



FARMER'S MARKETS NZ CONFERENCE 2023 (3-4 July)

DAY 1

USE OF VOLUNTEERS AT MARKETS

Meghan Bond PhD (Harvest Market, Launceston, Tasmania)

- Volunteer co-ordinator
- Launceston Nth Tasmania, agriculture/Tourism main industries
- Harvest Launceston authentic market (10 years old), all stallholders sell what they produce
- 70 stalls in Summer, 44 stallholders midwinter.
- Market has 5,000 visitors at peak, around 2,000 mid-winter
- Market started with volunteers because of their own supermarket duopoly and wanting local food
- Structure: Harvest Board, Market day volunteers, Friends of Harvest (supporting organisations)
- The Harvest Market Volunteer Experience:
 - Wide promotion of the role
 - People email interest, application online (name, contact details, health, what shifts).
 - Many connect through word of mouth
 - Different roles on data base from heavy work (setting up, packing down) to customer support.
 - Shifts organised ahead and people put into appropriate roles. Experienced volunteers put into greeting and directing customers
 - Volunteers get vouchers at end and gifted goods from stallholders
 - Get newsletters
 - Annual volunteer engagement survey
 - Contact those who don't turn up, welfare check
 - Building a close community
 - Provide references for volunteers
 - 1hr to 2hr shifts, shifting to different jobs
 - Different Roles: Greeting at gate, customer numbers, waste management/education, waste stream audit, setting up, pack down, information stall, Rover role

- Practically all waste at market compostable (including coffee cups around 500 discarded per day), but some people bring in non-compostable stuff that needs management.
- Sunscreen, water available, volunteer aprons and high vis jackets (for set up and pack down)
- 16-20 volunteers a day, about 60 on books, around 40 regulars
- Volunteers also available for other events
- Only one paid staff member for market, most work done by volunteers (25 hours of donated time each week)
 - Volunteers bring in their own friends and family, great ambassadors
- Young students use market to help with food budget, older volunteers enjoy the community and social interaction.
- Survey found 95% strongly agreed that they enjoyed the role and would recommend others to volunteer.

NATIONAL FARMERS' MARKET WEEK

Jane Torrance (JLT PR and Events, Auckland)

- Promotion of Farmers' markets
- Jane organised lots of media during FM week for Grey Lynn Farmers' Market
- Independent publicist, food and beverage
- Produces PR plans (prefer 2 months ahead for promotion)
- Needs background to support plans, good library of images, videos to begin, good stories, good contacts for interviews
- Started with press release that led to magazine articles and radio interviews and then led to connections with other markets around the motu
- Discovered an increasing media appetite for food related content and markets in particular
- Next year should start December before FM week to book in space for magazines (Dish magazine for example). Potential for all markets to be mentioned in articles
- Worked in with existing Market social media
- Useful to have giveaways
- The project has increased foot traffic and attracted new stallholders.
- Content needed from all markets to support next year's campaign:
 - Contact details
 - Short bio/history including location etc (one paragraph)
 - Good images (portrait and landscape) very important
 - Brief videos recorded ahead useful addition too
 - What regional difference for each market
 - Contact person to liaise with and a spokesperson for interviews
 - Have a social media plan
 - Have vouchers or giveaways available to support promotions
- Having good information sent to Jane assists her ability to co-ordinate
- PR plan uses a media matrix (target media) so that each media connection has different angles to ensure high interest content rather than the same content each time.

GOOD FOOD ROAD MAP

Julio Bin Lead System Innovator, Healthy Families, Auckland

- Originally from Brazil, recently reconnected with nature and felt part of the biosphere in the Amazon, compared to San Paulo, huge city of 30 million people (opposite of Amazon)
- City organised chaos because communities are strong and support each other
- Shifting from the dependency model (supermarkets?) to self-sufficiency
- Food can be a catalyst for change, social, environmental and economic
- 24hrs a day you can find something to eat in San Paulo, huge markets
- Wide choice to suit all budgets.
- We have lost the connection to seasonal fresh produce in today's society
- Green belt around San Paulo, high population of Japanese, hundreds of small growers
- Green belt only feeds the local population and the established growers are seen as valuable so no urban spread
- Normal food system is highly complex
- Looking at all the separate bits increases complexity, best to look at critical aspects to move from disconnected linear approach to a connected circular system. Create relationships to form a collaborative model.
- Important to shift the conditions that hold problems in place:
 - Policies, Practice, Resource flow
 - Relationships and connections, power dynamics
 - Mental models
- GDP model of economy focuses on money turnover, not health of people and planet
- We have to stand up and be the change makers
- What can we do as a society to create change?
- COVID highlighted food insecurity, too much dependence on supermarkets and processed food
- Climate change and weather events concerned about food security
- Julio being called to speak about food security because it is now seen as strategically important
- "Making our food systems more sustainable and resilient is among the most powerful ways to change course and make progress towards "17 sustainable development goals" UN
- What can you do with what you have?
- Using food as a catalyst for change.
- Five concepts in Good Food Road Map:
 - Food equity
 - Food sovereignty
 - Food culture & traditions
 - Food for health and wellbeing
 - Food resilience
- Julio would be keen to connect with anyone, or market who is interested in his work:
julio.bin@aucklandcouncil.govt.nz

