

Farmers Market

CAPITAL REGION



A community project of The Rotary Club of Hall 

18 February 2017 - Proudly Authentic

Manager's moment...

Good morning everyone and welcome to market day!! 

Looking forward to a perfect summer day, slight chance of rain but hopefully not until the market has closed.

The CRFM app continues to generate customer interest, to date there has been a total of 970 downloads with 964 active users. It's also great to see a number of you now adding specials each week, this is a great opportunity to grow your business.

We have statistics available to monitor the number of active customers, however, I would be interested to have some feedback from you on the results of specials offered; this will help gauge how successful they are and how "active" the shoppers are. For example, did you notice new customers you have not seen before as a result of placing a special? Did you sell a worthwhile amount of the product offered? Maybe you noticed an increase in sales generally as a result of attracting customers to your stall by offering a special?

Any feedback is good and will help ensure the app remains informative, viable and successful of course!!

Stallholder update: Welcome back from their extended Xmas break to: **Auddino's Produce**, Mick was supposed to join us last week but was unwell. We hope you're feeling better now, your cheery smile has been missed. Joining us today for another season Scott Baron Apples, now trading as **Bonza Apple Shop**; and joining us for the first time **Grace Phillips – Wheat Berry** on site 68, be sure to say Hi.

Absent this week are: **Brathaus**

That's it from me, have a good one 😊

Parking...

Apart from the vans/trucks who are permitted to park beside their stall sites, no other vehicles are permitted to park in the area between the ATM's (up near the top toilets) and the Wagonga Coffee van. Please make sure your staff are aware of the parking arrangements. Stallholders may park in front of the toilet block near Gate 7, or along the road opposite the main carpark; this is a first in, best dressed arrangement. Once these spaces are filled; you will need to use the main carpark. Please ask if you are unsure.



No Market next week...

Remember there is no market next week; any items you normally store in the shed will need to be removed today. Enjoy your sleep in next Saturday, safe travels, and see you all on 4 March.

Speedy pack up today...

Greatly appreciate your packing up today as soon as possible, 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; I'm sure none of you want to be showered with S%@T!!

Thank you in advance for your cooperation 😊

Market Rules...

The market rules have been reviewed and the updated version is now available on the website. May I suggest you all take time out to read them, particularly if you haven't done so for a while. They are there both as a source of information and as operational guidelines for **ALL** stallholders. By observing and following the guidelines we are respecting our market and, more importantly, each other; it also makes my job easy!!

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!

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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