



LYELLTON FARMERS MARKET PROGRESS REPORT - TWO YEARS





The Lyttelton Farmers Market has been a success from the beginning. Project Port Lyttelton has been administering and operating the market for two years in September 3rd 2007.

The original aims of our market were to:

- Bring back the joy of shopping for real food
- Encourage more residents to shop locally
- Create a better sense of community. What better place to meet your neighbours than the market square
- Purchase food that was high quality and free from chemicals
- Create an outlet for our community garden supplies
- Have a regular reason for people to come to Lyttelton to boost economic performance of our local shopping area
- Provide a stable income source for Project Port Lyttelton
- Encourage people to think about seasonality
- To get people to think about how they shop, food miles, plastic bags etc
- Develop Lyttelton as a niche food area
- Steer Lyttelton in a more sustainable direction
- Fill a niche gap in the market place
- Give Lyttelton another reason to feel good about itself.

Progress:

Over the two year period we can feel proud that we have achieved all of our aims. Many local people are coming to the market. Each Saturday we can guarantee 2000-3000 people come and go from the market place. Many people are local and many come from around the bay or the greater Christchurch area. Our recent survey indicates 51% of attendees are from Lyttelton Harbour, 31% are from the greater Christchurch region, 3% Heathcote/Sumner, 3% Canterbury, 7% other NZ and the balance 5% from overseas.

Our stallholders are all very happy with the market performance. From a small beginning of 13 stallholders we have 30 regular stallholders, with many more on the waiting list. Stallholders arrive rain, hail or shine. The market has become the supermarket for many people and staple food items are required no matter what the weather.

Moving to Lyttelton Main School in January 2006 has cemented our place in the local community. The school grounds provide the perfect safe place to operate the market week in

week out and this location has strengthened PPL's ties with the school community. A recent purchase of a garden shed will also make operations much easier with all market furniture now able to be stored onsite. This will cut down the set up time considerably.

The numbers of people coming to the market have been a boost for the local shops. Most businesses report increased trade from market patrons. Many new businesses have opened in the township. We are becoming a niche food area. Piko Wholefoods have been attracted to the township because of the food philosophy. Grounds Foods an original market stallholder have just opened a delicatessen on London Street. The Lyttelton Coffee Company, a quality coffee roaster opened in June.

We have provided a place for people to think more about the food they buy and the waste they create. Our material shopping bags have been well used. The majority of patrons to the market use cloth bags. We have had an impact on rubbish. All stallholders must look after any rubbish they generate. This encourages them to think hard about how they operate and we hope encourages the public to also think harder about their rubbish choices.

We are making progress also with how people attend the market. We really encourage people to walk, catch the bus or ferry and lastly come by car. 34% of people surveyed walked to the market. 3% came by bus, 1% by ferry and 68% drove.

An unexpected outcome from the market is employing local musicians to create atmosphere at the event. A total of nine local groups play on a roster system. This is proving a great way to find talent for festivals and other events that are happening in the Harbour.

Lyttelton is feeling really good about itself. In the process Project Port Lyttelton has created an income source for itself that enables us to be more independent. Last year we had a \$15,000 surplus from market operations. This surplus has enabled us to employ Sue-Ellen Sandilands as our part time administrator and to complete some projects that would otherwise have been difficult to fund.

More Survey Results.

How often do you come to the market?

- 37% of customers are attending weekly
- 18% of customers are coming a couple of times per month
- 29% of customers have been a few times
- 15% were first time attendees

It is great to see that many people are coming regularly to the market.

How did you hear about the market?

- 47% were local
- 30% heard from friends or family
- 10% from market advertising
- 7% found out by accident
- 6% other i.e. internet, books

Word of mouth has proven to be our most effective form of advertising. It is pleasing to see that our excellent internet site has been used as well. Usage of this site is backed up by good web site statistics.

What do our customers like about the market?

- 18% quoted the food
- 6% enjoyed the music
- 17% like the atmosphere
- 4% like it as a meeting place
- 49% like all the above aspects
- 6% like that there are lots of organic vegetables and it is very friendly

This is really positive feedback about the market. With almost 50% of people liking everything it is a great result. Organisers feel we have created a good balance between the act of purchasing, socialising and enjoyment.

