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Carmel Farmer's Market

Proposal



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Farmers Markets in Australia

- The first market started in 1999
- There are now 120 markets
- Turnover > \$40M in Victoria alone
- A Farmers Market Guide was produced in 2007.





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Definition of a Farmers' Market

- A predominantly fresh food market that operates regularly within a community, at a focal public location that provides a sustainable environment for farmers and food producers to sell farm-origin and associated value-added food products to customers.



Critical Success Factors 1

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- Authenticity
- Quality
- Regularity – ideally weekly
- Community ownership
- Not-for-profit status
- Product diversity
- Predominantly fresh food



Critical Success Factors 2

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- Leadership
- Seed funding
- Regional boundary definition
- Regulatory approvals
- Charter



Critical Success Factors 3

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- Independent Manager (20 hrs/week)
- Establishment budget
- Operational budget
- Insurance
- Food safety
- Marketing and promotion



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Location

- Flat
- Sealed surface
- All-weather alternative
- Accessible to public transport
- Power available
- Water available
- Public toilets available
- Ample parking for vendors and customers
- Big enough to grow



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Marketing Ideas

- Develop a “Hills Fresh” brand
- Get local chefs to come along and do cooking demonstrations using local produce
- Run food education programs at local schools and promote markets
- Have a weekly “What’s Fresh This Week” column in local papers
- Have a weekly food education segment on TV



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Funding Ideas

- \$35-\$100 per stall-holder
- Use a breakfast bar run by local youth to help fund the markets
- Merchandising – eg “Hills Fresh” shopping bags, t-shirts etc
- Harvest suppers in conjunction with local restaurants
- Ask local business to support (e.g. Bendigo Bank)



Albany – A Success Story

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- Started in 2002
- Now has 30 different producers with up to 4,000 customers weekly
- Products include vegetables, shellfish, dairy, pork, berries, flowers, nuts, poultry, honey, oil





Mt Claremont – An Emerging Success Story

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Next Steps

- Arrange to come across run a workshop in Carmel – February 17
Target Date
- Engage potential vendors to attend afternoon workshop
- Advertise to get members of public to attend morning workshop



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Workshop Background

- The workshop to be delivered from 12:30pm to 4:00pm to an audience of about 50 people comprising interested local residents and business owners.



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Workshop Objectives

- Outline farmers' market movement in Australia;
- Establish a Peel Farmers' Market
- Grow understanding of local food systems
- Explore business incubation impacts
- Economic development impacts
- Farmer and community benefits
- Food networks and alliances
- Build PDC profile



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Proposed Start Date

- Sunday May 3
- Coincide with Carmel Sustainability Fair

