



FRESH THOUGHTS FMNZ

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Authenticity June is a busy month for FMNZ as we endorse Authentication of NZ Farmers' Markets. Member markets around the country will soon have new tools in front of them after the FMNZ executive has worked on a number of exciting milestones to reach the final process of Authenticity. In short an authentic farmers market in New Zealand will be defined as one which has at least 80% of stall holders selling fresh, local produce they have grown or farmed themselves. In addition, a stall holder may sell value added products made from their own or other local produce sourced from their defined region. The move is designed to protect the Farmers' Market brand in NZ and to give customers faith that they are buying genuinely local food sold directly by the producer.

Managers' Forum 22nd - 24th June is the month of the inaugural Managers' Forum which will be held from the 22nd to 24th June at Pirongia Forest Park Lodge. Bernie Prince, manager of 8 FM's in Washington DC, has offered to come over and join with our market managers to exchange ideas and brainstorm problems all markets face. Graham and Anne-Marie Brookman from South Australia will also be guest speakers. Graham is the chair of the Adelaide Showgrounds Farmers Market, one of Australia's most successful farmers' markets. The Brookmans also own The Food Forest- one of the most innovative and interesting farms to be found in the sunburnt country. We expect managers to leave the forum with more tools, ideas, support and enthusiasm for successful farmers markets. The cost will be \$150 which will include accommodation and food and FMNZ highly recommends markets encourage their managers to get there. [Click here to sign in](#)

Free range pork..... The recent concerns about pig welfare are another reminder that people are becoming more interested in finding out where their food comes from, and how it is raised or grown. This is a huge opportunity for farmers' markets around the country, particularly for all meat producers. There is simply no other forum where customers can engage with the farmers who have grown their food. Nothing compares with being able to have a conversation with your customers. Use that time to educate them, and build long term, loyal customers. Consider help with manning your stall for the next few weeks. Take the opportunity with both hands and run! FMNZ have created a press release about this, to download and send to your local paper or other media outlet go to www.farmersmarkets.org.nz/

Benefits of FMNZ membership - With a network of 42 members markets there are many reasons to be a part of this very successful group of Farmers' Markets. This includes access to a wealth of experience and collated information, 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 and much, much more. For the full benefits of FMNZ [membership please click here](#)

Across the ditch a reminder about the 3rd National Australian Farmers' Market Conference which will be hosted by the Victorian Farmers' Markets Association on 22nd-24th August this year. There will be a contingent of NZ attendees as a result of some really great prices to fly over the ditch, but it would be great to see even more invading. -come and join us. The conference itself will be supported by Regional Development Victoria and will be held at Glen Erin at Romsey, Victoria (just 45 minutes from Melbourne). This association has received considerable state funding and is looking at a similar model of authenticity and certification as we are in NZ. The two(three?) day conference will include both international and national presenters, as well as practical workshops. There will also be the opportunity to explore a Melbourne and country Victorian Farmers' Market.

