

13 January 2015

To all SAGE Farmers Market Stall Holders

Next stall holder consultation meeting

With the peak summer season, comes an increase in temporary or casual stall holders. The committee has been wrestling with the issue of stall holders who "dip in" versus seasonal growers during the peak season and whether different fees should be charged for such stall holders. The discussion has been comprehensive and has considered as many points of view as we can imagine. Our conclusion has been to retain the status quo until we consult our stall holders for their thoughts.

We will have a quick stall holder meeting following next week's market to discuss this and anything else you'd like to bring up.

Inaugural SAGE Farmers Market XI vs Rest of the World Cricket Showdown

Maggie and Freddo (Upriver Garlic) would like to host a day of fun and cricket at their property on the Deua River. Unfortunately, the river is a little high to cross lately, so the originally suggested date has been postponed. This is just a heads up to let you know it's coming up... on a Sunday... more details soon.

Opportunity for veggie growers

Spotted in the latest newsletter from SCPA. It mentions SCPA members, but it might be worth following up even if you're not a member:

Opportunity for Vegetable Sales + Refrigerated Transport Available

John Thompson from Eurogenics (SCPA Organics Certified) writes:

Putting a call out to other SCPA members, if you have spare spinach, beetroot, zucchini or any herbs, I have some outlets that I am unable to supply, and you could fill the gap in the Batemans Bay/ Moruya area.

Also, we have access to a cold storage truck that goes to the Sydney organic markets twice a week, for anyone who has bulk produce.

For further details, contact John Thompson on 02 4471 5023 or 0488 150 406

Social Impact Study

It's taken a while to get the planets aligned, but the University of Canberra will soon commence conducting surveys as part of a study of the social impact of farmers markets on towns and communities. They would like to interview a number of producers (as many as we can get, I believe) as part of the study. At this stage, we're planning for them to be in the Moruya area on Wednesday 21st January, or if enough of you stick your hand up and they need more time, then any following Wednesday/Thursday through January/February.

Please let me know if you'd like to be part of this important research. The *economic* impact study that we are conducting ourselves and this study will greatly complement each other, so your participation is important and appreciated.

SAGE Farmers e-Market

Testing for the online market was completed just before Christmas. Overall, it was very successful, although small in scale. We've received some very valuable feedback and are still on track to launch to the public at the end of January.

To use what has become a cliché, if we build it, they will come. Basically, if we have enough products to appeal to the public, the e-market will grow.

Now is the time to think seriously about joining the e-market, or increasing your product range for when we re-commence trading.

Joining the e-market will require you to agree to a whole extra bunch of rules. These are being finalised by the committee and I will circulate them to you all as soon as they are available. In the meantime, start thinking about how you can use the e-market to increase your trade.

I'm available anytime to discuss the e-market with you. Grab me on a Tuesday arvo or call me when it suits you. If you decide to join the e-market, it is **very important** that you attend *at least* one training session. I'm aiming to hold one on Thursday 22nd January, or failing that, the following Thursday 29th.

That's it for now. Hope to see as many of you as possible at the meeting after next week's market.

Kate Raymond
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on behalf of the
SAGE Farmers Market Committee

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