



## Home Grown Market and Farmers Market NZ Joint Venture Opportunity



farmers' markets new zealand inc.

### Introduction

We'd like to take this opportunity to put forward some ideas and motivations for a possible Joint Venture partnership between [www.HomeGrownMarket.co.nz](http://www.HomeGrownMarket.co.nz) (HGM) and the Farmers Market New Zealand Association (FMNZA).

Our motivation for the initiative is to find a WIN-WIN-WIN situation where not only the HGM & FMNZA benefit, but also, and most importantly, the people within local communities.

### Overview of the Home Grown Market

#### The Idea Behind the Site

The HGM is a Community based website that has been setup as a FREE community initiative to assist locals with buying, trading and selling locally produced food or 'stuff'. The site allows people to find others in the community who can offer things they need. It could be the place to trade surplus backyard organic fruit, find locally grown veggies to buy, or sell homemade bottled jams. As long as it's made locally, it can be listed on the site's directory for Free

It's all about buying local, meeting people within your own communities and having some fun doing so. And it's 100% Free to Use !

#### The Site Stats

The site was launched in late March 2008, and in within just 2.5 months has already:

1. Achieved a registered user base of over **400 members**.
2. Received over **30 000 page impressions**
3. Got well over **120 listings** within the directory
4. Enjoyed some pretty **positive feedback from users**.

*"Brilliant!! Well done guys. My friends and I were saying we needed something like this and here it is."  
- Dawn*

*" I love, love love what you are doing, I have told everyone I know to join, and share their surplus. I have already made some great connections, exchanging bananas for pumpkins. It's brilliant." - Kazel*

*"This is just a big thank-you for such an awesome site you have established for people. I have forwarded it on to many of my family and friends so they can just see what you have done." - Diane*

5. **Established itself on Google as a high ranking website** for items listed within the directory. For example – do searches on Google (within NZ) for:

*homemade jams*  
*buy tamarillos*  
*fig trees*  
*buy mandarins*

You'll see that for each of these search terms (and many others too) – the **Home Grown Market appears on the FIRST page of Google.**

6. Built up a **loyal group of visitors/ web users.** Most visitors spend over **4 minutes on the site** and view just under **6 pages per visit.** PLUS, **over 35% of visitors to the site return to the site** again and again. (We have some that have visited the site over 100 times!)

## **The Site 'Technology'**

The site is built using an internationally recognised Open Source Content Management System called Joomla, which enables an extensive range of 'plug-n-play' type functionality, tools and features. There is therefore no lengthy development time for new features – as these are already freely available as part of the huge open source community that supports and uses Joomla throughout the world.

## **Joint Venture Opportunity**

The HGM is all about creating an online 'place' for people to discover local products within their communities. The real value however comes in when these people meet in person, when they exchange, sell or swap items, and in so doing, forge new relationships and friendships with members of their community that they otherwise may not have been able to establish. It's this interpersonal contact that creates the magic.

It's the self-same thing that drives the success of the Farmers Market. Personal one-on-one dealings with local members of your community, who you can establish good ongoing relationships with and simply have a chat to.

## **Now imagine this.**

1. Members and traders at the various farmers markets all around New Zealand could list as many items online on the HGM (for free) RESULT – members get free exposure to a wider range of clients and customers who may not have known they even existed.
2. Trading and selling of items listed on the HGM is all done in person at the Farmers Market itself. RESULT – even more people have a reason to attend the Farmers Markets.
3. Traders can build up a range of loyal customers and easily keep in touch with them through ongoing communication on the HGM, by using the range of community building tools (forums, friends, referrals etc) RESULT – Better ongoing communication results in stronger communities.

## Details of the Joint Venture

1. We'd commit to creating a separate menu item on the top menu of the site called – Farmers Markets. This would have a drop down list of all the Farmers Market's around the country, each of which would have their own page, location map and details.
2. These pages could be managed by the managers of the various market's themselves using a simple password login, and online content management system.
3. Updates, specials, date changes etc etc, could therefore all be profiled on these pages, and managed easily in real-time.
4. In addition – we would also create a link to - for example - 'Items on Offer at the Hamilton Farmers Market'. This would link through to a page where all the items that traders who belong to the Hamilton Farmers Market would appear.
5. Traders, when adding items to the HGM, would have the ability to select which Farmers Market they belong to from a drop down menu. This would then automatically 'tag' their item to also appear on the specific Farmers Market page and listing of products (as well as appearing in the STD regional directory as well)

The beauty of this joint venture is this:

1. HGM will drive even more visitors to local Farmers Markets by giving traders additional exposure to their specific products.
2. Farmers Market will add more listings to the HGM directory through their traders, thereby enriching the online experience for the wider community.
3. Members of the community now have 2 ways to find locally produced stuff.

A real WIN-WIN-WIN.

## Conclusion

We trust this proposal successfully communicates the joint venture opportunity and look forward to your comments and thoughts on this.

We'd also like to thank you for the initial support and encouragement we have already received from the FMNZA.

Best Regards

**Laurie Mitchell – Mick Gibson**

The Home Grown Market

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