

## 17th March 2018 - Proudly Authentic

Hi everyone,

Hope you all had a good week.

It's straight to business this week.

## Welcome New Weekly Stallholder

### Wagga Free Range Pork - Berkshire Pigs

Steve And Leah Anderson with their three children Matthew, Nicolas and Ashleigh run pure bred Berkshires on their farm. Steve completed a course with a heritage pig expert and is now a qualified 'pig stockman'.

Steve specialises in handcrafted smallgoods such as:

- Smoked chorizo
- Smoked honey Kabana
- Honey chilli garlic Kabana
- No added nitrite bacon
- No added nitrite ham
- Ham hocks
- Sliced leg Ham (like it used to be)

as well as unique handcrafted fresh sausages.

These are all personally developed recipes made from hand-crafted produce grown and produced by Steve.

A true paddock to plate experience.

You'll find Wagga Free Range Pork at Stand No.178-179



## Hire Table Usage

If you use hire tables, please ensure that they are returned to where you got them from: the shipping container that is nearest the CRFM office.

The middle shipping container is only for stallholders' items/equipment and as such, no hire tables are to be stored in the middle container.

## EFT Payments

EFT payment must be received into our bank by COB on the Thursday prior to market day; as per the market rules. I know you're all busy people but payment is important. Late payers will be issued a written warning and possible

suspension if they continue paying late...please, just pay on time.

Market Rule #28:

**Important: Cash payment is NOT acceptable.**

**Payment MUST be received into the CRFM bank a/c by NLT 5 PM on the Thursday preceding the attending Saturday Market, otherwise entry to the Market will not be allowed.**

## Stallholder Meeting

Stallholder Meeting will be held at 12:00 pm on Saturday, 28 April, at the German Shepherd Club – for new stallholders, the Club is next to the market. Please remember that it is a requirement that all stallholders at the market on 28 April must attend the meeting.

## Marketing Campaign... #ProduceWithPurpose

CRFM have started a new advertising campaign. The campaign will include a combination of digital, TV and radio advertising. The messaging will focus on the proceeds from the Market being fed back to the community: *When you shop at CRFM, you are buying #ProduceWithPurpose.*

Threesides Marketing will be producing a video at CRFM over the next few weeks. We will let you know as soon as we have a date, along with any other updates. This video will be used across television, social media and Facebook advertising.

## Stallholder Update

**Welcome back:** Alpine Nuts, The Granary Bespoke Milling, Formichi, Cool Climate Produce, Crème and Sugar, Kalavista Organics and **June Licorice & Choc factory** who've been away since last year

**Stallholders away this weekend are:** Hillside Pastured Farm, Bowls & Co, Primal Alternative by Kyra, Black Horse Fine Foods, Win's Creek, Bredbo Black Garlic, Cracking Corn and Cascade Nursery

**App and Stats** – Next weekend is the last market before Easter, please think about having an Easter special available.

**There were:**

- 338 - app views since the last market.
- 21- app downloads since the last market.
- 68 – active app users since the last market.
- 2409 - active app users since the life of the app.
- 65047- app page views since the life of the app.
- 2560– app downloads since the life of the app.

**The three most visited app pages since the last market:**

- Stallholders away this weekend - 51
- Stallholders info page – 40
- Weekly specials – 38

**Market Manager Karen Cook**

Phone: 0400 852 227 | Email: [market.manager@crfm.com.au](mailto:market.manager@crfm.com.au)

**Website:** [capitalregionfarmersmarket.com.au](http://capitalregionfarmersmarket.com.au)

**Twitter / Instagram:** @CRFarmersMarket

**Facebook:** @CapitalRegionFarmersMarket

"The Rotary Club of Hall"

BSB: 062-913 Account: 1048 1754