

30 July 2020

## Re: AFMA Web Listing 2020 - 2021

Dear Market Manager,

It has and continues to be a truly challenging year for us all, and yet it has been one that has highlighted the fundamental importance of local food systems, and the important role farmers' markets play in our food supply. Farmers' markets have remained reliable sources of local food, and in some instances have pivoted to add box schemes and home deliveries to their services.

### COVID-19

AFMA successfully advocated to federal and state governments to ensure farmers' markets were designated 'essential' so those that chose to, could continue trading.

The **AFMA COVID-19 FACT SHEET** has been widely used and markets have been extremely vigilant in trading with best practice public health safety provisions. While some states appear to be better placed, AFMA recommends that all markets maintain the most stringent observance of the guidelines ongoing. The **FACT SHEET** is available here: <https://farmersmarkets.org.au/corona-covid-19-fact-sheet/> and is updated as required.

Significantly, the 'essential service' government ruling only applies if ALL stalls are selling food. This has meant in some cases that stallholders selling other than food have been asked to suspend trading.

### ANNUAL WEB DIRECTORY REVIEW

More than ever it's time to **check and update the market listings on the AFMA website!** We wish to make sure we have accurate details for your market.

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 is widely and regularly used.

### WEBSITE

Visitation rates to the AFMA site have risen significantly this year, stakeholders and shoppers have all sought more information about the farmers market sector. The peak was March 2020. Typically users register 1.5 pages per visit. Google Analytics report that an average 85% of the visitors are new, monthly page views 5000 - 6000+ and a rising user trend.

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

The AFMA website Market Directory is widely accessed but the site also includes useful resources for market managers. The News pages are regularly updated (as is the Facebook Page).

We draw your attention to two other important information resources available from the AFMA site:

### **TIPS FOR TRANSITION TO AN AUTHENTIC MARKET FACT SHEET**

<https://farmersmarkets.org.au/wp-content/uploads/TIPS-FOR-TRANSITION-fact-sheet.pdf>

### **WASTE MANAGEMENT FACT SHEET**

<https://farmersmarkets.org.au/wp-content/uploads/MARKET-WASTE-MANAGEMENT-FACT-SHEET.pdf>

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](http://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

**To be listed on the AFMA website the annual market web-listing fee due is \$100 (GST exempt) per market for the period 1 July 2020 – 30 June 2021.**

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 August 2020** to:

MAIL: AFMA, PO BOX 1101, POTTS POINT NSW 2011  
E: [info@farmersmarkets.org.au](mailto:info@farmersmarkets.org.au)

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

## 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 website** 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's 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 **2020/21 WEB FEE & include MARKET NAME**) or mail a **cheque** paid to: Australian Farmers' Markets Association by 30 August 2020.

**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](mailto:info@farmersmarkets.org.au)

Your market's support of AFMA and its advocacy is greatly appreciated, especially as the contribution is a primary source of revenue for AFMA's ongoing national advocacy of farmers' markets.

Best wishes

A handwritten signature in black ink, appearing to be 'Jane Adams', written in a cursive style.

JANE ADAMS - AFMA