

28 July 2015

To all SAGE Farmers Market Stall Holders

### **delicious. Magazine Produce Awards**

We've done it again!! We've just won Outstanding Farmers' Market for 2015 at the *delicious. Magazine* Produce Awards last night at the Bennelong restaurant at the Opera House. An *incredible* achievement for us all and a huge congratulations to everyone who makes this market what it is. That means you. Time for some champers!!

And now back to business...

### **Site layout**

The committee has been thinking about the layout of the market, in particular the northern end, but the also the market in general. We have some thoughts about what we'd like to do and will discuss them with **stall holders at a meeting following the market next Tuesday 4 August**. Don't panic. The changes won't be major.

### **Donation boxes**

Thank you for your cooperation with hosting the donation boxes when I ask you. We're giving them a couple of months to see if they generate enough support before we have any further discussion about raising fees. If you can, please encourage shoppers to drop a coin in the box. I will let people know about them on Facebook and try to some raise awareness as well.

### **Southlands Fruit & Vegetables**

The current Market Day Tuesday cross promotion is proving to be an interesting exercise. There is value in cross promoting with other local businesses that support the market and local growers. We've spoken to Steve at Southlands Fruit & Veg about informing market customers when locally grown produce that is available at the market is also available at Southlands at other times during the week. Similarly, Southlands will promote individual growers alongside their produce in store.

Mutual support such as this will strengthen relationships between the market, stall holders and bricks and mortar businesses in town. This particular cross promotion will increase awareness of the availability of local food, directly benefitting stall holders who also wholesale to Southlands.

If you supply Southlands with your products, please let me know if you would like me to create a sign for you to display at your stall and if you would like me to provide Steve with your logo to display in their store.

### **e-Market Producer signage**

I have had more feedback from e-market customers that they cannot find producers they have ordered from. PLEASE display your e-market producer signs, so they can find you! I am thinking about whether a map could be useful and how/where to present that information. But please **put up your sign!**

That's it for now. Hope to see you at the stall holder meeting after next week's market (4 August).

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on behalf of the  
SAGE Farmers Market Committee

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