

Capital Region Farmers Market



What are you eating this Christmas?

Where does it come from?

Should you even care?

At least 7-10,000 locals care!

It will come from

The Capital Region Farmers Market

Inevitable stats.....!

- 4% of Australians shop at a Farmers Market
- 8% of Canberra residents shop at a Farmers Market
- Farmers Markets in US grew by 12.9% in the past year
- Our Market has grown 15 - 20% pa since 2004

Canberra Food Bowl

- 100 years ago Canberra a 'food bowl'
- By 2000 few fruit & veg growers left
- Local growers had nowhere to sell
- CRFM founded to satisfy a grower need
- March 2004 started with about 15 stalls
- Today over 100 stallholders.....



Background Research

Review of markets in US / Australia & UK

- Rules
- Hours
- Frequency
- Government regulation
- Locations
- Services
- Parking
- Pricing/budgetary issues
- Management
- Finding stallholders
- Authenticity
- Finding customers

Key drivers

- Provide an outlet for local growers
- Stimulate local agri-business
- Give community access to fresh produce
- Provide 'income generator' for local Rotary Club
- Contribute funds to community projects



Market positioning

- Identifying the key drivers to distinguish this market from others
 - Local produce from local growers
 - Ability to ask grower how grown & how to cook
 - Freshness
 - Local businesses
 - Assurances about chemicals
 - Authenticity of growers
 - Rebuilding the Canberra 'Food Bowl' by the Centenary of the Territory in 2013

Fresh is better!

- Supermarket product versus Fruit & Veg picked Friday & sold Saturday
- The shelf life of the Saturday morning product is so much longer
- Higher health benefits generally in 'unprocessed' foods
- Can check if chemicals or preservatives
- Several organic growers



Regional sustainability

- Buying from the grower
- Low food miles
- Only grow what they can sell
- Local employment generation
- Retention & fostering of old skills

Who are these customers?

- 26.2% are between 26 & 35
- 22.5% are between 36 & 45
- 22.2% are between 46 & 55
- 50% visit weekly
- 81.5% regularly listen to ABC radio
- 70% have used the Market web site

\$ Spend

- 40% spent between \$36 & \$65pw
- 15% spent more than \$100pw

Motivations?

What they ticked

- Quality of produce on offer 71%
- Direct from Producer 61%
- Supporting local business 59%
- Knowing where it comes from 52%
- Atmosphere of Market 30%
- Price of produce 29%
- Organic / biodynamic 27%

Saturday 7am @ EPIC

