

*The Farmers' Market New Zealand executive invite you to attend the annual conference to be held in Wellington this July. A great opportunity to network with fellow market managers, learn from experts and hear the latest from NZ and overseas. See you there!*

**Monday 14 and Tuesday 15 July 2025**  
**St Andrews Centre, 30 The Terrace, Wellington**

**Sunday 13 July** - Meet at Vibant! Bar at the hotel for a drink at 6pm. Dinner - own arrangement.

**Monday 14 July** - 8.30am - 4.30pm, followed by conference dinner at 6.30pm.

Some of the speakers:

- **Robin Moon** - World Farmers' Market Coalition. What's happening around the world?
- **Jane Adams** - Australian Farmers' Markets Association. How it all started.
- **Robyn Guyton** - Longwood Loop
- **20 years of Farmers' Markets New Zealand**
- **Donald Nordeng** - Biogro

**Tuesday 15 July - 8.45am - 3pm**

- **Ha Tran** Vietnam - Slow Food Farmers' Markets in Hanoi
- **Kevin Hague** - Rebalancing the Food System
- **Farmers' Markets New Zealand Annual General Meeting**
- **Market Managers workshop - hot topics**
- **Small Scale Growers workshop**

## **SPEAKERS**

**J. Robin Moon**, DPH, MPH, MIA, is a transdisciplinary scholar in social epidemiology, a practitioner and entrepreneur for health justice, and an educator in public health. She is a seasoned public health executive leader with nearly 30 years of experience in private and public sectors. Her areas of expertise include food systems studies, farmers markets research and evaluation, and many other areas. She is also an entrepreneur and startup strategist in the health and wellness space.

Dr. Moon has worked in farmers markets evaluation and strategy since 2006; she has studied public markets and farmers markets throughout the US and the world, and created market typology as well as survey instruments to measure economic, social and food environment impact of farmers markets for producers, consumers and community where the markets reside.



**Jane Adams** For 25 years Jane has pursued a vital interest in farmers' markets, a significant driver of economic development and food supply in regional and urban Australia and New Zealand. One of the founders of the Australian Farmers' Markets Association (2003) Jane currently chairs this peak national organisation. From 2021-22 Jane represented AFMA on the Australian Department of Agriculture Ministerial Organics Advisory Group. A catalyst of farmers' markets across Australia and New Zealand, Jane undertook a series of New Zealand farmers' market development workshops in the North and South Islands in 2005 that spurred on the NZ farmers' market sector. She has continued to mentor community groups from Albany (WA) to Willunga (SA) and Byron Bay (NSW) and beyond to establish

successful farmers' markets in regional and city centres. She consulted to the NSW Government to establish the prominent Sydney Carriageworks Farmers' Market. The 2017 national Boots For Change campaign conceived and steered by Jane achieved a Philanthropy Australia award.

**Robyn Guyton** led the establishment of the South Coast Environment Centre (SCEC) in Riverton in 1996. Through the centre, and the community groups it encompasses, she has developed a number of significant initiatives including the: Open Orchards Project that has identified and preserved over 100 different varieties of heritage fruit trees and established numerous community and school orchards; Southland Seed Savers; Provided workshops and education resources supporting growing food and sustainable lifestyles and Longwood Loop, a mobile farmers' market that connects a number of isolated communities with their local food producers and consumers. Robyn and her husband Robert live in a thriving permaculture food forest they have developed over 30 years. [https://www.youtube.com/watch?v=mdi\\_9o92XcU](https://www.youtube.com/watch?v=mdi_9o92XcU)



**Kevin Hague** was previously the chief executive of the West Coast DHB, Forest & Bird and the NZ AIDS Foundation, and was a Member of Parliament for the Green Party. He has been active on human rights, Tiriti o Waitangi and conservation and is a senior figure in the health sector. He currently (and previously) chairs the Public Health Advisory Committee, which provides independent expert advice to the Minister of Health. In 2024 the Committee published a report on Rebalancing Our Food System.

## ACCOMMODATION

Ibis Hotel

153 Featherston Street, Wellington.

**Discount on best rates of the day - click on the link below.**

The hotel is 10 minutes walk from the conference venue. **If this hotel is full when you go to book, please look for your preferred accommodation, be it hostel, Air BnB or hotel.**

<https://accorevents.com/offers/farmers-markets-nz-conference-2025>



Terms & Conditions: 15% Discount on our flexible rate of the day. Rates and accommodation are subject to availability at the time of booking. A Credit Card is required at the time of booking to secure the room(s). Bookings can be cancelled up to 18h00 7 days prior to arrival at no charge. Any cancellations after this point are charged in full. Full pre-payment is due 7 days prior to arrival. Must be booked via online link above. The link will be available to book up to 30 days prior to arrival.

## REGISTRATION

**Full conference - Monday 14 and Tuesday 15 July \$325 per person (member) OR \$350 per person (non-member)**

Includes conference programme, daily catering and conference dinner (beverages own expense)

**Day registration - Monday 14 July OR Tuesday 15 July \$175 per person OR \$200 per person (non-member)**

Includes conference programme and daily catering. Please indicate on your registration which day you are attending.

**Additional conference dinner booking Monday 14 July - \$85 per person.** Meal only, beverages at your own expense.

Go to the website [www.farmersmarkets.org.nz](http://www.farmersmarkets.org.nz) to register for the conference. One registration per person. On receipt of your registration, your registration will be checked and an invoice will be sent for immediate payment.