VEGETABLES NZ UPDATE

Andrew Bristol, Communications Manager, Horticulture NZ

- HortNZ has about 22 different groups it represents, including Vegetables NZ
- HortNZ mainly an advocate organisation (environment, labour, crisis)
- Andrew's main role is communicating with growers what is going on
- Can't represent all grower views as there is a breadth of views and not all for the general good of the sector
- Signed up to He Waka Noa
- Statement of concerns produced to lobby government about sustainability of sector
- Need to make sure that policies to protect arable land is fit for purpose
 - Eg. Problematic if legislation to protect arable land blocks buildings like greenhouses
- Weather events have caused the powers that be to reconsider food security
 - Supply and demand mean an increase in price when there is a weather related shortage
 - Smaller growers around the world struggling
 - Discussion around the support for small grower start-ups, lack of local support
 - A concern that the education and training courses aren't readily available
 - HortNZ working at getting funding for more advisors
 - Mentoring schemes could be developed further
 - 15 years assistance for growers as opposed to 10 years for other farmers
 - Need more sensible planning for mixed housing/growing
- Acknowledgement that small growers are not supported as much as they could be. FMNZ could have a stronger role in advocating for local resilience within HortNZ.
- **FMNZ Committee will make a formal approach to HortNZ regarding the lack of support for small and medium sized mixed growers. Ideally a separate category for levies.**

FUTURE PROOFING FARMERS' MARKETS

Facilitated by Michele Driscoll (FMNZ Executive)

- Taranaki working with local government to get support, education needed to promote the concept of what a Farmers' Market is
- Most markets trying to balance stalls with a weighting on growers (60-70%)
- Ready to eat food producers need to use local growers for raw product
- Important to stick to principles to protect brand
- Importance of celebrating local stories behind the produce (tractor stuck, pest issues)
- Relationships with the wider community means collective support for each other and greater awareness.

- Community stalls grows awareness from different groups who appreciate the public facing opportunity
- Young Enterprise Scheme and high school business classes coming to the market brings in younger blood and their families.
- Special events help, Otago had a long lunch promotion that was successful
- Surveyed all growers by visiting properties and talked about succession planning and issues they had. Growers appreciated the personal connection, grew greater loyalty and could help with some issues.
- Encouraging local education institutions to provide horticulture courses
- Look at different options with smaller growers combining for transport to market and a roster for the stall.
- Tauranga once a month has a kids' market with kids' stalls (not just food) pulls in heaps of families.
- Possibly a market open day, touring around growers etc to visit where the food comes from.
- Coupon/voucher system WINZ support
- Customer surveys that are qualitative (chats about what they like and don't) useful
- Graffiti walls where people can write comments about the market
- Dot surveys with a handful of questions work well
- Survey monkey with hardcopy sheets
- Matariki ideas:
 - \$2 Star tokens to be given to favourite stall that then can use them to offset stall fee
 - Kapa Haka group
 - Art installation using produce from the market
 - Information display about background of Matariki
 - Set up a space for celebrating lives of those passed the previous year and a gratitude space
- Some produce an emailed newsletter
- Connect to local chef to do cooking demonstrations from market ingredients
- Encourage local eateries who buy ingredients from market to promote it.
- Spud in a bucket competition (most, biggest etc with prizes) and garlic in a bucket competition for kids
- Waste educator running education stall
- Stall appraisal system
- Market stall run by volunteers selling small single product producers (fish, olive oil etc)
- Stallholders questionnaires/self-appraisal sheets that cover stall presentation, product quality, business plan pricing etc to encourage lifting quality and customer focussed operation.

