



farmers' markets new zealand inc.
www.farmersmarkets.org.nz

FMNZ Strategy Feb 1010 DRAFT Version 1.1

Background

Farmers Markets New Zealand became an Incorporated Society in November 2005. It currently has 48 Member Markets as of 2010. The set up of the national body coincided with an agreement with, and seed funding from New Zealand Trade and Enterprise to establish a network of Farmers Markets around New Zealand.

This document has been drafted following a half-day workshop with FMNZ committee members (Catherine Parker (Parnell FM), Angela Clifford (CHCH), Jono Walker (Hamilton FM), Jennie Crum (Marlborough FM), Chris Fortune (Marlborough FM), Sam Lees (Geraldine FM) and Kerryn Jensen (FMNZ Secretary).

Mission

Farmers Markets New Zealand's mission is to:
foster the ongoing development of farmers markets in New Zealand

As part of this overall purpose, the national organisation (FMNZ) exists to:

- Spread passion for fresh, local, authentic food, by educating people and groups and engaging with (or lobbying) local government or national bodies.
- Protect and develop the Farmers Market brand, and brand values of authenticity, local, fresh food produce.
- Act as a mentor to local Farmers Markets, sharing knowledge and information.
- Progress the common interests of FM members.
- Facilitate excellent communication between markets and with consumers.
- Support local market managers to help local markets be successful.

Vision Our vision is to...*develop a national network of around 50 authentic Farmers Markets, drawn together by a shared passion for and commitment to fresh, locally produced, authentic food direct to consumers.*

For FMNZ specifically, this means:

- Working towards certification - showing each market does indeed meet the definition and standards of a "Farmers Market".
- Being a source for member Markets looking for quality help, information, resources, advice etc.
- FMNZ being established on a professional footing – with a paid coordinator and paid contractors delivering specific project outcomes.
- FMNZ taking on the overall role of PR and marketing the "Farmers Market movement" – but this does not in any way negate the local efforts to promote a specific market.
- FMNZ taking on national responsibilities around internal communication (across the network), liaising with Economic development Agencies, funding sources and national organisations with like interests.

Values Farmers Markets in New Zealand believe in sustainable, authentic, locally produced, fresh food. As well as these “food” elements, we value:

- Building and strengthening the social capital in our communities
- Educating people on flavour, how to select produce, how cook real food, nutrition.
- Value for money
- Sustainable, self-sufficient Farmers Markets.

Assets

- Websites – www.farmersmarkets.org.nz and www.fmnzmembers.org.nz
- Market members nation wide from Invercargill to Bay of Islands
- Network of media and likeminded people who actively promote Farmers’ Markets
- National goodwill of consumers who support local food producers
- 7 regional coordinators areas to represent members, 7 regional blogs
- Monthly newsletter, Fresh Thoughts
- Biannual national and managers conference
- Authenticity program implemented in late 2009
- National representation at NZFSA
- Part time secretary for FMNZ executive

What are our challenges/weaknesses?

Financial resources limited

Brand strength/weakness

Volunteer work: time constraints burnout

Growth in number of new markets (not everyone buying into membership)

Authenticity is a work in progress

Communication time frame with committee

Increase in new market/bigger work load

What are we trying to achieve/ opportunities?

Authenticity to protect FM brand

We are member’s representative body for all Famers Markets, both large and small

Food issues and Awareness - consumers and public wanting to know the origin of their food products

Encourage new growers to be stallholders, change perceptions of supply and market forces

Transitional initiatives,

Our point of difference to other markets, (ie Craft Markets, Country markets, Rotary markets)

Strengths

Comprehensive Market Management Handbook and Stallholders Handbook

Good Website resources including members area, blogs, social networking sites

National media awareness of the benefits of Localism

Cohesion between markets

Passion and commitment

Promotional and Marketing Collateral (Market Bags, Logos, Books)

Threats

Pseudo-markets using Farmers market name

Food safety laws inconsistency of implementation

Appearance of elitism/customer assumptions

Needing of outside funding and resources for the FMNZ organisation

Who are FM competitors?

Supermarkets, general mixed markets, traders produce market, hawkers, farm shops, box schemes, independent retailers,

They dilute customer base, but also most see us as a threat.

- We need to play on our biggest strength, direct from the grower/fresher.
- Once we get the customer to the market, the grower needs to know how to sell.

How can we help?

National level publicity, networking of likeminded people and groups

Information about training and workshops, (market managers/stallholders)

Effective marketing to increase grower stallholders (proactive recruitment).

Communicate with Horticulture industry and academia, permaculture trusts.

