



farmers' markets new zealand inc.

FMNZ SECRETARY
PO BOX 4400
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secretary@farmersmarkets.org.nz
www.farmersmarkets.org.nz

All markets/managers present on Monday evening and Tuesday morning presented information about their market and the issues that they face. The following is a list of all the challenges identified:

1. viewed as expensive/elite by locals
2. stall holder vs committee & vice versa
3. misinformation / do not understand what a FM is
4. waiting for committee decisions / answers to managers
5. committee meetings – how often & effectiveness
6. volunteers burning out – raising income to employ staff
7. limit of 3 types of produce & committee decision of who can go to market & sell
8. supermarket bully tactics on stall holders
9. fruit & vege producers – sourcing and retaining
10. wekkly balanbce of stalls
11. weather proofing / car parking
12. dealing with “off the wall” comments
13. growing local customer & stall holder base
14. stall holders using appropriate communication lines
15. “on-selling” authenticity
16. local fresh meat – how to get it into the market “legally”
17. other mixed markets in area drawing stall holders away
18. council – supporters or brick walls
19. location and being shifted
20. stall holders not recognising value of customer
21. new stall holder application
22. enforcing market rules with stall holders

Presentation from Andrew Murphy of Massey University

- information on research done
- design layout around retail principles – working paper

Customers are biased towards women, mid to upper income, heavily educated

Typical spend is \$40 or less

60% of customers visit most to every time

Common reasons for attending FM

- fresh food
- fun/nice atmosphere
- local produce

Average age of customers 40-50 & 60+

Remember if you would like customer and stall holder research done on your market please email Andrew on a.j.murphy@massey.ac.nz

STATISTICS TO BE ATTACHED

Bernie Prince – USA



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“forget organic – eat local”

Lets eat right

Wellness- you are what you eat

Being a venue that people choose to go to

Changing the way we eat:

- fresh & seasonal
- sustainably grown
- humanely raised
- heirloom varieties
- pasture fattened
- less chemicals
- less food miles
- more taste & flavour
- better for you
- What is special about your local area? – celebrate it!!

“fresh healthy food – isn't that what I deserve?”

- it's not a luxury – a luxury is something you can do without

The farmers need to be economically viable

There are farmland protection funds

- tax advantages
- real estate tax
- cigarette tax
- voters

It's all about farming in the region and enabling farming to continue into the future

WHY IS IT IMPORTANT TO SHOP AT A FARMERS' MARKET?

- Food miles – can be tricky

Keep track of farmers sales – never reveal the figures to anyone else, but summarise the data

- Total sales
- \$ increases
- % increase in customers
- Record farmers sales

Application – everyone has to apply annually; list their produce, quantities, site map of land & crop plantation.

If you want to bring a new product to the market you have to clear it through the management – if there is a product for sale that's not on the list the tell them to remove it.



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PROGRAMMES

- Gleaning – produce that they cant sell, get the charity organisation to pick it up after the market – stall holders donate their left overs
- Educational programmes at markets – chef demos, good way for them to market themselves – make it a simple recipe
- Book signings
- Fun activities – home chef contest
- Plant swap
- Adding an additional activity without taking away from the food
- Seniors food coupon programmes – ways to work with the market to attract different socio-economic groups eg: food stamps
- Schools
 - Farm field trips
 - Take the farmers to the schools
 - Get the kids learning in the school garden
 - CREATE a TEMPLATE
 - Barriers – “I’m not a gardener” – take the pressure off the teacher
 -

CHALLENGES TO MARKETS

- Loss of site
- Not enough farmers
- Not enough customers
- Competition from new markets
- Food safety
- High cost of food
- Food for everyone
- Beyond the markets
 - Take advantage of negative situations

Cost comparisions are important – give feedback to the customers

Share your goods news – celebrate things often

Be open to new ideas – eg: blogs, twitter, facebook – you have to update them regularly, who is going to do it?

Buy local buy fresh – get people thinking about using local stores as well

For stall holders – think about things you can do outside the market to help you

Box schemes – sign up people at the market

Check out website – www.freshfarmmarkets.org.nz

Calendar of events



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Contribute online

www.localharvest.org

BERNIE applauds us for setting authenticity standards

Things to think about – do we need to offer profit & loss analysis to our farmers?

- sponsor workshops for farmers

Presentation from Graham & Annemarie Brookman – Adelaide FM

Food sustainability issues – why are farmers markets vital?

- Environmental issues – petrol ready to rise, and when it does we will be surely thanking farmers' markets.

In SA the rivers stopped flowing – 2 main food chain suppliers in the country and they are killing growers

If the kids are used to buying in a real food environment then we'll have a sustainable future.

VERY authentic – try to be very hardline with who and what products come through

Promoting sustainable food production

- environmental issues
- interact with schools
- growing & proper use of food

KIDS Club – kids kitchen, cooking, and how to be healthy

COMMITTEE members – accountant, lawyer, HR expert, food expert... need a good variety of skills

Adelaide FM has a large catchment area =- 8hr drive from Port Lincoln to Adelaide!

