

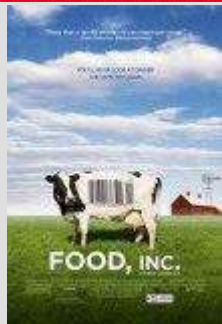
NZ FARMERS' MARKETS:
HONEST-TO-GOODNESS
GOODNESS



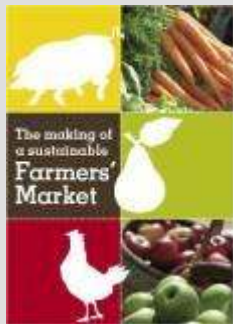
FRESH THOUGHTS FMNZ

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Food Inc - The Premier of the year in your town - FMNZ is pleased to announce that we have secured the movie FOOD Inc as a premier nationwide fundraiser for our Farmers' Markets and associated groups to raise funds for their local organisations. The premier release date is the 14 th of October and is garenteed to make your community hungry for more of your market. This is a generic Farmers' Market promotion and a great way to start the new season. You can promote your market and raise money for your group by encouraging consumers to think about where there food has come from. For information and trailers on the FOOD Inc the movie - [click here](#). To register your interest then please contact FMNZ info@farmersmarkets.org.nz so that we can provide you with fliers and information



Australian Farmers' Market Conference - after a early morning start to catch flights to Melbourne the 5 kiwi representatives attending the Conference were soon engaging in lively debate on Farmers' Markets and what is happening across the ditch. Well done to Victoria for leading by example for Australia by and implementing Authenticity and Certification. Even though we beat them in the rugby they still managed to impress us with representatives from England, America and all states of Australia. Lots of networking, debating and eating was done over the next 24 hours and the outdcome was a very fulfilling and satisfying for all who attended. The FMNZ report is located here



FMNZ Website - Marketground - we are very excited about this as it will enable all of our Authentic Farmers Markets to network and reinforce the "shop weekly" message to a greater audience. Stallholders from each market have there own webpageon which they can add photos, videos and send out notices to their customers. It will enable Market Managers to update what is happening at the market by using banners, flash, photos and video as well as keeping all information in a handy place - If you don't like or understand the internet then this is the perfect solution, as it one of the easist and quickest ways to get onto the information superhighway. Kerry is working with all of our markets to ensure that they are ready for the next best thing since local sliced bread. For more information contact secretary@farmersmarkets.org.nz



Spring Has Arrived - and it is that time of the year to brush off the winter blues and start planning for a busy season ahead. Feedback from around NZ is that good Farmers' Markets have been recession proof and have grown and weathered the financial crisis well . FMNZ would like to welcome Grey Lynn Farmers' Markets which opened its gates on the 6th September with overpeople attending. Rotorua, Wellington, Canterbury and Palmerston North will have new Farmers' markets this season and we look forward to working with them to help them succeed in providing a local fresh produce market for their consumers. We know that all good things take time to grow well but having dedicated, passionate organisers and a well-informed and supportive community will ensure success in the long term.



Farmers Markets in the Media - There are many opportunities to promote your market and stallholders in the media. Magazines including Lifestyle Block, Dish, Cuisine, Taste, Grill, newspapers including The Herald, Dominion, Press and ODT, from community radio stations to Radio Live and in-between, even TVNZ and TV3. We regularly network with all forms of media as our goal is to foster the ongoing development of farmers markets in NZ, so we would encourage you to keep updating us with your news. You will be amazed where we can take it. We currently have 40 members belongo to this innovative and forward thinking organisation and are always looking at ways to add value to our organisation.