



# THE TRUE VALUE OF FARMERS MARKETS - PILLARS OF SUSTAINABILITY, ACCOUNTABILITY & COMMUNITY





# ABOUT



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- EXECUTIVE OFFICER, VICTORIAN FARMERS MARKETS ASSOC.
- REPRESENTATIVE MEMBER, WORLD FARMERS MARKETS COALITION
- CHAIR, NRM REGION



- AGRICULTURAL TEACHER
- ACCREDITED MEMBER, VICTORIAN FARMERS MARKETS ASSOC.
- OWNER/OPERATOR, YAPUNYAH MEADOW GRAZED CHICKENS
- DIRECTOR, NRM REGION BOARD
- MEMBER, VIC ASSOCIATION OF AG AND HORT EDUCATORS





**WORLD FARMERS  
MARKETS COALITION**

World Farmers Markets Coalition (WFMC):

The World Farmers Markets Coalition (WFMC) represents over 70 associations from more than 60 countries, encompassing 20,000 markets, supporting over 200,000 farming families, & reaching over 300 million consumers.

WFMC is part of the UN's Food and Agriculture Organization's (FAO) Food Coalition, receiving strategic support to develop & affirm the role of farmers' markets as a necessary component of local food systems worldwide.

It focuses on

- 1.Global Collaboration.
- 2.Support for Emerging Markets.
- 3.Promoting Sustainability, Biodiversity & Food Security.
- 4.Educational Initiatives.



