

Dear Stallholder,



Welcome and thankyou for being a part of the Walcha Farmers' Market.

In this brochure you will find all the information you need pertaining to the markets, and ideas for how to get the most out of the markets for your business.

The Walcha Farmers' Market is a not for profit incorporated association with a committee of volunteers. Your stall fees contribute to our ability to advertise our markets and for ongoing operating and equipment costs to make the markets successful. The committee also conducts other fundraising events for the markets – including the community stall at every market, a street stall in Walcha twice a year, wood and other raffles.

Your point of contact on the committee is myself, **Lisa Kirton**. I am the stall holder liaison and can be contacted at info@walchafarmersmarket.org.au or by phone on 6777 2412.

For last minute questions, directions or cancellations please contact one of the following mobiles:

Denise Cox 0429 692 214

Lisa Kirton 0417 066 490

Please take the time to look through the rest of the information in this brochure and if you have any questions at all, please feel free to contact us.

We wish you all the best for this market season.

Kind Regards,

Lisa Kirton

On behalf of the

Walcha Farmers Market Committee



Walcha Farmers Market Inc.

0417 066 490

info@walchafarmersmarket.org.au

www.walchafarmersmarket.org.au



YOUR  QUESTIONS ANSWERED

WHAT CAN I SELL?

Aims and Guidelines

Walcha Farmers Market is a food, health, wellbeing and gardening market incorporating a limited number of makers and creators. The aim of the market is to provide a venue for consumers to learn about food by talking directly to producers, and to provide a platform for small businesses and backyard producers to sell their products. This will assist consumers in making informed decisions on food choices and better understand the paddock to plate process.

We also provide a platform for a limited number of makers and creators. Therefore our guidelines include

Anything edible, that is home-grown or homemade.

Plants and homemade gardening items.

A limited number of makers and creators.

The majority of items sold on each stall need to be made or grown by the stallholder.

Stalls relating to health & wellbeing will also be accepted at the discretion of the committee. We do not accept on-sellers or re-sellers.

We do understand there is a grey area, so items will be included that complement the overall aim of the markets.

If you have any questions regarding the guidelines or would like clarification please contact info@walchafarmersmarket.org.au



MARKET DATES FOR

2019 2020

Saturday 21, September 2019
Spring Markets

Saturday 19, October 2019
Walcha Mountain Festival weekend

Saturday 16, November 2019
November Markets

Saturday 21, December 2019
Christmas Markets

Saturday 18, January 2020

Saturday 15, February 2020

Saturday 21, March 2020

Saturday 18, April 2020
Easter Markets

Saturday 16, May 2020



BEING SEEN ...

Advertising and Media

The Walcha Farmers' Market uses paid advertising every month in the Apsley Advocate, September Focus Magazine, Northern Daily Leader Regional Festival Guide and local radio. We submit media releases to all major publications when events and major markets are held (September, Christmas and Easter).

We also have a Facebook page ...

[www.facebook.com/ WalchaFarmersMarket](https://www.facebook.com/WalchaFarmersMarket)

We have distributed posters around Walcha, Armidale and Tamworth and banners go up at all the entrances to Walcha a week before each market.

The markets also like to include kids activities, music and workshops. If you would like to be involved please contact **Lisa Kirton** on **6777 2412**

If you would like to advertise that your business will be at the markets or offer some editorial to the local papers please contact:

Apsley Advocate - **Anthea McPherson** 6777 1111 or wtc@walchatelecottage.com.au

Walcha News – **Vanessa Arundale** 0438 485 772 or vanessa.arundale@fairfaxmedia.com.au

For more information on Advertising and Media please contact info@walchafarmersmarket.org.au