



Farmers Market

CAPITAL REGION

A community project of The Rotary Club of Hall 

11 July 2015 - *Proudly Authentic*

What price to charge?

Think beyond your pocket.....

CRFM is a market with many different vendors who are all responsible for the quality of their individual products and setting the price that they ask from customers.

Generally, the logic between differing prices for similar products is apparent to the customer, such as quality, certification, etc. Sometimes however, it is not so apparent and this can upset customers to the detriment of everyone.

In one line of vegies last week, for example, prices ranged from \$4.50 per kg to \$7 (our median was about \$5.75 which was OK), when comparable prices for similar un-certified maybe for slightly more 'aged' product from local retail sources outside the Market was around \$4.60.

Most customers do have some regard to the cost of the similar products in supermarkets and use it as a guide.

World-wide, the competitors of Farmers Markets point to the highest prices asked by stallholders as false 'proof' that Farmers Markets are 'too expensive'. So, even one stallholder getting overly ambitious (read 'greedy') with pricing can adversely affect other producers.

All stallholders are contributing to the current TV campaign and we don't want to see your contribution wasted by profiteering (for want of a better word).

In the coming weeks as the TV campaign takes effect, CRFM will be monitoring prices across a range of staple market items. There have been several innovative suggestions for addressing inflated pricing, but we would much prefer not to go down that road. So, in the coming weeks when setting prices, please think of all the customers, think of all your fellow stallholders and then decide what is *reasonable* for you to charge and indeed, if asked, can you fully *justify* it?

Manager's moment...

Good morning everyone and welcome to market day!! Not much space left for me this week so I'll be brief.... A large Canberra Hotel seeks local produce, menus run for a month and they are trying to plan what is available and where, so they can work with growers/producers in advance. Immediate needs for August are: Cumquats, young rocket, globe artichokes, broccolini, broccoli, baby carrots and Pink Fir apple potatoes. If you are interested in this opportunity visit: www.southernharvest.com.au or call Donna Camac on 02 62697 0933. That's it from me, stay warm and have a good one – Adrienne ☺

PLEASE NOTE - New Email address:

Please ensure you update your email contacts list to reflect the new address market.manager@crfm.com.au

Cooking Demo thanks:

Last week's cooking demo was apparently a huge success and despite being nervous the apprentice had a great time!! Huge thanks for the generosity of the following:

La Truffiere –Truffle oil

Terra Preta & Turalla Truffles for.....yes, Truffles!!

Shoalhaven Mushrooms & Gooda Creek Mushrooms –you guessed it.....Mushrooms!

Dish it up – Gnocchi

The Pork Barrel and Holbrook Paddock - Eggs

South Coast Cheese – Cream

Treetops (Wayne & Mendie) – Pears

Auddino's Produce – Lemons

Wollondilly Produce – Vegies & Herbs

Electrical – Test & Tag

Just a reminder.....All electrical leads and appliances need to be compliant and tested & tagged.

You can have your electrical items tagged by any authorised contractor.

Leads needed re-tagging every 12 months according to Electrical Standards (2010)

The requirement to have commercial/industrial strength leads is a must, and you must advise the tagger that your leads are **NOT** for household use.

Portable RCDs (power boards) need to be tagged, but also require the user to push the test button every 3 months.

Ph: 0400 852 227

Email: market.manager@crfm.com.au

Website: www.capitalregionfarmersmarket.com.au

Twitter: [@CRFarmersmarket](https://twitter.com/CRFarmersmarket)

Facebook: [@capitalregionfarmersmarket](https://www.facebook.com/capitalregionfarmersmarket)

"The Rotary Club of Hall"

BSB: 062-913 Account: 1048 1754



Rotary Club of Hall
PO Box 340 Hall ACT 2618
ABN 18 046 305 732