

9 October 2018

Re: AFMA Web Listing 2018 - 2019

Dear Market Manager,

It's already that time again – to **check and update the market listings on the AFMA website!** We wish to make sure we have accurate details for your market listing.

Your help and support for this annual activity is greatly appreciated as the AFMA website is the only one-stop national listing of farmers' markets, a vital go-to information platform for all stakeholders. The website is our major communications tool and widely and regularly used.

VISITATION RATES + USER SNAPSHOT

Visitation rates to the AFMA site continue to rise steadily and typically register an average of 1.5 pages per visit. Google Analytics report that average 85% - 87% of the visitors are new, monthly page views 4500+ and a rising trend on sessions per month.

The most popular page is 'Find A Market' (90%+) and the majority of visitors access the site by mobiles (45%) closely followed by desktop (40%) The predominant age is 18 -34 years, female (46%).

RESOURCES

It is timely too, to draw your attention to two important information resources available from the AFMA site:

- **COOL FOOD LABELLING FACT SHEET**
<http://farmersmarkets.org.au/resources/>
An introduction to new food labelling country of origin requirements mandated on 1 July 2018.
- **MODEL RULES**
Best Practice Guidelines for Farmers' Markets
<http://farmersmarkets.org.au/content/model-rules-0>

Both these documents contain practical information to assist farmers' market managers and stallholders.

The AFMA website also links to the AFMA **Facebook** page: www.facebook.com/farmersmarketsaustralia This page is updated daily with sector and market specific posts. You are invited to like and link your market posts to it to widen farmers' market conversations and awareness.

FEE

The annual market web-listing fee is \$100 (GST exempt) per market for the period 1 July 2018 – 30 June 2019.

Operators of multiple markets are requested to pay this fee per individual market, where separate listings are sought.

If you wish your market to commence a new listing or to continue to be listed on the site you are requested to complete the attached **WEB REGISTRATION FORM** and return it **by 30 October 2018** to:

MAIL: AFMA, PO BOX 1101, POTTS POINT NSW 2011
E: info@farmersmarkets.org.au

CHECK LIST

Please **check your current market listing details carefully** and use the **Registration Form** provided **to advise any changes to your listing**.

All listees are asked to first **review the Charter, Model Rules and Definitions on the site** to ensure your market operates reasonably within the recommended guidelines.

If you seek **multiple market listings**, please copy the form and **complete a separate form** for each market to be listed.

Please note the web listing **provides a direct link** to each nominated market website or Facebook page. The site also includes a comprehensive Google-map search facility.

PAYMENT

Please remit the web-listing fee as a **direct deposit** (marked **2018/19 WEB FEE & include MARKET NAME**) or mail a **cheque** paid to: Australian Farmers' Markets Association

DIRECT DEPOSIT: ST GEORGE 112-879 ACC NO: 485 963 841

MAIL: AFMA, PO BOX 1101, POTTS POINT NSW 2011

Receipts will be issued.

Please email any queries to: info@farmersmarkets.org.au

Your market's support in this endeavour is greatly appreciated, especially as the contribution is a primary source of support for AFMA's voluntary advocacy of farmers' markets.

Best wishes



JANE ADAMS - AFMA