



farmers' markets new zealand inc.



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## { FRESH THOUGHTS } ISSUE 19 October 2007

### GOT THE COUNTRY COVERED



It's been a busy couple of months for FMNZ. It began by confirming the new executive- Chair: Chris Fortune (Marlborough), Vice Chair: Angela Clifford (Canterbury), Treasurer: Jennie Crum (Marlborough), Media Officer: Ian Thomas (Hawkes Bay) and Merchandise: Keith Hutton (Fielding). Also on the exec Helen Worboys and Helen Dorresteyn (Auckland). With the inclusion of Rodger Whitson from Otago at the first meeting, its obvious FMNZ is in great shape and is representing the hopes and concerns of Farmers Markets across New Zealand.

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### PRIME TIME



Many of you would have caught the story about NZ Farmers Markets on Campbell Live (TV3) last month. It was a discussion about authenticity as a result of a new market being set up in Auckland. If you missed it go to [www.farmersmarket.org.nz](http://www.farmersmarket.org.nz) and follow the link. Well worth a look. The story was facilitated by FMNZ and just shows how much passion and depth of feeling there is about an authentic model of Farmers Markets in New Zealand. It has created lively debate in Farmers Market circles, which is fantastic, and many people feel the answer is certifying markets and stallholders. Of course we are not the first country to have this debate and to see a solution go to [www.farmersmarkets.net/certification1](http://www.farmersmarkets.net/certification1)

### FARMERS MARKET GUARANTEED



As shown by the Campbell Live piece, anybody can call a market a farmers market. One way to convey to customers that your market is the "real deal" is to introduce a certification scheme here. FMNZ is currently working on the mechanisms of this, and we would invite input from our members and other parties. Go to the discussion forum at [www.farmersmarket.org.nz](http://www.farmersmarket.org.nz) Go on..... have your say.

### NATIONAL LOBBYING & REPRESENTATION



FMNZ has been invited to join the Food Retailers and Food Service Advisory Forum. This in itself is a major triumph. Other organisations invited include Foodstuffs, NZ Retailers Ass, Progressive Enterprises, Moore Wilson's, Retail Meat NZ, & Chevron (Star Marts). The objectives of the forum include:

- Providing an opportunity for NZFSA to receive feedback and advice from key organisations covered by the Food Act
- Providing an opportunity to discuss issues related to composition and labelling covered by ANZ Food Standards Code

Our representative on this forum will be Ian Thomas. Watch this space!

### MEATY ISSUES



Another "meaty" issue this month shows NZFSA is interested and engaging with markets about the sale of safe food. We all want to see safe food sold at our farmers markets and to this end they recently produced a one-page document to facilitate the sale of meat at markets. Go to <http://www.nzfsa.govt.nz/processed-food-retail-sale/meat-stalls/index.htm> This is a must for anyone selling or contemplating selling meat at a farmers market. It is also another example of the benefit of having a national body to lobby for stallholders and markets at a national level.

### MEMBERSHIP OF FMNZ - BENEFITS TO ALL MEMBERS



- Access to a wealth of experience and collated information from within New Zealand and internationally.
- 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

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