

28 November 2017

To all SAGE Farmers Market Stall Holders

Boxing Day Market

Boxing Day 26 December is a Tuesday this year and we will be operating as usual. I have tried to speak to all the stall holders to get an idea of who will be here and who won't and I'm pleased to say that most stall holders will attend.

We will run some social media promotion to let as many people as possible know that the market will be on. The campaign will focus on a "restock your pantry after Christmas" theme, rather than the predictable "Boxing Day sales" retail approach, which the committee believe devalues your products and creates unrealistic expectations.

We think it will be busy, as people will be looking for something to do, but as this is our first market held on Boxing Day, whether they will spend much remains to be seen. It's a hard one to pick. Good luck to you all!

Updating products for the e-Market

For those of you who use the e-market, from this week, I will have to do the bulk of the work to prepare the e-market for trade on **Thursdays**. I have started a new business and I will need Fridays to focus on it.

If Thursday is too early for you to know what products you want to list and in what quantity, please speak to me so we can make an arrangement that will accommodate us both.

Farmers Markets Alliance of NSW

A new organisation representing the interests of genuine farmers markets and the farmers and customers who rely on them was launched last week. I am on the committee and am looking forward to helping design a system of market accreditation over the next year or so that will help to build a strong identity for authentic farmers markets in NSW.

Stall holders are encouraged to join and be involved in the activities of the FMANSW, even if just as a supporter. I'm very happy to say that Dewsbury's Pork are the first stall holder in the state to join up! And we were the first market.

I've attached a membership form for you. Feel free to return it to me at the market, or email it back. Payment can be made via your bank online, if that's more convenient.

That's all for now.

Kate Raymond
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on behalf of the
SAGE Farmers Market Committee

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