FINACIAL MODEL

- memberships (get 10% off all purchases) – about 200 per year = \$130,000 income (\$65 annually and sliding cheaper as the year goes on) – it is a swipe card so is also used as a means of counting customers coming in through the door
- stall fees (\$69 per week per 3x3 stand)
- catering tariff
- info stand stalls – gardeing books, bags
- donations, grants, and contracts – health dept, kids club
- rental – parking fees offset site rental

Do not allow plastic bags – must be compostable



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The stuff beyond the market day – how we can change the food culture of the community

Update regulations regularly

It's meant to be a top line market, so you've got to stay on top of the stall holders

Find a strong managers – great communicator, and strong committee – open communication

Support your manager

- contract with fair employment package
- time to create market
- financial backing
- skilled committee
- relief stall

Recruiting stall holders

- access potential data bases
- building relationships
- keep following up

Keep the market balanced & honest

- weekly newsletters – usually reminding them of stuff they are getting slack at
- inspections, audits, licences, proof
- setting examples
- leasing land – we have to see the rates they have paid at council level and a lease agreement
- ongoing recruitment and development of current stall holder enterprises

PROMOTION

- signage
- the grand launch
- media friends
- special occasions – festivals – get the growers flamboyant!
- Guest chefs
- Media savvy committee
- Website
- Becoming a major tourist attraction
- Entrenching yourself in government eyes
- Is advertising required?
- Cross promotions

Manager to stall holder

Info-pack – stall holders don't remember everything, therefore communication is vital

What is your land capability?



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From market point of view, a certified organic grower can be beneficial

GROWING TIMES

- Salad crops 7-8 weeks
- Nut crops 7-8years
 - Diversity is useful

Useful for market managers to have knowledge of harvest process –
\$\$ time processing marketing

Can that property really grow that much product?

Can they value add?

Seconds doesn't mean rotten but really small or really large or bird pecked...

Quality control is really important

If you can charge good prices you need to guarantee your product – are the pickers educated?

Adelaide FM do audits before they come on board – usually 2 people so that one can be asking questions while the other is looking around corners

Plus do spot checks on stall holders now and then

Educate customers in seasons

Do programmes for kids, science, garden...

Who is responsible for cleaning up? – EVERYONE

Security & storage available

Give left over's to the food-bank

Stall holders need to take responsibility for their own stall and position tables etc to minimise theft

Make everything look abundant even when you only have a few last things left

Understand your customers – do customer surveys, (quality, sustainability)

Statistics are very useful at many levels

Who are not customers and why are they not there?

We need more farmers markets around the world and more managers! – GROWTH

The 10% discount offered = price that into your pricing

We're in danger of being perceived as a bit up-market; need to start pitching as being economical and quality



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Authenticity Discussion

We looked around the world, but there was nothing to copy – Victoria was in the same position as us.

In order to have authentic FM's you need to have a clear system.

As a marketplace you are prepared to come on board, and work with your stall holders

Successful markets have consistently got people pushing for authenticity and committees need to keep pushing and holding on to the vision.

Well done to everyone because you've done it the hard way! The easiest ones to get certified will be the news ones.

Now is the time to bend the rules back into shape.

WE use Geraldine FM as a case study to demonstrate –

2000 population

22 stalls

HOW can they reach 80%

“from a customer standpoint, certification should be reserved for the food”

- we decided that cut local flowers are approved because they are non-edible but local (would be allowed in your market if they fit into your rules)
- smoked meat – he smokes it himself, but it is sourced from local farm = certified

“what about caged vs free-range?” – we decided that as long as the stall holder is honest and transparent, the customer can make their own choices – BUT make them label it

- it's about making it easy for the customer, they shouldn't have to work hard to find the information – and that the stall holder is absolutely upfront with the consumer

FMNZ sets the guidelines – individual markets set the rules and regs

We will give first option to suppliers within the 50km radius, if we can't supply within that area then the next 100km has first option....

Dog roll & hay etc... = approved not certified

What about a local butcher – it comes down to traceability – if he knows which farm his meat comes from then you can determine if it is local meat or not.



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Geraldine has currently 74% certifiable stall holders. All it would take is getting one or more certified stall holders to achieve the 80%, so no need to boot out any current stalls!

Website presentation.

NEW FMNZ WEBSITE – marketground.co.nz

The purpose is to give a tool that makes it blindingly easy to administer and keep updated.

Looking at one page – the stall holder page took just 10 minutes to create! AND the market webpage took just half an hour.

Each page can be linked out to other websites, the stall holder pages link to the market pages and both the market pages and the stallholder pages can link back to the FMNZ page. Each site would cost \$1000 if you were to go out and do this your self, but with the sponsorship from Sportsground.co.nz we can offer this for \$1 per week as part of FMNZ authenticity.

This tool enables the stall holder to communicate directly with their customers – when the seasonal products are ready, what's new this week... etc...

It's all about removing the technical challenge -

The system is called WYSIWYG (what you see is what you get)

- you will be given a login, go to the function panel, and "edit site".
- Adding a picture is as simple as clicking on "click to add picture", then browse to find picture, and click upload
- The system automatically resizes the picture to an image size that is suitable for all internet users – so that dial up users will not be frustrated with slow loading on these sites
- When uploading documents the system automatically turns them into PDF's – which is a much safer internet document system (WORD docs online can harbour viruses).
- It all happens in real time.
- The market manager will be able to add a new sub-site when you get a new stall holder
- If there is no content, the page is automatically not displayed

All this activity from all the markets, and stall holders will increase the google ratings for all, which puts us higher up the list on google searches. It also creates a sense of community and traffic flow through the websites.

You can encourage your stall holders to notify any specials, new season, new products.

The public can opt in to group email either to the individual stall site or to the market site – by making a notice on the website they also receive it as a newsletter in their email. People can then refer each other to the website, creating ambassadors – therefore expanding your customer base. This is a highly active site because each stall holder is interacting, as well as markets, and FMNZ – boosts rankings and drives more traffic to the site.

There will be consistency in the layout – each page will have common branding of FMNZ, as well as the Authenticity logo. There is also space for your own sponsors to be displayed on your page.

Help –

There will be online video tutorials, tools, and help online



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Sportsground.co.nz will also help each market set up their market website and learn how to set up the stall holder sub-sites.

How it works –

Any individual can be given authority to edit a site, they simply register as a user and then ask for approval. The manager will click approve. The manager will have overriding authority \and can remove or delete things if necessary.