

**LEARN FROM THE BEST**

# **STROUD FARMERS' MARKET**

**FARMA  
FARMERS' MARKET  
OF THE YEAR 2008**

**SATURDAY  
31 MAY 2008  
STROUD  
GLOS.**

**AN EVENT  
FOR MARKET MANAGERS  
AND STALLHOLDERS**

**MORE DETAILS  
OVERLEAF**



## Getting into a rut with your farmers' market ideas?

### COME TO STROUD FARMERS' MARKET AND BE REFRESHED!

Stroud farmers' market, winner of the 2008 FARMA Farmers' Market of the Year, has brought new life to a fading town centre and is the centrepiece of the community.

It is run by Clare and Kardien Gerbrands whose energy, passion and creativity has pushed the frequency of the markets to weekly on Saturdays, and grown the number of stallholders to over 50. Although the farmers' market no longer receives any funding, it enjoys the support of the town centre management, District Council, Stroud's MP, David Drew, and many local businesses.

### YOU ARE INVITED TO JOIN US ON FRIDAY 30 MAY from around 19.00

for a sociable dinner at a local restaurant to meet stallholders and supporters of the farmers' market. There are plenty of hotels and B&B close by for an overnight stay.

### It is an early start on Saturday 31 May.

The market is set up and trading by 09.00 in the Cornhill Market Place and adjoining streets. Following a tour of the market (and take a look at the Made in Stroud shop in Kendrick Street nearby) we will adjourn to the Imperial Hotel in the centre of the town for presentations, discussions and lunch. You are also warmly invited to take a look at the farmers' market offices and storage facilities, about a mile away.

### WHAT WILL YOU GET FROM THE EVENT?

Lots of take-away ideas for organisers or stallholders:

**How to make the farmers' market matter to local people . Rise to challenges .**

**Get sponsorship . Use the media . Market organisation, and the software running it.**

**The concept of 'Made in Stroud' to showcase local producers . Friends in high places .**

**Make time to attend if you can, it could be just the refreshment you need!**



The front picture and above were taken at Stroud farmers' market in November 2007, when BBC TV Countryfile featured the market and the presentation of the FARMA Award.

### Programme (approximate timings)

- 08.45 Meet at the cafe in the Cornhill Marketplace**
- 09.00 Walk around the farmers' market with Clare and Kardien Gerbrands, meet stallholders.**
- 10.00 Imperial Hotel:**  
**From 3 July 1999 to now ... the farmers' market journey - great successes and things that were less useful; stallholder stories; meeting challenges; using the media.**
- 13.00 Light lunch and networking**
- 14.00 Farmers' Market Forum: news and views, bring your own topics for discussion**  
**Producer Verification - progress, your ideas**
- 15.30 Close. Invitation to see 'Fresh 'n' Local farmers' market office, systems and storage facilities.**

## BOOKING FORM : Send to FARMA, 12 Southgate Street, Winchester, Hampshire SO23 9EF Tel: 0845 45 88 420

Booking contact .....

Farm/business name: .....

Correspondence address: .....

..... Post Code .....

email address: .....

Telephone number: .....

Mobile .....

**FARMA MEMBERS\*: £40 + VAT each, or book 3 places for £100 + VAT**

	Members	Non-Members
Name:	£40.00	£60.00
Name:	£40.00	£60.00
Name:	£40.00	£60.00
<b>Package price offer for 3 FARMA member delegates as above: * STALLHOLDERS AT FARMA MEMBER MARKETS ATTEND AT MEMBERS' PRICE</b>	£100.00	N/A

Does any delegate have special dietary requirements? .....	SUB-TOTAL £	
Does any delegate require wheelchair or other facilities? .....	Add VAT @ 17.5%	
	<b>TOTAL £</b>	

### PAYMENT DETAILS

#### Pay by cheque:

Please make your cheque payable to FARMA and send to: FARMA, 12 Southgate Street, Winchester, Hampshire SO23 9EF

#### Pay by credit / debit card

You can call **0845 45 88 420** to make your booking and pay at the same time. Or complete the following details:

Card type: Maestro / Solo / Delta / Visa / Mastercard/

Other .....

Card No .....

Expiry: ..... / ..... Card start date: ..... / .....

Issue number (if applicable) .....

CSV (last three numbers on the back of the card) .....

A VAT invoice will be sent to you, with further event details.

If you have a purchase order and you need us to send you an invoice before payment, please write the number here:

### Terms + conditions

FARMA member farmers' markets and stallholders attending FARMA member markets can attend for £40 +VAT each. There is a package price for booking three delegates of £100 + VAT. Non members can attend for a ticket price of £60 + VAT or apply to join the Association, subject to eligibility: Please call 0845 45 88 420 for details.

Cancellations: No refund for cancellations received after 24 May 2008. You may substitute another delegate at any time; please call 0845 45 88 420 to register new name. FARMA reserves the right to change details of the published event without notice.