



Farmers' Markets New Zealand

(FMNZ) Strategic Plan

Jan 2021 – Dec 2023

This document has been prepared following an FMNZ Executive workshop in Nelson (26 Jan 2021) with Executive members: Jonathan Walker (Waikato), Maggie Asplet (Gisborne), Wendy Wilson (Nelson), Cam Booker (Christchurch), Sue Lowe (Nelson) and Dave Kennedy (Southern)

Background

Farmers' Markets New Zealand became an Incorporated Society in November 2005. The set up of a national body coincided with an agreement with, and seed funding from New Zealand Trade and Enterprise with the purpose of establishing a network of Farmers' Markets around New Zealand.

Following funding received from Buy Kiwi Made in 2006 a National Authenticity Scheme was developed and launched as markets valued the importance of identifying themselves as authentic Farmers' Markets.

The association currently has 25 member markets as of Jan 2021.

Mission:

To foster the ongoing development of Farmers' Markets in New Zealand.

Aims:

- Spread passion for fresh, local, seasonal 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 local, fresh food produce.
- Act as a mentor/facilitator to Farmers' Markets, sharing knowledge and information.
- Progress the common interests of FM members.
- Facilitate excellent communication between markets and with consumers.
- Support market managers to help markets throughout New Zealand to be successful.
- Network with other global Farmers' Market organisations (e.g. Australia, U.S., U.K.) to identify opportunities and to benchmark best practice.

Vision :

To provide the support needed by Farmers' Markets to ensure the long term sustainability and success of local food production throughout New Zealand.

Values:

Local Food – Farmers' Markets New Zealand believe in supporting, encouraging, and growing sustainable, and locally produced fresh food.

Strong Communities - Building and strengthening the social capital and food resilience in our communities.

Education – Educating local communities on the importance of our ability to produce food locally, to embrace seasonal eating, and to understand good quality food, nutrition and how to cook these foods.

Value – Supporting Farmers' Markets with pertinent and relevant information to ensure self-sufficiency and sustainability.

SWOT Analysis

Internal:

Strengths

- Established November 2005
- Passion and commitment of FMNZ Executive
- Growing National awareness of need for local food resilience
- Public want to support local businesses
- Increasing demand for fresh local healthy food
- FMNZ representative on MPI Food & Beverage Forum
- National Farmers' Market Week
- Annual National Conference
- Support and advice during crisis

Weaknesses

- Brand awareness of Farmers' Markets at consumer level · What is a FM?
- Engagement with social media is poor
- Volunteers have limited time available
- Lack of finance
- Communication with markets difficult due to changing committee members and contacts
- Small voice in large food industry - hard to be heard
- Lack of primary producers, especially vegetables
- Regional inconsistencies in FM culture

Internal:

Opportunities

- Farmers' Markets are being embraced by NZ consumers
- People are becoming more aware of what goes into their food and want to learn more

- Educating people that farmers' market produce is very good value for money
- A resource for member markets looking for quality help, information, resources, advice, etc
- Being established on a professional footing with paid contractors delivering specific project outcomes
- Promoting the "Farmers Market Movement" at a National level
- Partnership with HortNZ and other relevant organisations

Threats

- Food safety rules inconsistently applied throughout the country
- Farmers Markets not seen as the place to buy staple foods - elitist/expensive
- Lack of outside funding and resources for the FMNZ organisation
- Not recognised as an essential service
- Legislators / public not understanding Farmers Market definition
- Supermarket dominance putting pressure on local markets and small growers
- Authentic farmers markets becoming either general markets or allowing onselling to survive due to lack of growers

Strategic Priorities for next three years

1. Plan for Executive succession

- Ensure the executive sustain a good skill set
- Encourage new executive members to make a minimum 2 year commitment
- Executive to have clear roles and responsibilities
- Ensure good use of Google Drive to protect association's documents and records

2. Membership of FMNZ

- Maintain and grow FMNZ membership
- Ensure FMNZ provides valued support to members
- Engage with non-member Farmers Markets
- Maintain up to date member contact details

3. To build and sustain the Farmers Market community through the delivery of a quality national Conference

- To have 75% of markets represented at Conference
- Secure sufficient funding to support Conference
- Ensure stimulating and engaging speakers
- Provide relevant workshops
- Develop links with overseas FM associations

4. Plan and execute a successful National Farmers Market Week in early autumn

- To raise awareness and celebrate Farmers' Markets nationally
- Theme for NFMW "Food Resilience in Times of Crisis"
- Farmers markets are backbone of food resilience - encourage markets to celebrate regional distinctiveness
- Use Zoom to communicate, share ideas and to strengthen national market community
- Engage with social media

- Provide press release to markets and other resources
- Celebrate relationship between farmer and consumer, and value for money at Farmers Markets
- Our pricing is competitive, our quality is outstanding

5. Build Links with Government and Industry Bodies

- List and prioritise relevant bodies
- Develop a strategy of engagement based on priorities
- Create a timeline of implementation

6. Farmers Markets to be Recognised as an Essential Service

- Build relationships with government advisors/ministers
- To get a representative on the Industry Transformation Plan panel
- To identify Farmers Markets as key providers of local food

7. To Investigate the Lack of Small Growers in the Industry

- What has caused the drop in the number of growers?
- Seek funding to engage a researcher
- What are the barriers to new start ups?
- What is needed to overcome this?