

## **NEWSLETTER - DECEMBER 2014**

### **Link to SFM website**

We've been asked a number of times by members if they can put in a link to the SFM website. This is fine - please let us know if you need anything/any help.

### **Updating your website entry**

Know it's not going to happen now, but would be great if you could do a quick check on your website entry after Christmas and let us have any amendments needed.

### **Venue postcards and trifold leaflets etc**

The new leaflets and postcards are out now and being distributed across the markets. Would be a help if you could take a handful of the leaflets to any reasonably local event you're trading at. And on the subject of advertising, does anyone have (or could take) a photo of the new bunting at Wells?

### **Christmas cards**

We normally send out a few Christmas cards from SFM to our supporters (eg Bath & West who've hosted the AGM for many years). Louise organises this, so please could you let her know if you have a person/organisation who should be added to the list.

### **Frome Cheese Show**

The Frome Cheese Show in September tends to significantly reduce the number of customers and SFM traders at the Cheese & Grain SFM market (the second Saturday of the month). We'll therefore in future be giving a £5 reduction in the stall fee. We hope that this will not only help the Cheese & Grain regular stallholders, but also provide an opportunity for other producers to give the market a try. There's plenty of time, but please get in touch with Louise if you're interested.

### **Street food**

As we all know, street food is still the latest thing, and at many markets in London and other large cities, a majority of traders offer food to eat there and then. We know that it may not fit some SFM markets, but what else is holding us back? Any ideas that you can pass onto other traders?

### **Customer/trader questionnaire**

We'll be putting up on the website a brief questionnaire for customers and other interested folk on the markets and what developments they would like to see. We'll also circulate a similar questionnaire to traders.

### **January markets**

Just a reminder that neither Axbridge nor Midsomer Norton will be holding a January market - just too close to the New Year.

### **Have a good Christmas break!**