

20 October 2015

To all SAGE Farmers Market Stall Holders

Boots for Change

Attached is the media release that went out yesterday about the Boots for Change Market Day next Tuesday 27 October.

This is a pilot event for what will be Boots for Change month in April next year, so it's a chance for us to set an example of how other markets can engage the public in the campaign. For a full explanation of what Boots for Change is about, please read the media release, but below are some suggestions from the organisers of the promotion for stall holders:

- Most importantly, WEAR BOOTS! and hopefully it won't be 38 degrees
- Display some produce in boots
- Give out lucky boot numbers (supplied) with each purchase. The lucky numbers will be drawn at 3.45pm and the winner gets a pair of new work boots.
- Bring 'something from the farm' in a boot (not toxic or dangerous) to start a conversation
- Display an a4 'Boots for Change' poster (supplied) on your stall
- Explain what it means to be a farming family and how important farmers markets are to your customers
- Talk to the film crew and abc interviewers (yes, media is coming!)

A bit thank you to Zoe Morgan (Eurobodalla Shire Council), Mellissa Marshall (Moruya High School), Sandra Makdessi and Stuart Whitelaw (SFM Committee) for pulling this together. It's going to be brilliant!

Eurobodalla Rural Lands Strategy

You may already be aware that Eurobodalla Shire Council is a long way into the process of establishing a Rural Lands Strategy, which for obvious reasons, is an important document for our local food system.

Next Tuesday 27 October, Council will have a stall set up to provide for community consultation on the Strategy. We urge you to find some time during what will be a busy market to familiarise yourself with it and perhaps take the opportunity to submit a comment.

e-Market Central Pickup Point

Feedback from customers of the e-market has been clear, that we need a centralised point they can collect their orders from. It sounds easy enough, but staffing it and complying with food safety regulations means it's not that simple.

Having said that, the committee knows that not providing this service is an obstacle to the e-market attracting more business. The search for the right person to staff it continues, but in the meantime, the committee is going to get things up and running with volunteer labour and a couple of stall holders have agreed to supervise the food safety side of things.

PTO

We're going to get this service going in November, to coincide with the increasing produce available, and we will also "re-launch" the e-market to announce the service. We hope that deliveries to Southern Phone and Council will shortly follow, as there is registered interest from both workplaces.

In the meantime, EXISTING e-MARKET PRODUCERS please fill in your forms and return them to me as soon as you can. Time to make things official.

That's it for now.

Kate Raymond
Site Coordinator
on behalf of the
SAGE Farmers Market Committee

m: 0413 920 620
e: markets@sageproject.org.au