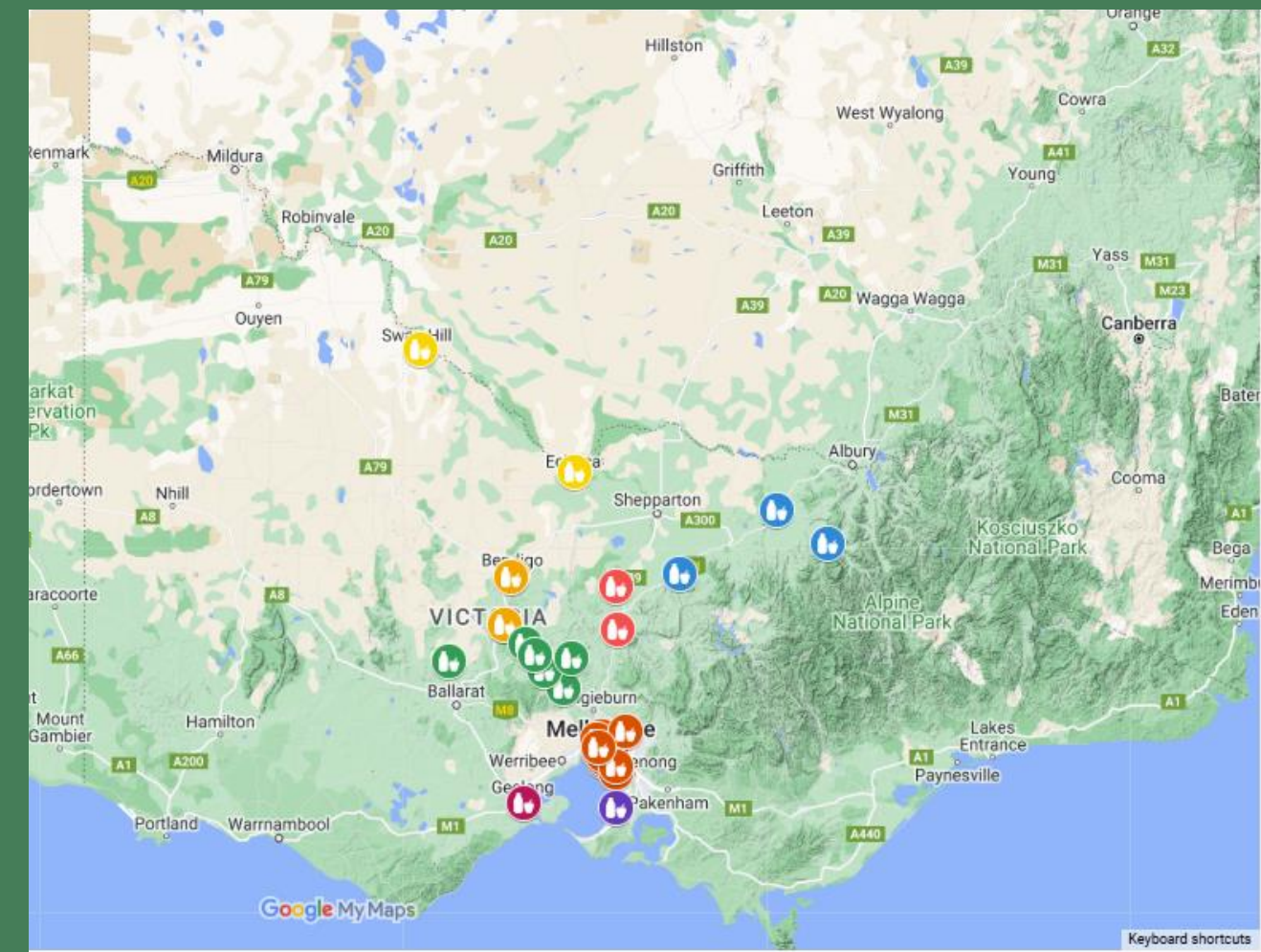




#fromtheheartofthefarm  
#fromourpaddocktoyourplate  
#lovelocalfood  
#farmermarketsdonejusthappen  
#directfromthefarmer  
#vfma  
#vicfarmersmarkets

### Victorian Farmers Markets Association (VFMA)

- Established: 2004
- Mission: Develop, support, and promote authentic farmers' markets in Victoria.
- Accreditation: Ensures markets and stallholders provide direct sales from local farmers and producers, fostering community sustainability and food security.
- Consumer Connection: Links consumers with local farmers, offering fresh, seasonal, and healthy food.
- Reach: Over 600 farmers and makers providing fruits, vegetables, meats, cheeses, and handmade products.
- Operations: More than 30 accredited markets run weekly, fortnightly, or monthly in both urban and rural communities across the state.

