



NZ FARMERS' MARKETS:
HONEST-TO-GOODNESS
GOODNESS

FRESH THOUGHTS FMNZ

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Winners announced - Cuisine Artisan Awards 2009

It was a struggle to choose just 10 from more than 90 fantastic entries, which is a indication of New Zealand's thriving artisan food culture. "It's exciting to see artisans forging regional culinary identities and local pride, and it is now time to recognise our local food heroes" The Winner was Salumeria Fontana sausages from Wellsford with the runner-up being Kina Pâté produced by Apatu Aqua in Northland. Other winners included Sherrington Grange Havelock cheese, from Marlborough Sounds; Ringawera Sesame Seed Lavash, from Waiheke Island; Aroha Elderflower Rhubarb Sparkle, from Canterbury; Ludbrook House Dessert Figs, from Northland; Aromatics Wine Barrel-Smoked Mushrooms, from Hawke's Bay; The French Baker's White Sourdough bread, from Greytown; Uncle Joe's Walnuts Spread, from Marlborough; and Provisions Roasted Cherry Chutney, from Central Otago. For more info [click here](#)



USUFRUCT grown -

"the legal right to use someone else's property so long as it's returned undamaged" In Cuba tens of thousands of acres of land were leased rent and tax-free to small farmers. The only two requirements are that you grow food on the land and the land is delivered in usufruct. If however you stop growing food or another community need develops, you have to give the land back to the government. As a result, thousands of families moved to rural land with land rights guaranteed as long as you farmed. Some in the U.S. dispute Cuban success. "If we do not have 1,000 acre farms in Nebraska and Iowa run by eight wheel 375 horse tractors, we'll all starve". Any permaculturist can tell you that a locally maintained polyculture out yields a monoculture by far. An individual crop within a polyculture may yield less, but when you stack multiple crops in the same space, polycultures out yield monocultures every day of the week.



Finding the "Right" vendors -

Organisers of Farmers' Market have at times underestimated the complexity and effort involved in getting farmers to join a new market. Finding farmers who are growing the right products for direct marketing or who are interested in selling can be a challenge even in a predominantly horticultural area. Consumers prefer markets with a well-rounded selection of produce and keeping a wide variety throughout the season is a key factor for successful markets. Fresh fruit and vegetables play the most important part in encouraging the "weekly shop" at the Farmers' Market. Personal contact and phone calls are the most effective ways to get word out about your market and never underestimate the power of good communication, something that is lacking in other



Special price for members only -

are you using all of the resources that are available to your market or business to promote and encourage the weekly shop? FMNZ has a members only special - green FMNZ bags for \$1.60 (exc gst and delivery) cash on delivery basis with all orders of 100 bags. This allows your market to earn extra dollars, to promote and encourage producers to return every week to your market. We still offer our use now and pay later deal that allows markets to sell bags with no upfront cost. We also have available books such as the FMNZ Market Guide book at \$6, Dinner in a Basket for \$24 and Market day for \$24. The new year is a great time to have these titles available at your market as people are looking for that something a little bit special and it also allows your market to make extra merchandise dollars and promote itself through the FMNZ website



Encouraging Participation -

Like many Farmers' Market managers and food producers you may feel that there is no one to whom you can delegate tasks to. This is a issue for small and large markets alike because at the height of the season everybody is busy and you need the support of your community but it takes time to build and encourage participation. Use these basics steps to fast-track your helpers - List your assets' and objectives, make tasks quick and clear, make tasks consistently short, build support, show appreciation and celebrate success and volunteerism. By having friends of the market you invite the community to become members who are now interested in the market being a success and will support you through rain or shine. To find out about what happens in the Farmers' Markets of NZ visit our forum by [clicking here](#).