



**NZ FARMERS' MARKETS:
HONEST-TO-GOODNESS
GOODNESS**

FRESH THOUGHTS FMNZ

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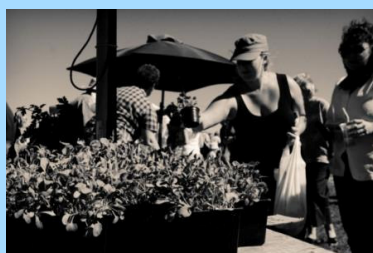
JANUARY 2009



FMNZ regional round up Milestone 2 - A very busy month of December saw FMNZ running 6 workshops around NZ with David Wilson and John Stanley - with a real understanding of “this is the way that we do business around here” being emulated from Southland to Auckland. Key messages from John Stanley’s – “Marketing the Farmers’ Market Brand” workshop were “Commit to and communicate clear business strategies” “Dare to be Different” “Just do it” “Delight Strategies – what is your lipstick ?” and “Who can you partner with in your community?”. Key messages from David Wilson included In times of change it is the learners who inherit the future” “Every single person has capacities, abilities and gifts” “The purpose of a business is to find and keep customers” and “Find out what your customers want and give it to them” Positive feedback and invaluable networking from the workshops provided a sound footing for the regional areas of NZ



Reviewing your Vision and Mission Statements - Your business or farmers’ market probably has such a statement filed away somewhere — it can be used to actively guide decision-making regarding the direction that your business will take. If you do not know why you are in business or what niche it fills, and whom it exists to serve you run the risk of trying to be all things to all people and you are then pulled in so many directions that you cannot be effective at anything in particular— Ask yourself what are you good at ? and then tell the world; make sure your mission statement is it kept in a visible place so that it can be referred to and that new people to your business or market can view and understand your vision. For the FMNZ Vision and Mission statements visit our website www.farmersmarkets.org.nz



I am the Customer By Tom O’toole I expect you to smile and greet me with genuine enthusiasm. Even if I’m upset or moody, I expect you to serve me with effortless care. I’ll change my mind often and ask many questions, you will be happy to oblige and answer me with a smile. I expect you to humour me even if I am not funny. I will even make jokes at your expense and you will still answer with a smile and a laugh. I will frown at your suggestions and sigh when you tell me the price. You will remain confident and smile with pride knowing your product is worth it. I will come when you are busy and expect you to drop everything and serve me quickly. You will apologise for keeping me waiting. I may choose never to smile, talk back or even acknowledge you comments; that’s just me that’s my right. I expect to be served quickly and even if I changed my mind or if I am wrong you will make me feel as if I was right with a smile and a conscientious thank you. Its quite simple . . . Greet Me, Talk To Me, Feed Me, Thank Me If you don’t . . . I will go somewhere else!



Making words work for you - Communication of your goals and strategies to your target market is what make the difference between successful marketing and wasted time and money - words that will give your market and food producers value are - Fast, Guaranteed, Free, Important, Improved, Simple and Easy, Limited, You and Your team, New and Luxury. It is the ability to communicate that “this is the way we do business around here” that will give your business the edge of competitors in you region. When you commit to communicate a clear business strategy you then start taking control of your business and ensuring that everybody is on the same page and heading in the same direction - no matter how big or small you or they me be.



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