SNAPSHOT OF SHOPPERS AT FARMERS' MARKET SURVEY- PLANT & FOOD RESEARCH

Ivy Gan (Scientist – Stakeholder and Consumer Research, Auckland based)

- Page Walker past person involved
- Was DSIR

- MISSION-Creating the world's most sustainable food system (future focussed)
- Ivy has PhD in marketing, University of Auckland
- Use infield observations, interviews focus groups and surveys
- Developing new and sustainable food production systems for future needs
- Understanding and tracking new technologies (vertical farming, gene editing, new grafting technologies)
- Farmers' markets get mentioned a lot but no comprehensive surveys
- Background:
 - 5 chats with market managers around country
 - 5 markets visited (Clevedon, Whangarei, Te Awamutu, Avondale., Otahuhu).
It was noted that Avondale and Otahuhu were not member markets and FMNZ wasn't consulted about the survey.
 - 22 responses from consumers
 - 5 interviews with consumers.
 - 18 responses from growers (poor response)
- Most responses come from more educated, older and incomes higher income and mainly women
- Waikato, Northland, Southland (25) most results (online connections initially and voluntary) Some markets promoted it through newsletters, patchy coverage
- Jono identified two visited aren't farmers' markets
- Had a definition shared that wanted focus on markets with mainly fresh produce
- Main reasons for visiting markets in order of level of support:
 - Buy better quality fresher produce
 - Supporting local businesses
 - By local produce
 - Nicer atmosphere compared to supermarkets
 - More sustainable
 - More organic
 - More affordable
 - Entertainment and fun
- Over half of responders attended markets 2-4 times a month
- Most felt the quality at farmers' markets was high and the price reasonable
- High numbers (over 2 thirds) thought FMs were more trustworthy than supermarkets and the market is an important part of the community
- Strong support of markets being enjoyable and positive experience
- Strong support for FMs providing useful information about the people and product
- 75%+ believed it is important to know where the product comes from and how it is grown/produced
- 60% open mind to new technology for producers 40% not so keen
- Most responses wanted more stalls and choice
- Farmers markets vary a lot
- Buying local a strong driver
- Many loved the atmosphere

DAY 2

SOCIAL MEDIA WORKSHOP

Seth Zorn (The Classroom, Wellington)

- Seth previous boss was an endorsed FB provider. Seth runs social media campaigns as a full-time job – 12 years experience
- Foundations
 - Facebook and Instagram the most important to use, Facebook the priority and still in wide use with all generations
 - Instagram mainly mid aged woman – important demographic for FMs
 - TikTok growing in value and reach. Short videos work well and connect with younger people
 - Make sure accounts are set up well
 - Correct contact details
 - Centred profile photo well centred
 - Captivating cover image
 - Having even a basic website useful for common forms, contact details etc
- Social Media & Farmers' Markets
 - 3 key benefits:
 - Authentic stories
 - Visual business, colourful pictures of produce looks great
 - Care and purpose (stallholders supporting local healthy food with passion)
- Audiences
 - Stallholders/vendors:
 - Fruit and veggie growers
 - Artisan food makers
 - Bakeries/cafes
 - Shoppers and consumers
 - Casual shopper
 - Purpose driven people motivated to source local healthy food
 - People motivated by price
 - Tourists
 - Can be overlap between above
- Content Purpose
 - What's the point/value?
 - Story telling
 - Connection/building Community
 - Education/Inspiration
 - Entertainment
 - Call to action

- Pareto Principle
 - 80% giving value
 - 20% asking for support, call for action
- Chat GPT (website to help with enhancing content writing),
 - ten content ideas:
 1. Meet the farmers
 2. Recipe of week (seasonal focus)
 3. Farm to fork examples
 4. Behind the scenes
 5. Seasonal product guide
 6. Vendor spotlight
 7. Community events
 8. Local restaurants
 9. Seasonal festivals
 10. Online farmers' market directory?
- Content for Vendors (to encourage new ones)
 - Numbers
 - Vibrancy
 - Success stories
 - Sharing content from vendors
- Content for Shoppers
 - Key messages: Perusing, Purpose & Price
 - Vendor spotlights
 - Humans of your market (customers that fit different demographics)
 - Competitions and contests
 - Ask questions (meaningful engagement) feedback threads "what is your favourite purchase from the week?"
 - Recipe ideas – "What is your best pumpkin recipe?"
 - Community collaborations
 - Product/produce features
 - Resharing vendor content
- Content Tips
 - Avoid stock photos (loses authenticity)
 - Push purpose driven themes: shop local etc
 - Incorporate video content
 - Smiling faces
 - Engage with your community
 - Be professional, but have fun
 - Making something a "story" gets greater reach
- Understanding the Algorithm
 - What content does Facebook prioritise

