

Farmers Market


CAPITAL REGION



A community project of The Rotary Club of Hall 

04 February 2017 - Proudly Authentic

Manager's moment...

Good morning everyone and welcome to market day!! 

Much as I hate to sound like a long playing record commenting on the weather, it just keeps astounding me and I can't help myself!!! Today's temperature is set to be a scorching 41; so after the wettest winter for many years, we now have the hottest summer as a bonus!!! Some stallholders are unable to attend as a result of the heat instead of the rain...

Seriously folks, take it easy today, do everything a little slower and be sure both you and your staff stay hydrated.

The guys on the Rotary desk have bottled water (\$2 I think) and if you are unable to leave your stall but need a drink, let myself or Nynka know, we are happy to stand in and relieve you or bring water to you – service with a smile ☺

For those romantics out there, don't forget Valentine's Day this week on the 14th; share the love...



Stallholder update: Welcome back from their extended Xmas break to: **Auddino's Produce and Crowe Catering**, we also welcome back for another season **Wallaroo Wines** and joining us for the day **Harrison & Sons**.

Absent this week are: **Orgazmo Smoked Foods, Holbrook Paddock Eggs, Bellerophon Cold Brew, Tall Paul's Oysters, Warwick & Julie Morris** and **Gooda Creek Mushrooms**.

Thanks to the following generous folk who donated produce for the cooking demo last week:

Wins Creek – Honey

Country Valley – Yoghurt

Real Tilba – Fetta Cheese

Borenore Berry Farm – Blackberries (or Brambles as Ivonne referred to them – bloody Scottish peeps!!)

Narooma Seafood – Billfish & Prawns

Wollondilly Fresh – Various Vegies

That's it from me, have a good one ☺

Signage...

I have noticed there are many of you who are not displaying your "CHOOK" signs; it is a market requirement (as written in the rules) to display the correct market signage; this also helps shoppers to identify if you are a grower, an agent or if your produce is organic. Even if you don't use the signs to display prices – which should also be clearly marked, make sure you at least display the correct colour code.

Producer (Green Chook), **Agent** (Orange Chook) and **Organic/Biodynamic** (Burgundy Chook) if you need signs, please ask either myself or Nynka, we are happy to provide!

Reminder...

Next week is the final market before the **Royal Canberra Show**; all items normally stored in the shed will need to be stored outside or even better still, removed completely; I say that as stuff has a habit of disappearing when left lying around!! As usual, Rotarians will be coming in at the end of the market to clean up the shed ready for the sheep pens to be set up. They will be blowing rubbish off the floor; if you don't wish to be showered with S%@T!! suggest you pack up and get out as quickly as humanly possible!! Thank you in advance for your cooperation ☺

How does the new CRFM app help me?...

Marketing and promotion of the new app is now in full swing and hopefully many shoppers will enjoy the benefits it offers. How does it help you?

By using the app regularly some shoppers may discover stalls they didn't know existed – especially if they never checked the website, this may mean **new customers for you**.

Your early notification to me of absence means I can place this information on the app – upcoming holidays can be added allowing your customers to plan ahead and possibly stock up before you leave – **possible increase in sales** rather than loss due to absence.

Specials doesn't necessarily mean selling your product at a **cheaper price**, you can use this option to promote new product, a variation on an existing one or something unique you're offering for a special occasion (such as Xmas & Easter). Our aim is to have at least 20 items each week in the "SPECIALS" option; and with an average of 100 stallholders attending, this should be very achievable.

The app is there to benefit both **you and your customers** – use it to your advantage. Please ask me for any assistance you may need or if you have any queries/questions – happy to help ☺

Market Contact Details

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