

## Sustainable Agriculture & Gardening Eurobodalla Inc

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26 November 2013

To all SAGE Farmers Market Stall Holders

### “Our Shared Table” Fundraiser – the result

You might be interested to know what happened to the \$225 we raised last month. While it might seem like a trifling amount to us, we are very proud to announce that it will cover an entire year’s worth of school fees for Beatrice Nabasirye (no, I don’t know how you pronounce that). She’s doing the equivalent of Year 10 in 2014, thanks to the SAGE Farmers Market. We might even receive a letter from her during the year.

How amazing that we can have a direct impact on a person’s life from what we did here that day.

### New Stall Holders

More new stall holders have joined us. The N/S avenue is pretty much full now (give or take an absentee here or there), so we anticipate expanding up the E/W path towards the pool very soon.

- Clyde River Berry Farm (Mogood)
- Geranda Produce (Moruya) have returned
- Chris Lefel (Narooma) has returned

And there are more on the way.

### For the Newcomers

As the market is still in its first year of operation, the committee is still perfecting our operating procedures and policies (ie. the rules & regulations). We aim to address everyone’s needs and/or problems, but sometimes compromises are necessary. We have tried to establish a culture of cooperation and support between stall holders and the committee and make every effort make ourselves available and approachable.

If you have anything you need to discuss with me, feel free to approach me at the market, or contact me anytime (details below). Our committee members are also available at any time and you can find contact details for them on our website.

Your stall holder representatives on the committee are Vivien (Earth’s Sake), Isabelle (A la Table d’Isabelle) and Jock (Congo Sourdough), if you would prefer to discuss any issues with a fellow stall holder.

### Food Safety

Given the number of new stall holders, I’d like to remind everyone – that is, **all** food businesses – that you have obligations to ensure your business complies with food safety regulations. You might like to check the stall holder notice dated **15 October 2013**, available for download on the Stall Holders page of our website. There, I outlined the basic requirements that are specific to this market for all stall holders who are food businesses, as indicated by the Eurobodalla Shire Council Food Surveillance Officer, Matt Ganderton.

If you have any doubts or questions about whether your stall complies, I strongly recommend you contact Matt on 4474 1058. There can be consequences if you are inspected and found not to comply.



## **SFM Online E-commerce**

We received some exciting news about a week ago. SAGE's application to the ANZ Seeds of Renewal grant program was successful!! We now have (or will have shortly) some funds to get a trial version of the online store up and running in the new year.

The feedback we have received from the decision-makers is that they are very interested to see our progress and the results. It seems there are others out there who realise this could be a big game-changer in how we get more local food direct from the farmer to the consumer.

## **Supa-IGA Moruya**

Recently, I met with the Supa-IGA Moruya Fresh Produce Manager, Michael. The store's management is very keen to stock local produce, which is fantastic news! There are a few things to consider, if you're interested in selling to the store:

Prices: you can expect to receive roughly Sydney market prices, perhaps a little more, for your produce.

Supply: Michael is interested in any quantity and can even accommodate irregular or sporadic supply. As he explained it to me, he orders from Sydney three times a week, so as long as he has a few days notice, he can adjust his order from Sydney accordingly. This is very promising.

Identification: The produce will be identified as local and can be quite location-specific. For more information about labelling, perhaps with your business name or other details, it would be best to speak to Michael himself.

You can contact him at Supa-IGA Moruya on 4474 7777.

So far, Luke Hemler and Tim Saffery have had experience with selling to Supa-IGA, so you might like to have a chat to them about their experience (hope that's OK, guys!).

If you think wholesaling could add to your business, please give Michael a call, or go in and catch up with him. He's been in the supermarket game for a long time and what he had to say about IGA's approach to local food was very encouraging.

## **Christmas Eve and New Years Eve**

Both the Eves are on Tuesdays this year, so please be aware that the market will be trading on both of these days. We are starting to plan for these days already (particularly Christmas Eve) and will keep you informed of what's in store.

## **Code of Conduct**

An important part of the market is the Stall Holder Code of Conduct. It is a very short document, but provides a strong foundation for the success of the market. I would like to respectfully request that everyone read this document from time to time and reflect on its importance. The committee and I are doing our best to provide the best market possible, but we are humans and will occasionally falter. We are also working within certain parameters that are outside of our control, but that we continue to discuss and endeavour to find alternatives. Again, we do our best. We are learning as we go and take our work very seriously indeed. We understand the market is a commercial enterprise and how we manage it impacts your businesses and livelihoods. Please be assured, this is not lost on us.

SAGE is a not-for-profit membership organisation, earnestly working towards rebuilding a local food system that supports hundreds of local businesses. Our decisions and actions are motivated altruistically, for the benefit of everyone, and our time and effort is provided almost entirely voluntarily. We simply ask that you keep this in mind.

Regards,

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on behalf of the  
SAGE Farmers Market Committee

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