

## **NEWSLETTER - AUGUST 2012**

### **Newsletter**

There has been a lot of enthusiasm for the new newsletter. It would be good to have suggestions for anything you'd like to see included.

### **Frome update**

The Cheese & Grain monthly market is still going strong with some new signage and extra advertising. There has been a hold up in the development of the weekly Saturday market but Mendip District Council still intends to go ahead. The Sunday Artisan Market that SFM joined has been a great success and the final September event will be followed by a review.

### **Insurance**

The Board discussed the knotty problem of insurance at its last meeting. While we need to check that all traders are covered by public and product liability insurance (SFM has a duty of care to customers and other folk at the markets), Louise spends a huge amount of time each year chasing people up. Can you suggest any more efficient system? What do we do with the small percentage of traders who keep promising but don't produce?

### **Royal Agricultural Benevolent Institution (RABI)**

You may have seen RABI at some SFM markets earlier this year. RABI is a welfare charity which provides practical and financial support to members of the farming community. They have already provided very useful support to at least one SFM member and the feedback is that they were helpful and straightforward to deal with - the main criterion is that you are making your living from the land. For more information visit [www.rabi.org.uk](http://www.rabi.org.uk). The Board would like to support the work of the charity, perhaps by having collecting boxes for RABI at our Christmas farmers' markets. What do you think?

### **Rebranding – time for a change?**

A number of SFM members have suggested that our marketing materials are looking a bit tired and that we need to present a coherent image of SFM across the various markets while promoting the unique qualities of each market. This is quite a major undertaking and will not come cheap. Please let us know whether or not you think we should go ahead. If we do, what kind of image do you think we should present/emphasise? Please get in touch about this one – all ideas welcome.

### **SFM vouchers**

A customer may occasionally give you an SFM complimentary £5 food voucher which they've received as a thank you or won in a raffle. Your day manager will convert the voucher into cash for you – there's no need to send it to Louise.

### **Welcome to new traders**

Lovatt Pies @ Burnham and Yeovil  
Mashy Pie Company @ Burnham and Crewkerne  
Marshwood Vale Cider @ Yeovil  
Mr Pickles Chilli Sauces @ Crewkerne, Yeovil and Burnham  
Upton Cheyney Chilli Farm @ Keynsham  
Dorset Shell Fish Company @ Crewkerne and Yeovil

