

26 May 2008

## Selwyn Farmers Market AGM 2008

### **Manager's report**

My time with the Selwyn Farmers Market began shortly before the start of the second season. I have enjoyed my position as a market manager and it has also been a learning experience. My initial tasks involved obtaining stallholders and getting the second season up and running. I reviewed many of the forms and rules, and adjusted them to suit our new situation. Initially we had a good range of stallholders lined up, and our first day at the Santa Parade proved successful. While the committee was working on securing a permanent site, I contacted the Lincoln Community Centre Committee and negotiated the site next to the community centre, as a temporary location. This site seemed ideal, and I received many positive comments. It is central in Lincoln and visible to the public. The market had a new look this season with the canopies, which also proved successful.

We had a range of stallholders which changed through the season. Regular items that were present at the market included herbs, mushrooms, strawberries, organic vegetables, potatoes, lavender products, smoked fish, and walnuts. Other stalls were less consistent, due to a variety of reasons, including late frosts which affected many fruit growers. There were a few key products missing at this year's market; eggs, meat, cheese, coffee, baking and preserves and chutneys. I found it difficult to find stallholders who could sell these items. We had one stallholder selling meat for a short period of time, but he had to leave as it was not viable for him. We have had many interested people wanting to sell baking goods, but as they did not have a registered kitchen they were not able to sell at our market. I suggested to them that they could use a registered kitchen elsewhere, e.g. at a community centre. I have made contact with the environmental health officer of the Selwyn District Council and she said she is happy to work with us to get one of the community centre kitchens registered.

#### **Marketing this season:**

- Selwyn Times advertising
- Selwyn Times editorial
- Press
- Mail drop
- Posters
- Community Newsletters
- Variety of websites
- Word of mouth

#### **Issues to be addressed:**

- Site for next season
- Attracting new / more customers
- Attract more stallholders especially selling baking, meat, eggs, coffee, cheese, preserves and chutneys
- What can and cannot be sold at the market e.g. crafts
- Where to store the canopies

**Improvements and ideas for next season:**

- Serving breakfast/brunch and having a long community table
- Permanent signage
- Music
- Special events e.g. Easter egg hunt for children, harvest festival, cooking demonstration, and Largest pumpkin competition

Jettie Zeestraten  
Market Manager  
Selwyn Farmers Market  
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