- Engage-it's not enough just to get likes. Facebook rewards engagement by showing your content to more users. Start conversations, and always respond.
 - Video-video content is gold because it's engaging and prioritised by Facebook. Use it as much as you can. If doing a first thing video, make sure good number of customers and vary stallholders featured etc so good variety.
 - Consistent posting-pages that post regularly are ranked higher (at least 3-4 times a week)
- Develop a Strategy
 - Even a simple plan is better than flying blind
 - Set some goals – What do you want to achieve
 - Determine how many times you'll post content each week
 - Create a calendar or schedule to plan out your posts so you're not coming up with content on the fly
 - Schedule content
 - Monitor and respond to interactions on your content. Timing important (around 10-11am and 8-9pm high engagement)
- Advertising (use add centre or boost depending on purpose)
 - Grow your social media audience
 - Attract new stall holders & vendors
 - Attract a bigger crowd to your market
- How do I measure success?
 - Set targets and goals
 - Social media questions to ask:
 - Is my audience growing?
 - Is my content generating engagement?
 - Market questions to ask
 - Are vendors happy
 - Are customer numbers increasing, are they responding to promotions
- What we can do for you?
 - The Classroom does workshops and provides advice.
 - www.theclassroom.co.nz

CANADIAN NUTRITION COUPON PROGRAMME

Justin Cantifio (Farmers' Markets of Nova Scotia)

- Background
 - Nova Scotia has more FMs than rest of Canada
 - Executive Director of 40 FMs in director
 - Chair of Canadian FMs
 - Nova Scotia Organisation provides wide range of supports to markets
 - Has Nuffield Scholarship to tour world FMs

- Organisation provides entrepreneurial support-incubation and acceleration
 - How to set up a beautiful attractive stall
 - Integrating FMs in local food systems so strategically positioned in system and to help leverage local producers
 - Regular webinars
- Farmers' Markets Nutrition Coupon System
 - Started in 2016 through University student project
 - Independent projects initially
 - In 2021 became permanent NS provincial budget
 - By 2022 \$397,440 worth of coupons
 - Three funding sources: Dept of Communities, Harvest rescue, Donors
 - Needs spending in other areas:
 - Programme management
 - Admin for member markets
 - Cost of producing coupons
 - Welcome packs for markets engaged
 - 22% of province experience food insecurity
 - Project partners connected 1-3 social organisations linked to vulnerable communities
 - Three Objectives:
 - Address food vulnerability
 - Enhance community environment
 - Support local growers
 - Money provided to markets to cover cost of coupons
 - Each market uses own currency (vouchers/tokens) so that they can also be used for other customers to maintain dignity for those in need (they can't be identified as a welfare recipient).
 - Surveys to users to ensure programme fit for purpose and identify areas for improvement.
 - No restriction for spending just on food at markets. People have choices and generally spend wisely (soap, other essential items sold at markets)
 - Research shows most of coupons spent on essential food items
 - 84% of programme participants identified as women, 18% with disability, 7% indigenous community.
 - 96% of all coupons are redeemed.
 - 95% felt it provided good value
 - 86% stated that they felt more connected to community
 - Most changed their diet to a much more healthy one
 - Boosted local economy, voucher better for community than going to large supermarket chain
 - Programme reciprocal rather than charitable
 - Participants loved the choice or autonomy
 - Want to begin surveys of market managers to get both perspectives
 - Want to maintain dignity, not handout, economic stimulus as well as addressing food insecurity
 - Many markets are seasonal.

FMNZ AGM

- Minutes in separate document

REDUCING WASTE AT FARMERS' MARKETS

Hannah Blumhardt and Liam Prince (The Rubbish Trip, Wellington)

- Do workshops and provide advice around waste management
- Hannah and Liam living without a rubbish bin, a long journey and reflection
- The average NZr produces 314kg of household waste a year
- 7 day audit for households exposes what is happening in them
- Lots of online stories of zero waste households
- Once you 'know' it's hard to unknow.
- First talk on rubbish in 2016 attracted 200 people
- Zero waste movement
 - Core principle, chuck out less waste.
- 6 Rs
 - Refuse
 - Replace
 - Return
 - Reuse
 - Recycle
 - Rot (compost)
- Plastic, now in soil, water/oceans and atmosphere
- Novel entities, plastic hugely dominates and full of chemicals
- PFAS in packaging a problem (an alternative to plastics, but problematic)
- Green wash has resulted in companies promoting compostable packaging that actually includes dodgy contaminants
- Do we have to rethink any single use products
- Zero waste should create rethink regarding any products involving extraction based industries/products. What is necessary and what isn't?
- Linear economy: resources – manufacturing – consumption – waste
- Disposal: emissions and pollution (burning rubbish problematic). Landfills also create leachate and methane
- There is no idea of throwing rubbish out, it will still exist somewhere in our environment.
- Market waste
 - Coffee cups
 - Plastic bags
 - Ready to eat food
 - Vacuum packed products (meat)
 - Rubber bands
 - Bag ties
 - Food/green waste
- Barriers

