



NZ FARMERS' MARKETS: HONEST-TO-GOODNESS GOODNESS

FRESH THOUGHTS FMNZ

ISSUE 29

September 2008



Cuisine Artisan Awards 2009 “From craft bakers, olive oil producers and chutney and jam preservers to charcuterie experts and boutique brewers — there are skilled artisans popping up around the country,” says *Cuisine* deputy food editor Fiona Smith. “We felt it was high time that these talented artisans and the fruits of their labour were recognised. New Zealand is a country that is renowned for the exceptional quality of our fresh produce – fruit and vegetables, meat and seafood and dairy. This is a great foundation for our local food producers to add value. The rise and rise of farmers’ markets and the immense popularity that they have experienced have given artisan food producers an avenue to sell directly to customers and given people access to excellent locally produced food. Visit the [Cuisine Website](#) or download the press release from [Farmers Markets NZ](#)



The raw milk deal The NZFSA is currently reviewing the legislation around Raw Milk cheeses. If you feel really passionately about this issue then we encourage you to make a submission, no matter how brief, even if it is just to say that you support the freedom to make your own informed choices about what foods you eat. Reading through the proposed standards it seems that we will only be allowed hard raw milk cheese and not soft or young cheeses. The gist of our submission will be that whilst we welcome the move towards allowing more unpasteurised cheese in New Zealand, we can't see why this should only include hard cheeses as soft unpasteurised cheese produced using industry best practice from the farm to the retailer, is just as safe as soft pasteurised cheese. [Click here](#) for more info about the issue as raised by the [Canterbury Cheese mongers](#).



NZ grown - Information about Buy NZ and NZ grown has been sent to all markets and uploaded to the Farmers' Markets NZ website. There are many benefits for food producers of all sizes to allow them to market and sell their products direct to the public including new websites www.getnzmade.net and www.homegrownmarket.co.nz. In recent surveys it showed that NZ grown food has the largest following for consumers but they still find it difficult to find. We all know that it can be found at your local Farmers' markets but what about all of the other days of the year. Consumers are wanting to buy local foods at any time of the day and the web provides a important marketing tool for all food producers both large and small. The Cottage industry membership is a new category for smaller food producers and allows them to network with other producers and consumers throughout



FMNZ Bags and Merchandise FMNZ bags are printed with a full colour logo with the Farmers’ market definition on the gusset. They will promote your market through the FMNZ website and provide your customers with a high quality reusable bag. Large Green FMNZ bags will increase your market’s income from selling these very popular bags on your information stall or give them to stallholders to sell on behalf of the market. Use them as promotional tools or fundraisers for groups, they are the same price as a cup of coffee and will encourage your customers not to bring there Pack and Save bags to the Farmers Market. FMNZ can dispatch numbers as required and there is no payment to FMNZ until they have been sold by your market or stallholders.



You tube - FMNZ has been busy updating its website and you can now find videos link back to you tube. These include videos from [Whangarei, Oxford, Fielding, Marlborough, FMNZ conference and the Black Barn Farmers market](#) and FMNZ is happy to promote and link to all of its members. If you have any video or photos galleries that you would like published so that consumers and media can view your market then contact FMNZ and will be happy help you get it onto the net. FMNZ has a large library of photos and tools available to media and members so that we can truly represent the real farmers' markets of NZ and promote regional food and producers.