



Located at the top of the south island there are daily flights from all main centres. If you are staying for an extra couple of days then wine, dine, sip and sample your way around the region's 100+ vineyards. Marlborough is bursting with flavours of internationally acclaimed wines and bounty from land and sea, where chefs craft local cuisine with flair and passion.

ACCOMMODATION

There are a number of motels and hotels all within walking distance of the Marlborough Convention Centre which is located in central Blenheim. Please arrange your own accommodation directly as registration fees do not cover this

SCENIC CIRCLE BLENHEIM
blenheim.country@scenic-circle.co.nz
 (03) 578 5079

CHATEAU MARLBOROUGH
chateau@marlboroughnz.co.nz
 (03) 578 0064

CHERLEA MOTOR LODGE
enquires@cherylea.co.nz
 (03) 578 6319

COPTHORNE HOTEL MARLBOROUGH
info@marlboroughhotel.co.nz
 (03) 5777333

For more information

members@farmersmarkets.org.nz
www.farmersmarkets.org.nz

Farmers Markets NZ
 PO BOX 991
 Blenheim
 (03) 5793599 or Fax (03) 5793598



2006 delegates, Hawkes Bay Inaugural conference

2008 KEY NOTE SPEAKERS

JOHN STANLEY - AUSTRALIAN KEY NOTE SPEAKER

John Stanley is an international retail guru and world class presenter, with clients in 25 countries around the world. John helps businesses of all sizes improve their image, grow their market share, become more professional, increase sales and turn customers into advocates. His niche is helping small businesses, farmers' market and farm



JONNY SCHWASS - RESTAURATEUR AND CHEF

Jonny was captain of the gold medal winning New Zealand Culinary team of 2004. He received rave reviews for Sezn restaurant before recently opening Restaurant Schwass. A fervent supporter of fresh local produce - Jonny is at the forefront of the culinary field in NZ and knows the real value of supporting primary producers



SUE KEDGLEY - SAFE FOOD CAMPAIGNER, WELLINGTON

Horrified by the quality of food available for children and tactics used to promote unhealthy foods, Sue started the Safe Food Campaign in 1994 with several other mothers - an organisation that is still active today, and still trying to improve the food our children eat. She also became a "food detective", researching for her next book Eating safely in a Toxic World



BERNADINE PRINCE — FRESH FARM MARKETS WASHINGTON DC

Bernadine Prince will join us again for a refreshing look at one of the best food concepts to come out of America. Bernadine Prince and Ann Yonkers received the Innovator Award from the Washington, DC, Economic Partnership, for creating producer-only farmers' markets in the greater metro DC area since 1997 and now run 6 markets in the region



DR ALAN CAMERON - MASSEY UNIVERSITY, PALMERTON NORTH

Dr Alan Cameron, a Massey graduate who is now a senior lecturer in the Department of Management, started out specialising in research into small business entrepreneurship and has since become the New Zealand authority on farmers' markets



farmers' markets new zealand inc.

Fostering the ongoing development of Farmers' Markets in NZ

Farmers' Market New Zealand Incorporated Conference 2008



FROM 12 PM 30 MAY - 1st JUNE 2008

Marlborough Convention Centre, Blenheim

To chew on **Locavore** - noun - a person whose diet focuses on foods grown and produced nearby, typically 100 miles

It is that time again, 2 years after Famers' Markets NZ held it's first inaugural conference we will be hosting delegates from over 40 markets members, Invercargill to Keri Keri for another 2 days of networking, stratagising and socialising. The official Sunshine Capital of NZ, Marlborough, will provide the backdrop for what promises to be a weekend of inspiration and motivation with a couple glasses of world class wines to sample as we discover the hidden localvore in all of us. International guest



Alan Cameron receiving the golden hoe 2006

speakers, inspirational NZ speakers and open panels will allow all delegates to find out what is happening around NZ and the world with the continued growth and community acceptance of Farmers' markets. What are the main issues moving forward? and how do ensure that the success of our farmers' markets today remain as a important link in the food chain, from farm gate to dinner plate. Meet and talk with your peers, market managers, producers and consumers, and enjoy the taste of Marlborough hospitality

The increasing number of farmers markets throughout New Zealand is a tangible indication of changing shopping and marketing practices. Customers seeking fresh, good quality, local produce are coming face to face with local farmers', growers, preservers, and bakers with delicious consequences. Add increased returns to food producers, a boost to regional economic development, social benefits and tourism spin-offs to the mix and quite clearly farmers' markets have something to offer everyone. This will be the highlight of the year for anybody that has a vested interest in Farmers' Market, it is our chance to network and socialise with others of like mind

Ian Thomas, Hawkes Bay (FMNZ Exec member and past Chairperson)

With 40 market members all around NZ, this conference will celebrate the success of the hard work that has been put back into recognising regional cuisine and play an important role in ensuring that the primary producers of NZ can be seen and heard, as a united voice. What does the future hold? How doe we ensure that today's success continues? There are a number of issues and concerns that all markets must face as we continue to supply consumers with the very best farm fresh produce. Authenticity is regarded as one of these, as the public supports individual markets in there own communities we need to ensure that NZ Farmers markets stay focused and true to our producers and consumers nationwide. I look forward to catching with all market organisers both new and old at this year's conference and also taking our delegates to the last day of the Marlborough Farmers' Market season

Chris Fortune, Marlborough (FMNZ Chairperson)

Registration form

(Please use a separate form for each delegate)

Organisation.....
 Surname.....
 First Name.....
 Postal Address.....
 Email.....
 Telephone.....
 Mobile Phone.....
 Permission to include your contact details in published delegates list yes/no.

Registration fee for Friday and Saturday, all sessions, cd of proceedings, conference dinner, lunch, Friday evening wine and canapés, morning and afternoon tea, transport and breakfast

Friday & Saturday attendance

- \$350 full registration FMNZ member []
- \$450 registration non-member []
- \$250 full registration students []

Saturday only attendance

- \$250 Saturday only member (inc dinner) []
- \$350 Saturday only non member (inc dinner) []
- \$200 Saturday only member (excludes dinner) []
- \$300 Saturday only non member (excludes dinner) []

Cheques to be made out to Farmers Markets New Zealand Inc, PO Box 991, Blenheim

Direct credit Payment to Kiwi Bank # 389004060785500

Details: FMNZ Conference Payment

Phone (03) 5793599 or Fax (03) 5793598