- Stallholder buy in
- Lack of alternatives
- Management of waste in market bins
- Council management
- Food safety rules
- Answers
 - Market just bans plastic, customers and stallholders just accept it
 - Cup library/keep cups
 - Reusable, boomerang bags
 - No rubber bands
 - Reusable, returned jars/bottles
 - Council support (using waste levy money)
 - Discount for customers bringing their own containers

EAT NZ UPDATE

Angela Clifford (CEO Eat NZ, Christchurch)

- On the Food Farm
- Thriving permaculture property
- Established Barossa FM 20 years ago
- Past vice chair of FMNZ
- Small farm advocate
- “the health of soil, plant, animal and human is one and indivisible”
- Run seasonal workshops
- Not self-sufficient – being community sufficient (can’t provide all from on property)
- “I didn’t catch the question but the answer is diversity” – Charles Massey
- Mission Eat NZ (look for)
- Eat NZ includes food production, food distribution and food experience
- EATNZHUI – most important conversation
- Feast Matariki Sunday 9th July (Christchurch, Invercagill, Bluff, Stewart Island)
- Kaitaki – a collection of next-generation food leaders telling the Aotearoa Food Journey
- EAT NZ GRAINS, A local grain economy for New Zealand
- The Shortest Meal, celebrating world localisation day (shortest food miles)
- NZ Food Waste Champions
 - reducing waste, rather than managing waste
- Mana Kai food strategy work
- Frank Film – Why don’t New Zealanders have easy access to our own food (on Youtube)
- Fix our Food system initiative
- We need a national food strategy (petition), government led, community informed
- Research into food disrupters (exploring new ideas/technologies)
 - What change to infrastructure is needed to support more resilient, sustainable local systems (transportation, storage etc)
 - Community food hubs?
 - Food dollars spent in local systems

- Local procurement systems
- Green prescriptions
- #GrowFoodCommunities
 - Challenge, where do FMs fit in the food system and acknowledge important role
 - Opportunity to reflect your unique community (part of an inclusive community).

FARMERS' MARKET WORLD COALITION UPDATE

Jono Walker, Chair Farmers' Markets New Zealand

- The coalition (FMWC) was started in July 2021 by 7 associations from around the world
- 70 associations from 50 countries
- NZ invited to join Sept. 2021
- Initial funding from the United Nations who have set a "Zero Hunger" goal for 2030
- Support and "Feet on the Ground" from Italy's Coldretti (Farmers' Union)
- Now FMWC established as a Rome based non-profit serving 20,000 farmers' markets, 200,000 farming families and over 300 million shoppers collectively.

At a minimum, we believe that successful markets are managed to:

- Possess and publicize rules committed to direct marketing, transparency of food origin, and competition
- Occur on a recurring basis
- Be inclusive and open to participation by farmers and shoppers.

When these core competencies are professionally cultivated, farmers markets are not only better able to weather economic, political and climatic instability, but they are able to achieve additional benefits, including to:

- Preserve biodiversity and traditional family farming
- Provide a voice for cultural diversity and preservation
- Mitigate the risks for farmers to transform their businesses and provide futures for youth in agriculture; and for consumers to increase their purchase of local foods, especially among vulnerable and marginal consumers who seek food security
- Empower women to prosper with greater economic agency
- Provide marginalized communities with greater agency to improve their livelihoods
- Grow the next generation of good eaters to recognize and embrace fresh, healthy and local foods.

The 2023 FMWC conference (20-22 May) Jono attended:

- Held at Circo Massimo FM, Rome
- Former Jewish fish market, now One of 1200 Campagna Amica FM's in Italy
- Campagna Amica and other Sponsors funded the Assembly
- Held 'World Diversity Market' to showcase global diversity of members
- 'Speed dating' to mix and engage discussion between sister markets

- Panel discussions
- Networking

Value of membership of FMWC includes:

- On-demand recorded courses, interactive live-streamed workshops of various formats,
- Virtual and in-person laboratories and affinity group communities, and a library of extensive resources shared by our members.
- Despite differences in geographical, cultural, political, social, and economic contexts, farmers markets share more than what divides them. We also know that our members from all continents of the globe possess some of the best know-how expertise.
- The intention of our Academy is to provide our community the space for convening and collaborating, collecting and organizing the increasing body of knowledge in diverse formats, translating (not just in language) and adapting, and creating new things.