



Lyttelton Farmers Market

Newsletter No 11 July 2007

Market Gets Better and Better

Hello everyone, finally a newsletter from the management team! Life just seems to get too busy and the production of the newsletter falls to the side. It's so pleasing to see the Lyttelton Market going from strength to strength even in the middle of winter.

Publicity keeps rolling in and we do very little to generate it. Thanks to Ground Gourmet Essentials and Biotek K (shitaki mushrooms) for some more media exposure and New Zealand Gardener for a great article.

Market Survey Results

During May and June organisers surveyed market attendees. In all 65 people completed the survey. A detailed report will follow but in the mean time some of the findings are:

How often do you attend the market?

Weekly 37%
Couple times month 19%
Few times 29%
First time visit 15%

Where are you from?

51% Lyttelton Harbour
3% Heathcote Sumner
31% Christchurch
3% Canterbury
8% other NZ
4% Overseas

How did you find out about the market?

47% local person
30% friends

10% advertising
7 % accidentally
6% other is web site

What do you like about the market?

18% food
5% music
17% atmosphere
4 % meeting place
49% everything
7% other

How much do you spend each week?

14% \$10 26% \$20 28% \$30 4% \$40
11% \$50 9% \$60 2% \$80 4% \$100
Nil \$150 2% greater \$150

The survey results are supporting what we knew anecdotally. The market is predominately a local market and many people come regularly to do their weekly shopping. People really enjoy the entire market experience and are spending a reasonable sum of money with the stallholders.

Local Advertising

The Lyttelton Harbour puts out a local visitor, business and community guide. Organisers will be taking out a one page ad within this publication. If you would like your business listed within this ad you can have a one line listing for \$25 plus gst. Please contact Sue-Ellen if you are interested. There is only room for 12 stallholders to participate.

Second Birthday

The market turns "2" on September 1st. We think it would be good to have a celebration. Depending on numbers we could organize an evening at London St or the Volcano in Lyttelton. Please let Sue-Ellen know if you would like to take part and then we can organize a function. office@lyttelton.net.nz or 328 9243.

If you can't make it

If you aren't going to be able to attend the market please either notify the person who collects the stall fees or call no later than Friday evening. Phone Sue-Ellen 328 9260 or contact the Market Organiser on the day on the mobile 0210 274 2227.

Email: office@lyttelton.net.nz
www.lytteltonfarmersmarket.co.nz