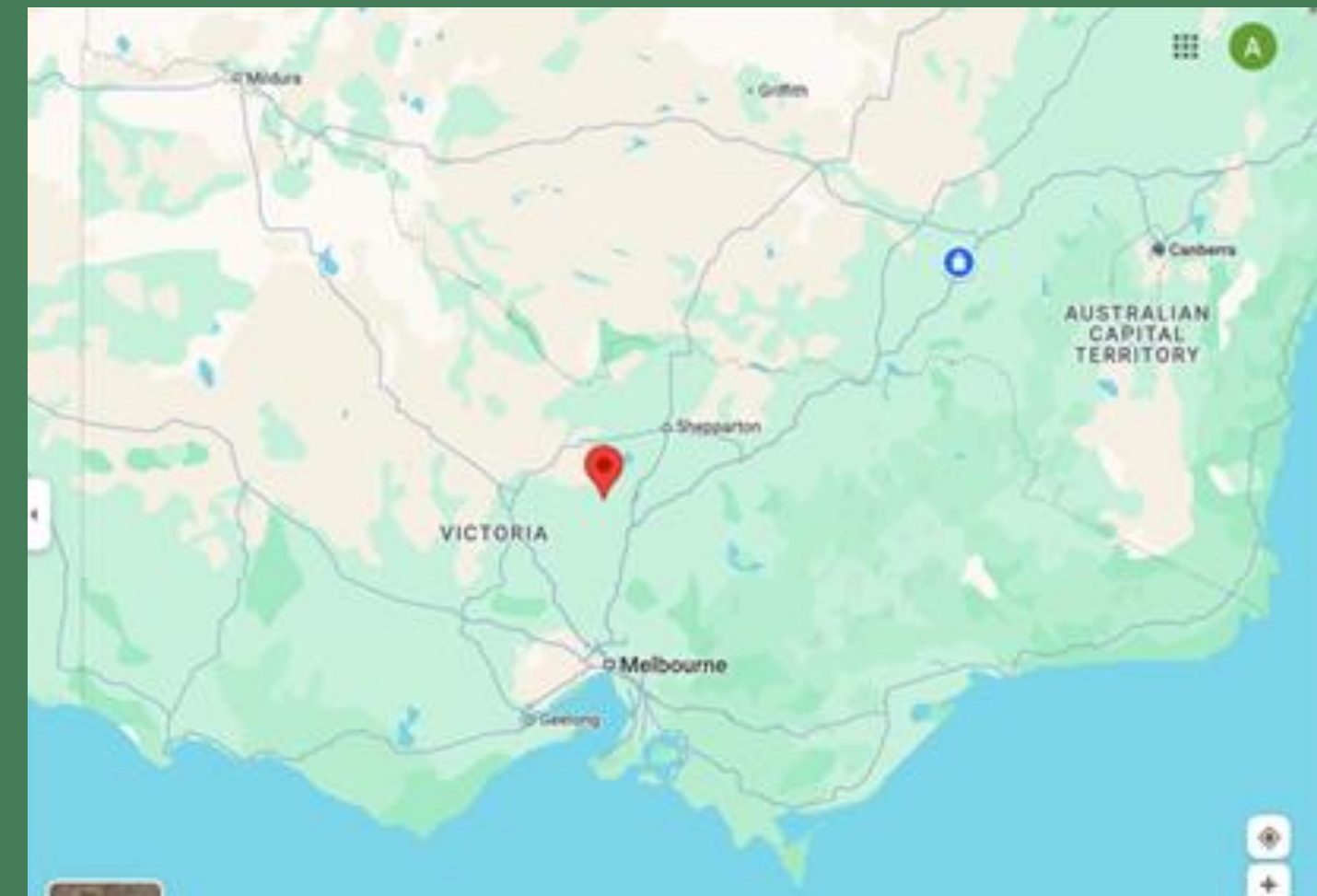




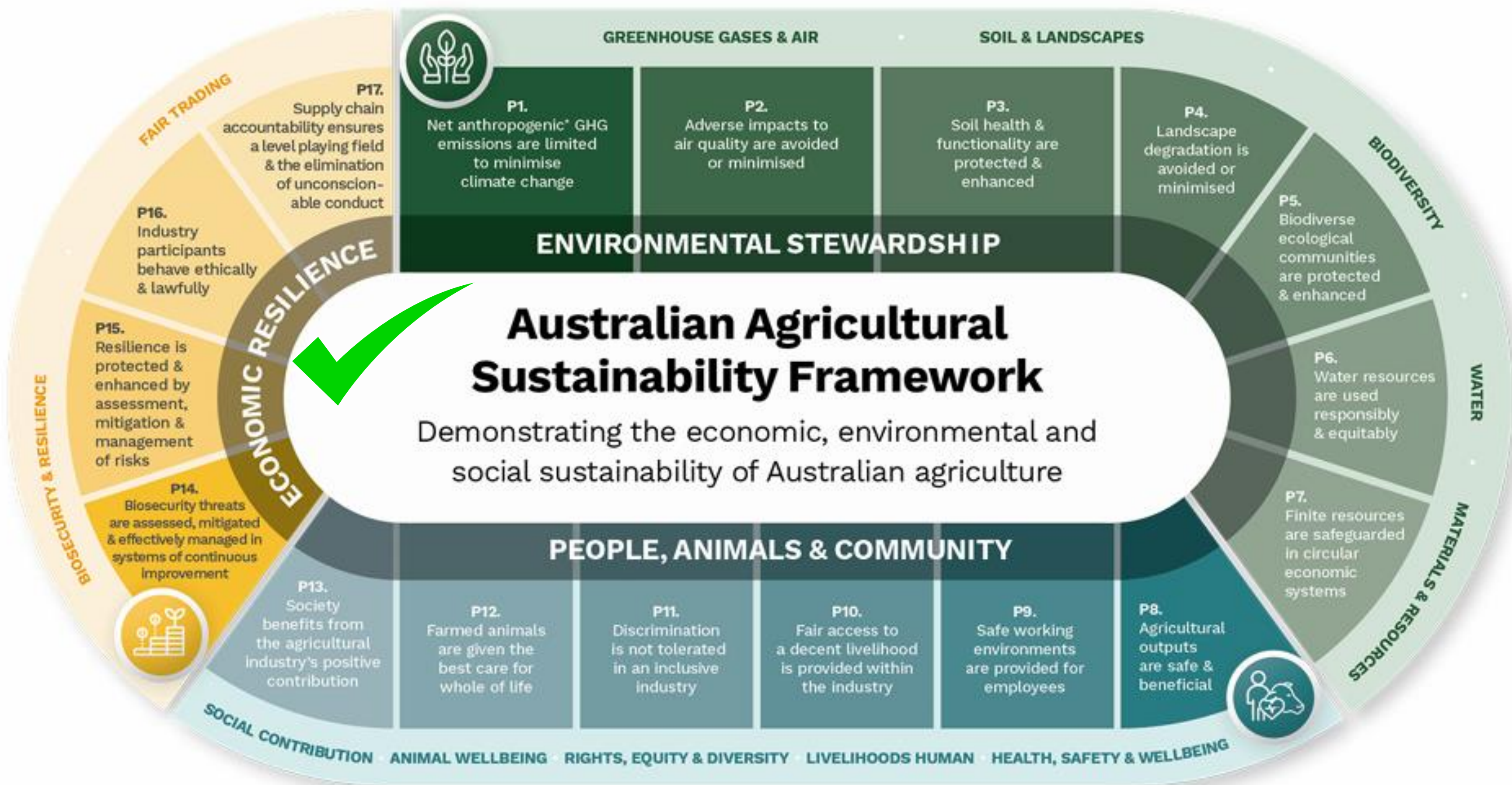


## Yapunyah Meadow Grazed Chickens

1. Sustainable and Ethical Farming.
2. Natural Diet.
3. Animal Welfare.
4. Sustainability and Building Natural Capital.
5. Good Old Fashioned Value.
6. Direct to the Consumer via VFMA Farmers Markets
