

## **NEWSLETTER - FEBRUARY 2013**

### **Website**

Our current SFM website was set up a number of years ago as a form of sponsorship. Not surprisingly, the firm that put it together retains a degree of ownership and so we can't readily make some of the changes that we would like (eg updating all of the photos and including a members' only section). Further, technology has moved on and our site is a lot more awkward to use than newer ones. The Board has therefore decided to commission a new website that will be fully under our control and easier to update. Please could you let me have any comments or suggestions for change as soon as possible (you can <mailto:steph.keeble@btinternet.com>).

### **Frome Super Markets**

The 2013 Frome Super Markets have been delayed and will probably not relaunch until June. Louise will be in touch with all of last year's participants as soon as the new terms and conditions and exact dates are known. It may be a good idea though to pencil in the first Sunday from June to September. If any of you would like to join the Super Markets for 2013 as an SFM member, please contact Louise asap.

### **Recruiting new traders**

We have space for a few more traders at some of our markets so it's worth encouraging traders that you come across at other markets to get in touch with Louise to discuss the options.

### **Cheddar Market relaunch**

Cheddar Market will be restarted on Friday 15 March at Cheddar Garden Centre (BS27 3RU). The market will normally run from 10am to 2pm but will start at 9am on the first occasion. The Garden Centre have given us a huge amount of help with the publicity including reprinting the postcard leaflets showing the new venue, organising the distribution and getting a new banner made. Although members who traded at the Bath Arms are transferring to the Garden Centre, we won't have the space restriction that we had at the Bath Arms. Please contact Louise if you'd like to discuss booking a pitch.

### **Yeo Valley update**

The food event at Yeo Valley is planned to take place on Monday 26 August at Yeo Valley HQ in Blagdon from 10am to 4pm. We are proposing a fee of £35 for the day. The Farmers' Market will play a central role alongside a programme of food-related speakers and hands-on activities. The venue can accommodate 30 to 40 stalls and we do have firm expressions of interest from around this number. However, let Louise know if you'd like to come in case there are cancellations or more space than expected.

### **Just a reminder**

As you will all know, there is a small reduction in the stall fee for members who pay in advance by invoice. To qualify as a payment in advance, invoices need to be paid no later than 28 days from receipt. Some traders have slipped a bit and are paying at the end of the invoicing period – this gives them both a discount and the benefit of paying after folk who pay on the day. This is clearly unfair and the Board is considering charging the full fee if an invoice remains unpaid after 28 days. What do you think?

### **AGM advance warning**

This year's AGM is scheduled for the evening of Monday 13 May at the Bath & West Showground. Before the meeting you will receive a form asking you if you would like to stand for election to the Board; all you have to do is to find two members - one to propose you and the other to second you. The Board is drawn mainly from members and is responsible for the finances, direction, policies and procedures of Somerset Farmers' Markets. Please do consider standing for the Board; you can contact any Board member if you would like more information or have any queries. In any case, please put the AGM in your diary – it's a good social event!

### **New SFM members**

The last few months have seen the following producers begin trading with us: Greenmeadow Free Range Eggs; Marshwood Vale Cider; the Unusual Pork Pie and Quiche Company; Fairfield Nursery.