and this ensures that the Forum stays spam free. Once you have registered you can then post your views to the net under a specific topic. You are able to switch on and off email notification which will alert you by email that somebody has added to the thread and this way a discussion can be had by many people who share views on the subject. You can update your profile and view who you talking with, as well as sending private messages or email to a group of people. This is a great networking tool that will allow you to share your experiences with many other likeminded people around NZ and the world. A good example of this can be found under the heading of Food Miles

## FMNZ BAGS NOW AVAILABLE



Having arrived in New Zealand 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 recommend retail price of \$4 and \$3.50 respectively, allowing you to make a good profit as well as branding of your market through the NZ Farmers Markets website. Remember, this is the cost of a cup of coffee To view online go to [www.farmersmarkets.org.nz/gallery.htm](http://www.farmersmarkets.org.nz/gallery.htm) All enquires regarding please contact Chris Fortune [members@farmersmarkets.org.nz](mailto:members@farmersmarkets.org.nz)

## AUTHENTICITY OF YOUR FARMERS MARKET



Market Managers may find some stallholders start introducing merchandise to their stalls that relate to their product, but are not food. It is recommended that they be reminded of the rules of the market and have the items removed, as one exemption leads to another until there is the danger of becoming a flea market. All stallholders should be encouraged to sell high quality "field fresh" produce. By maintaining high standards and the field fresh reality, a consistently high standard for the market will be ensured. The best advertising is word of mouth and consumers will soon respond to quality products. Seconds should be labeled and priced accordingly.

## PRODUCT MIX OF OF YOUR FARMERS MARKET



The product mix at the market is a key management issue; attracting more stallholders leads to more customers leads to more stallholders. The market manager and committee must be proactive in sourcing quality stallholders. Large and small producers can be made aware of the opportunities that the Farmers' Market can offer their business. Larger companies can use the market for research and development and direct consumer contact. Small garden producers may be provided with a community stall that they can share to split costs. New vendors selling products that you already have at your market should be managed carefully. Competition is generally good for stallholders and attracts more customers. Some markets limit the number of stalls selling the same produce and some don't. You should balance the need to grow the market with the sustainability of the stalls affected.

## 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