7. Supporting and Embracing Community & Circular Economy





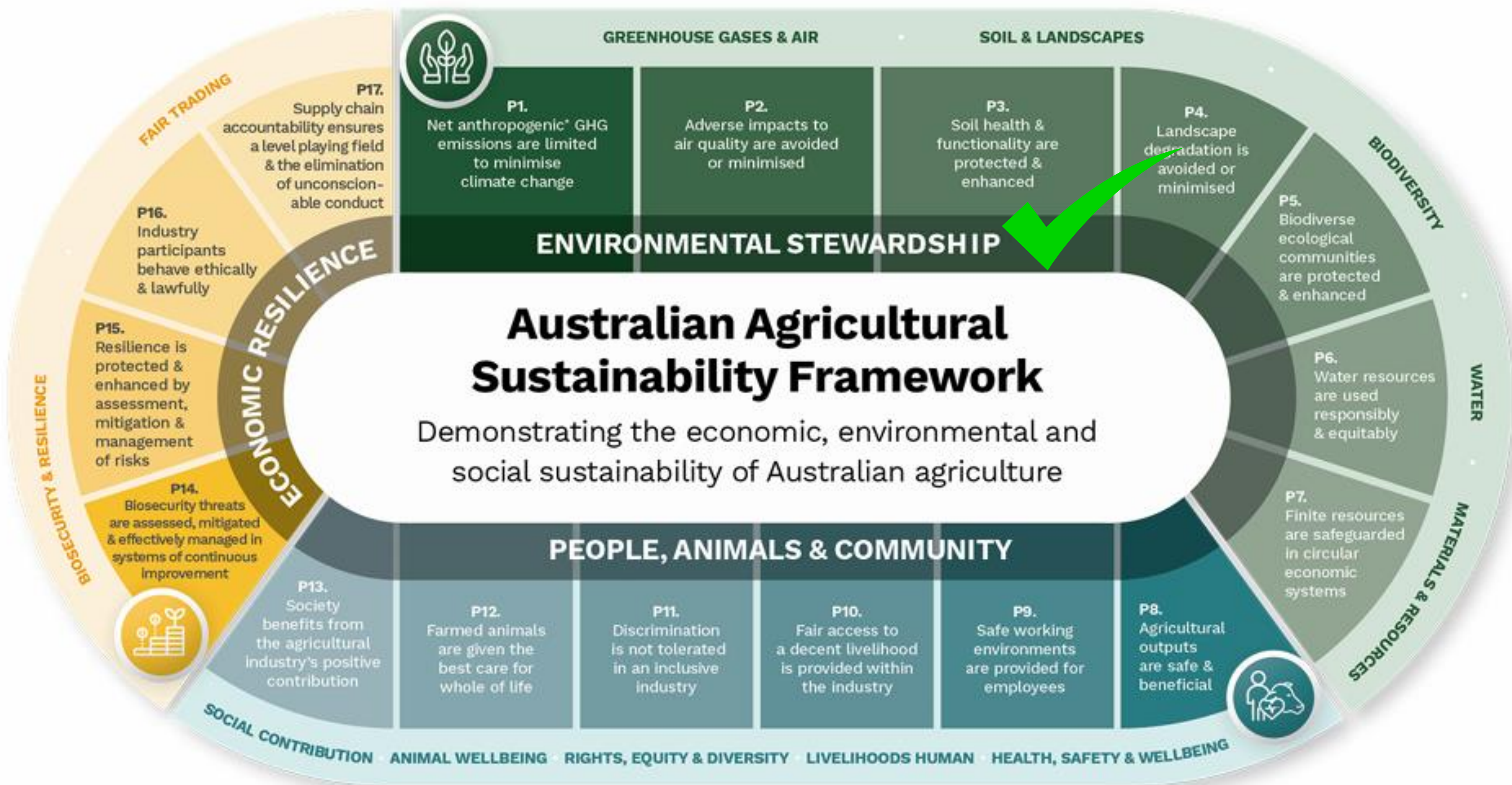




- ✓ GLOBAL & LOCAL GROWTH
- ✓ FAIR TRADING
- ✓ DIRECT TO CONSUMER
- ✓ AGILE DURING CRISIS - COVID
- ✓ ACCREDITED, FOLLOW NATIONAL & STATE REGULATIONS, STANDARDS