National Industry and magazine media/articles as a resource tool

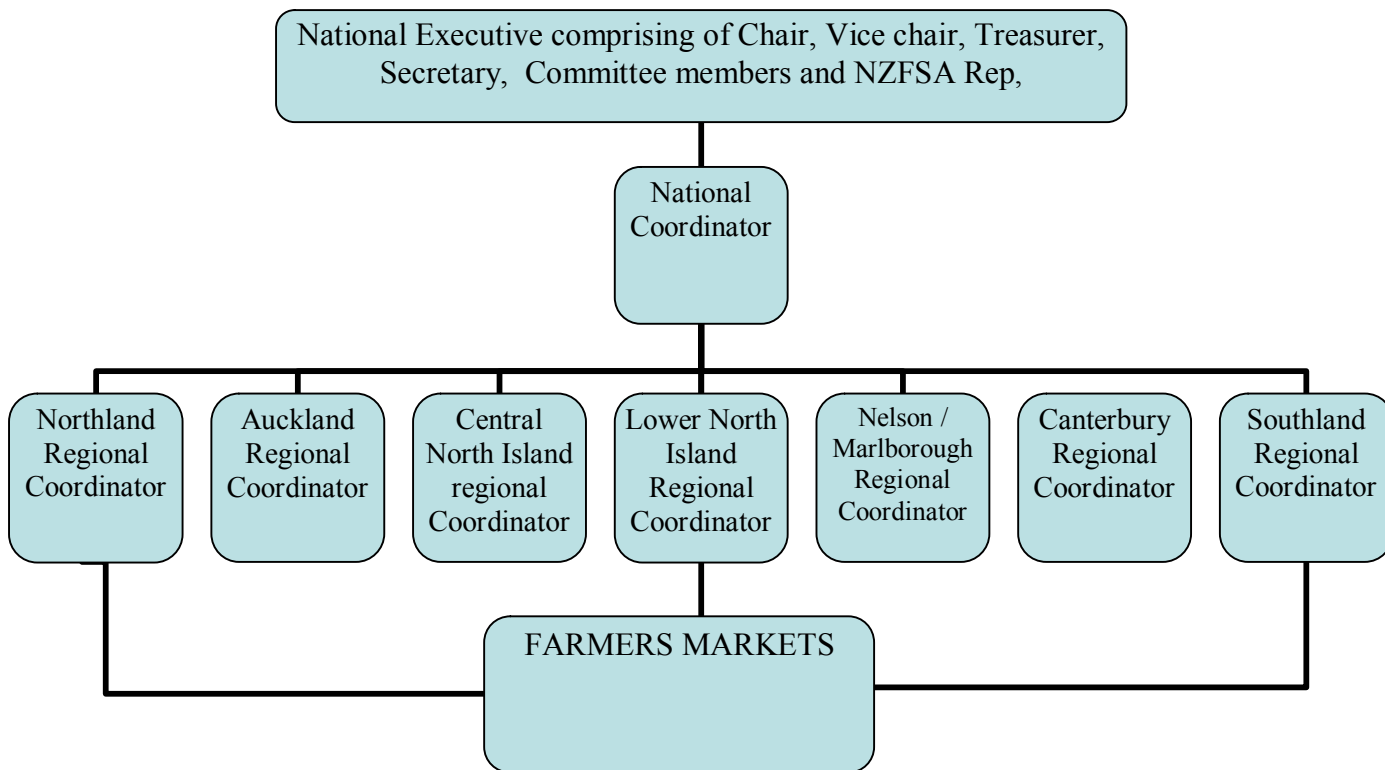
Can simplify process of how to become a stallholder by providing resources and information

How do we simplify communication?

Market member surveys –have been done by phone in the past – effective communication to all
Regional level meetings

Fund regional coordinators to disseminate information and help.

PROPOSED Structure of FMNZ:



Regional coordinator description: Communication between National Coordinator and markets, organise local markets together to share ideas/solutions, answering questions from markets, coordinating meetings, general enquiries, media enquiries, new market enquiries. Lobby local bodies. Visit the markets for auditing authenticity. Regional marketing. May sit on national exec.

Where do we get the funding?

Membership Fees
\$1 per stall Authenticity
National regional fund schemes
Sponsorship/private enterprise (national and regional)
Government (health boards?)
Regional self funding.
Website banners
Regional “Champions”

Ideal alignments for Sponsors (website banners and merchandise)

Green/environmental	Wine companies
Horticultural	Breweries
Ethical	NZ chefs
Socially Responsible	Phoenix
Renewable	Fisher and Paykel
Health, Education, Stallholders	Apple
	Swandri/Icebreaker/ Shedline
Power companies	Hubbard’s
Car manufacturers	Huggies
Green Party	Book publishers
PGG, Hort NZ	McGregors
Rabobank, Kiwi bank, TSB. National.	Waste management
Fonterra	
Alliance, PPCS	Accountants
Agresearch	

Individuals (Graham Avery)

Sponsorship structure (suggested)

National sponsor for FMNZ (platinum member)

Regional sponsor (gold)

Associate members (business) Silver. (benefits could include website banner ads)

What can we offer?

- Network and access to 45 national Farmers Markets markets, 1000 small businesses, 50,000 customers every week of the year
- The FM movement is about building and strengthening local communities, supports local businesses (vision statement). The brand is environmentally sustainable and projects fresh, seasonal, quality. Customers are interested in their health, knowing where their food comes from and are well read and educated people. They’re also looking for social interaction and learning more about food
- Website banner advertising and internet promotional click tools on websites
- National sponsors could have side panel on Market Bags. Also promotional and advertising space in monthly Fresh thoughts newsletter (data base is 2000)
- National conference and manager’s forum association/presence each year
- First option rights on specific events such as (Food Inc Premier Movie, Food Shows,
- Sponsor placement on clothing for market managers.
- Branding on vehicles for regional coordinators