

## **NEWSLETTER - AUGUST 2014**

### **Sale of butchery/deli equipment**

Thanks from Phil Reaney for the excellent response to his 'For sale' list. If you have equipment for sale that might interest members, we can circulate details - just send to [contactsfmboard@gmail.com](mailto:contactsfmboard@gmail.com).

### **Taste of the West Hospitality & Retail Awards 2014**

The haul so far is Gold for Wells, Axbridge and Frome and Silver for Crewkerne, Midsomer Norton and Glastonbury. Lots of positive comments in the feedback received to date.

### **Survey of Frome traders**

We have recently carried out a survey of traders at the Frome Cheese & Grain Market to gather information/opinions about the effects of the Frome Independent which takes place on the previous Sunday. It had been suggested that it might help to move the Cheese & Grain Market from the second to the third Saturday to give two full weeks between the two markets. However, it's clear that there are too many longstanding producers who have commitments at Crewkerne or other markets and would not be able to move. It was also felt that a change might risk confusing established loyal customers. While the Frome Independent attracts visitors from far and wide, the Cheese & Grain still serves a more local customer base. Instead we will aim to increase publicity about the Cheese & Grain Market - we are already working closely with their new marketing manager to provide more promotional activities at the Cheese & Grain ... any ideas or offers of demonstrations please let Louise know.

### **Facebook? Twitter? Instagram? Which one suits you best?**

As we move further into the 21st century, the Internet in one way or another is literally consuming all of our lives. With this in mind SFM have now got a Facebook page to keep you informed of the news and views from the markets we hold in and around Somerset. We hope it will become a popular medium to share any special offers available from the producers, any pop up markets we are organising, festivals the producers can be found at and much, much more.

Please Like and Share <https://www.facebook.com/SomersetFarmersMarkets>

Twitter with us at <https://twitter.com/SFMMarkets> and <https://twitter.com/BoSFarmerMarket>

### **All queries, ideas, suggestions etc to Tim Beer of Marshwood Vale Cider**

**([tim@marshwoodvalecider.com](mailto:tim@marshwoodvalecider.com)) who is going to oversee the development and maintenance of SFM social media. If you haven't got your Twitter/Facebook details on the SFM website, please could you send them to Tim.**

### **Misuse of social media**

Along with the rising use of social media, comes the increased danger of offending other users. Comments by traders about other traders can be upsetting even when intended as humorous. We need to be very careful about what we publish and not to pass comments on other traders unless we're sure that those comments will be acceptable.

### **SFM Member Logo**

There are now two versions of the Member Logo in the Members' Area of our website. Gill Bishop has added a high resolution version that's suitable for printing and can be included in any of your printed publicity.

### **SFM website**

We're looking to refresh the website in the run-up to Xmas - you may have noticed that the header on the home page has been changed (many thanks to Mill Farm Catering for the new photo). **Please could you reply to this email address with any corrections, changes, suggestions, new images etc etc.**

### **Paying on the day**

Now that the majority of traders are paying on the day, day managers are having to spend more time collecting the fees. It would be very helpful if some traders could pay at the start of the market rather than at the end. Please could you come prepared to pay for your stall during the early, often quiet, period.

### **Events, shows and food festivals**

**We know that many of you take up places at various festivals and events during the summer and early autumn and cancel your SFM stall. Inevitably this damages the regular markets reducing their profitability for traders and so their long-term viability. There's clearly no easy solution to this problem - what do you think? [Mailto:contactsfmboard@gmail.com](mailto:contactsfmboard@gmail.com)**