- ✓ BIODIVERSITY
- ✓ NATURAL CAPITAL
- ✓ REDUCED IMPACT
- ✓ FOOD & TRAVEL MILES
- ✓ FOOD WASTE





# Australian Agricultural Sustainability Framework

Demonstrating the economic, environmental and social sustainability of Australian agriculture

## PEOPLE, ANIMALS & COMMUNITY

## ENVIRONMENTAL STEWARDSHIP

### GREENHOUSE GASES & AIR

### SOIL & LANDSCAPES

P1.

Net anthropogenic\* GHG emissions are limited to minimise climate change

P2.

Adverse impacts to air quality are avoided or minimised

P3.

Soil health & functionality are protected & enhanced

P4.

Landscape degradation is avoided or minimised

P5.

Biodiverse ecological communities are protected & enhanced

P6.

Water resources are used responsibly & equitably

P7.

Finite resources are safeguarded in circular economic systems

P8.

Agricultural outputs are safe & beneficial

P9.

Safe working environments are provided for employees

P10.

Fair access to a decent livelihood is provided within the industry

P11.

Discrimination is not tolerated in an inclusive industry

P12.

Farmed animals are given the best care for whole of life

P13.

Society benefits from the agricultural industry's positive contribution

P14.

Biosecurity threats are assessed, mitigated & effectively managed in systems of continuous improvement

P15.

Resilience is protected & enhanced by assessment, mitigation & management of risks

P16.

Industry participants behave ethically & lawfully

P17.

Supply chain accountability ensures a level playing field & the elimination of unconscionable conduct

