

NEWSLETTER - JUNE 2012

New newsletter

A number of SFM traders have suggested that we replace the annual newsletter with a shorter version that comes out more often - so the SFM Board is giving it a try. We aim to get the newsletter out within two/three weeks of a Board meeting (we have six per year) and to cover as much of the recent news as possible. Please let us know if there's anything you'd like to see included (contact email address below).

Frome Market Consultation

There was a good response to the consultation paper asking if you would like SFM to trade in the newly expanded weekly Saturday market run by Mendip District Council. Most of you who responded wanted to keep SFM trading monthly from the Cheese & Grain. We fully intend to keep the Cheese & Grain market going – so if you trade there, please tell your customers to keep coming. We're looking at improving the signage as soon as possible. Any other suggestions?

Frome Artisan Market

There are plans to create a farmers' market section (as well as four other sections) in the Frome Artisan market on three occasions this year. The market runs monthly on the first Sunday. The organisers want to group traders that belong to the different markets together so there is an opportunity for SFM traders to have a block of stalls. Louise has mailed around to see who is interested and so far the response is enthusiastic.

Review of cancellation policy

The Board reviewed the cancellation policy that has been in operation for a year. Overall there were 135 cancellations from June 2011 to May 2012 but no charge was made for 25 of these because of illness etc. About half of our members didn't cancel at all and 10% only cancelled once. There were 39 cancellations in the first three months of the year compared with 63 in the same period of the previous year. We know that the £10 charge for advance cancellations has its critics, but it does seem to have kept the cancellations down. It also contributes to the running costs of the market and pays for the admin time to rebook the stall. The alternative is to raise the fees for everybody. After a long discussion, the Board agreed to keep the charge as is for another year.

AGM

It was good to see so many of you at the AGM. Those of you that were there will have heard that SFM is in the process of disentangling itself from Somerset Local Food Direct run by Roger White. This process is simply in recognition of the fact that the two companies have developed in rather different directions over the past few years. There will be no effect on the excellent working relationship that SFM has with Somerset Local Food Direct.

Board members

Following the AGM, the Board members for 2012/13 are:

Adrian Watts (Meze Meze)
Gary Holloway (Fussels Fine Foods)
Emma Bush (Ham Street Produce)
Pru Rose (Old Castle Farm Pork)
Catherine Taylor (Taylors Bakery)
Jane Corpe (West Country Water Buffalo)

Bridget White (Real Pork)
Chris Davies (Great Cake Company)
Sarah Gratton (Deers Leap Chillies)
Steph Keeble (12seasons)
James/Dave Bartlett (Wootton Organic Dairy)

All of us are keen to hear your ideas so please get in touch. We have a shared email account (<mailto:contactsfmboard@gmail.com>) so you can be sure of getting a quick response.

Use of email

Please, please make sure that Louise has your current email address. Please also check your email as we increasingly rely on email to keep in touch with you.

Market news

The new market at Cheddar is going well and seems to be developing strong local support. The move of the Glastonbury market from the car park to the Market Cross has also been positive for most producers though we're thinking of extending the market to 2pm as Glastonbury folk don't seem to be early risers! Unfortunately we're limited for space at both markets but please let Louise know if you'd like to join either one.