

4 September 2018

To all SAGE Farmers Market Stall Holders

**SAGE Farmers Market (and e-Market) advertising**

Both the SAGE committee and the SAGE Farmers Market committee have been working with the Bay Post to develop a 12-month campaign that combines editorial content with paid advertising for the market.

The intention is to reach an audience that doesn't use social media and attempt to engage them in what SAGE is doing and to encourage them to start buying their fresh produce from local producers.

The advertising component will comprise a colour quarter page featuring two stall holders, to be inserted in the Friday Bay Post in the middle of each month, commencing in September.

As the ad will be published in a Friday edition, it gives us an opportunity to also promote the e-market. Therefore, only e-market stall holders will be featured, so new customers have the best chance of a satisfying experience for their first encounter with their local food system.

The e-market producers for each month will be selected according to who has a good supply of product at that time of year.

If you haven't yet listed any of your products on the e-market, now is the time to get organised. I have been working with some stall holders to get them started online, but there are still others who I haven't managed to get across the line yet.

The Bay Post has been sympathetic to our limited budget and have given us a remarkably affordable rate. The committee has agreed that we will cover half of the cost of the advertising and are asking each stall holder to pay one quarter of the cost each for the week that they are featured. The cost to a featured stall holder will be \$55.00 including GST. This is exceptional value.

Content for the monthly ad will be taken from the website, so stall holders aren't required to contribute copy to the ad, unless there is something specific you'd like to include. You might like to think about creating a special offer to readers of the ad.

There are a number of variables that may change the info below, but the schedule at this point is:

September	Meringo Creek Farm	Queen Street Growers
October	Mogendoura Pastured Eggs	Old Mill Road BioFarm
November	Mogo Sourdough	Upriver Garlic
December	McAsh Oysters	Clyde River Berry Farm
January	Dewsbury's Pork	Deua River Fruit & Veg (tbc)
February	Sea Health Products	Nelligrow Hydroponics
March	Bliss Honey	Phil Timms
April	Honorbread	Deua River Farm
May	Rhondda's Country Kitchen	Soul Patch (tbc)
June	Figtree Food Company	Helen Okey

July	tba	tba
August	tba	tba

As mentioned, the cost to the featured stall holders is \$55. The market will pay \$110 per ad.

That's all for now.

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

m: 0413 920 620  
e: [markets@sageproject.org.au](mailto:markets@sageproject.org.au)