How much do you spend?

- 14% \$10 per week
- 26% \$20 per week
- 28% \$30 per week
- 5% \$40 per week
- 11% \$50 per week
- 9% \$60 per week
- 2% \$80 per week
- 4% \$100 per week
- 1% more \$150 per week.

The average spend at the market per week for our sample group was \$30. If 2000 people are passing through the market we can assume that the market is generating roughly \$60,000 per week. This is a significant financial input into the township.

We continued and asked people their spending habits at the nearby shops.

Do you spend money at other Lyttelton Shops?

- 74% yes
- 26% no

Three quarters of market visitors spend money at other Lyttelton businesses. This is a really good result for small business owners.

What other shops do you spend money at?

- 32% spend at the cafes
- 21% spend at the supermarket
- 10% spend at the bookshop
- 10% spend at the restaurants
- 9% spend at the dairy
- 1% at other shops
- 13% didn't respond
- 4% shop at all of the above

How much do you spend at other shops?

- 22% \$10
- 21% \$20
- 8% \$30
- 5% \$40
- 6% \$50

- 6% \$60
- 3% \$70
- 29% nil

This equates to spending approximately \$20 per person at other Lyttelton shops. Assuming 1500 extra people are visiting our local shops; owners are generating an extra \$30,000 on a Saturday morning.

Where could we improve?

In the future we need to work harder to get more people not to drive to the market. This time next year we should aim for 50% driving to the market. We will explore the option of getting a delivery service for Lyttelton households for market goods. It is hoped this will encourage more people to walk.

Our education programme for home composting has still not taken off. We really need to get this up and running so that a systems approach is used more regularly by patrons that visit the market. By this I mean that food waste is returned to local soils, where hopefully more food can be grown. By using our own waste we will enrich our soil.

Another education arm could be added to our operations. Compostable coffee cups, bags, utensils etc could be sold. Again that would raise awareness of better packaging options that can either be composted or recycled.

We have had little success in getting local home gardeners to contribute excess crops to the market. We should advertise this more.

The onset of produce from the Opawa site, a new organic garden being run by PPL should make a positive contribution. We hope this will create a flow of good quality food for the community and restaurants. We might explore a scheme for community card holders to access good quality fresh produce.

Our customers say we could improve by:

- More gluten free products
- More stalls
- Parking can be dangerous, solutions needed
- More seats
- No amplification of music
- Accepting credit cards
- Stop trading before 10am. Too dangerous with pedestrians and cars
- More space
- Better parking
- More bread
- More trading hours
- Too small, extend
- More shelter
- Gold coin activities for children
- More variety, not so many jars
- EPTPOS
- Ideas box
- Exhibitions in the hall
- Juice bar
- Parking difficulties

- More rubbish bins

For Lyttelton township as a whole we asked market customers if the market had changed their impression of Lyttelton. Many responded saying it had a stronger community feeling. Others noted it was livelier than they had thought. People were really nice and interesting. Others commented the area was creative with a great village feel. For many perceptions hadn't altered. They always felt Lyttelton was a community place.

Our survey form was used to help market organisers try and overcome some issues we have. We asked customers if the market should sell organic and non organic produce. There was overwhelming support for the sale of both types of product.

We also asked patrons if the market should stick to Farmers Market principles. This question was not successful. Most people didn't know what Farmers Market principles were! Organisers were trying to get a handle on whether other produce that was not associated with the traders business should be sold. For example should Tuahiwi sell organic bananas when they are not grown by themselves or should Evansdale sell farm produce that is bought from the market? The issue still isn't resolved however Evansdale has been asked to cease selling market purchased products by October 2007.

Overall Success

Overall the market is a resounding success. Operationally Sue-Ellen Sandilands and Peter Appleton have done an outstanding job keeping things ticking along smoothly. Our stallholders are happy and our customers keep returning. Our community is proud of us and the community spirit keeps shining through. Our success to date will be celebrated at a second anniversary dinner in September.