

26 May 2015

To all SAGE Farmers Market Stall Holders

Winter Solstice

The solstice falls on Sunday 21 June this year. We thought it might be a nice idea to invite the public to celebrate the passing of the shortest day of the year at our market on Tuesday 23 June. We'd like to light a couple of braziers and perhaps roast a few chestnuts. Nothing huge, but just something to acknowledge mid-winter and to show that our market isn't just about long summer days.

We have one brazier at SAGE, but it would be nice to have another. Does anyone have one we could borrow?

And any ideas about something easy to do that would engage the public and entice them to hang around a little longer are very welcome.

Once we know what we've got, I'll go back to Council to make arrangements, because... you know... fire. So far, they like the idea.

Tuesday Market Day Moruya

The Moruya Business Chamber has devised a promotional campaign for the town that stems directly from our Tuesday market. This promotion will identify Moruya as a "market town" and will be a marvellous cross-promotional opportunity between the market and other businesses in the CBD.

The response from business has been fantastic and radio and TV advertising will begin shortly. The e-market will be directly promoted to the participating businesses and the chamber will be placing a blackboard at the market promoting choice highlights from businesses in town.

In our discussions with the Chamber, the market committee was quite clear that we did not want to undermine our stall holders' trade and that the focus should be on complementary products and services, while not focussing on discounts.

We believe this will build goodwill between the retailers in town and our market and will strengthen the connection between the main street and Riverside Park.

We encourage you all to look into this promotion and consider how you can benefit from it and contribute to it.

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

Kate Raymond
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on behalf of the
SAGE Farmers Market Committee

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