FAIR TRADING

BIODIVERSITY

WATER

MATERIALS & RESOURCES

SOCIAL CONTRIBUTION

ANIMAL WELLBEING

RIGHTS, EQUITY & DIVERSITY

LIVELIHOODS HUMAN

HEALTH, SAFETY & WELLBEING





✓ COMMUNICATION & STORYTELLING

✓ ENTREPRENEURSHIP

✓ COMMUNITY BUILDING

✓ EDUCATION

✓ SOCIAL LICENSE

✓ COMMUNITY ENGAGEMENT










# MARKET METRICS



## VFMA Online Metrics Platform

**EcoMarket Compass**

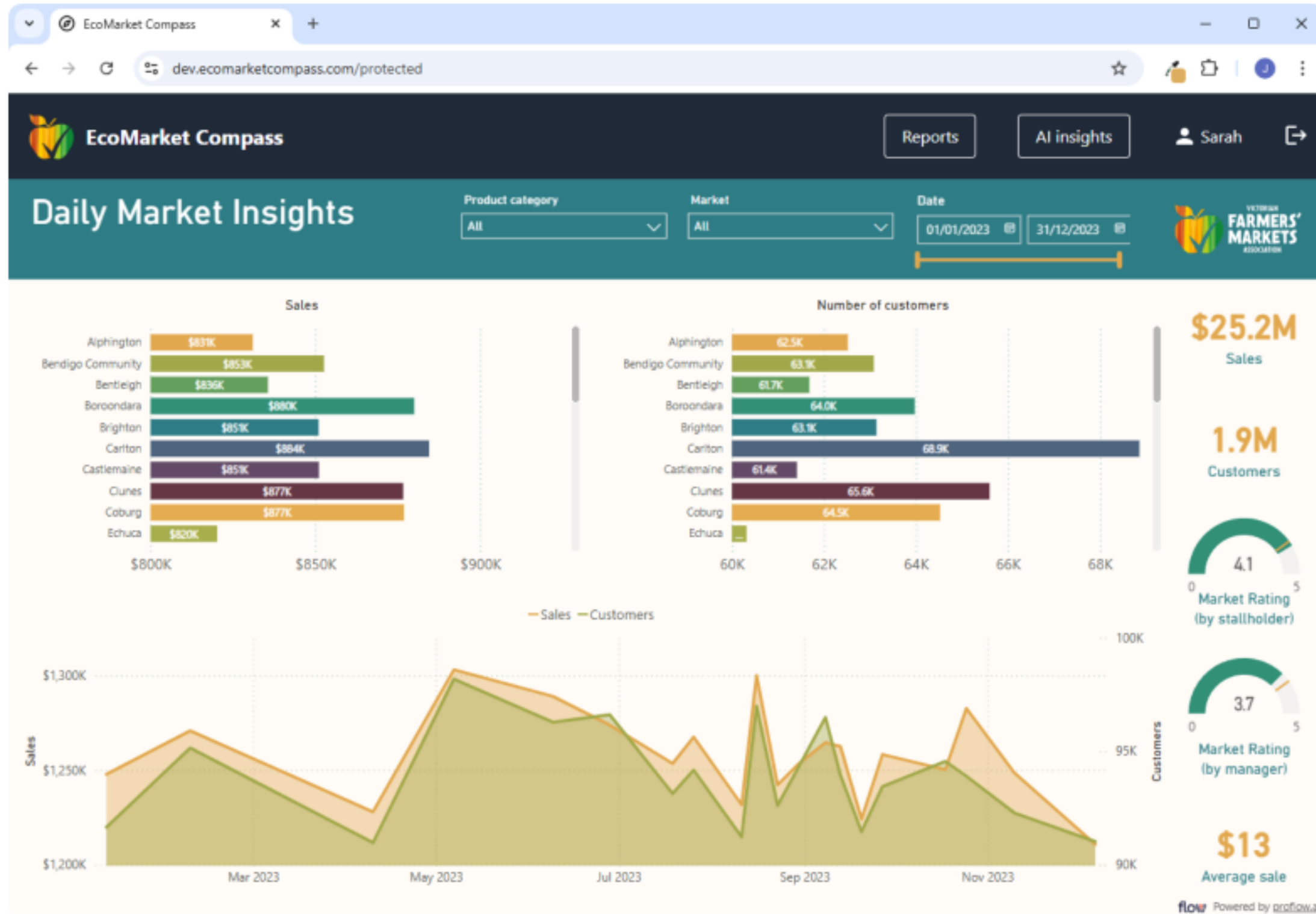
EMAIL ADDRESS

PASSWORD

[Request access](#)



# Dashboard





# Daily Market Insights

Product category

All

Market

All

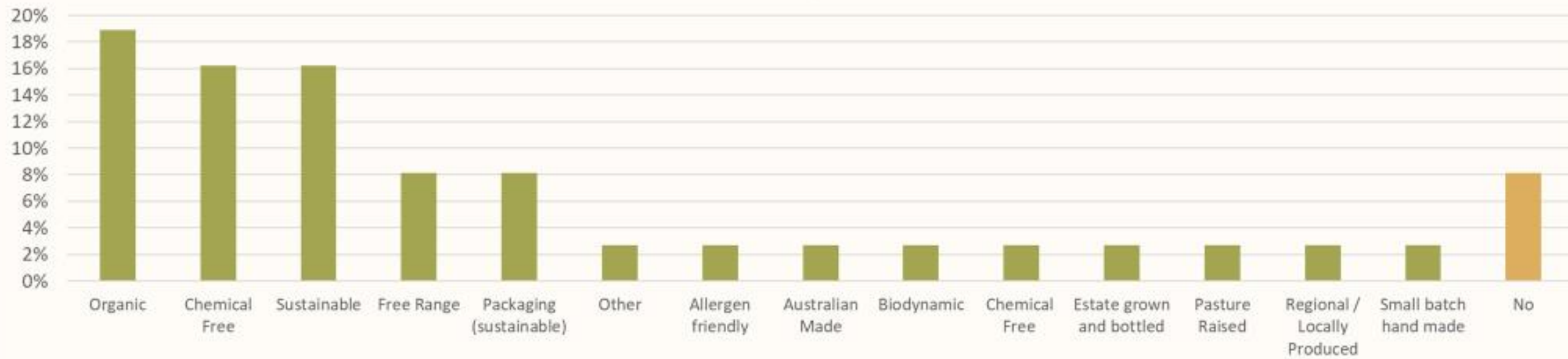
Date

01/01/2023

31/12/2023



## Sustainable practices



**\$25.2M**

Sales

**1.9M**

Customers



Market Rating  
(by stallholder)

## Sales / customers



Market Rating  
(by manager)

**\$13**

Average sale



# Daily Market Insights - Categories

Product category

All

Market

All

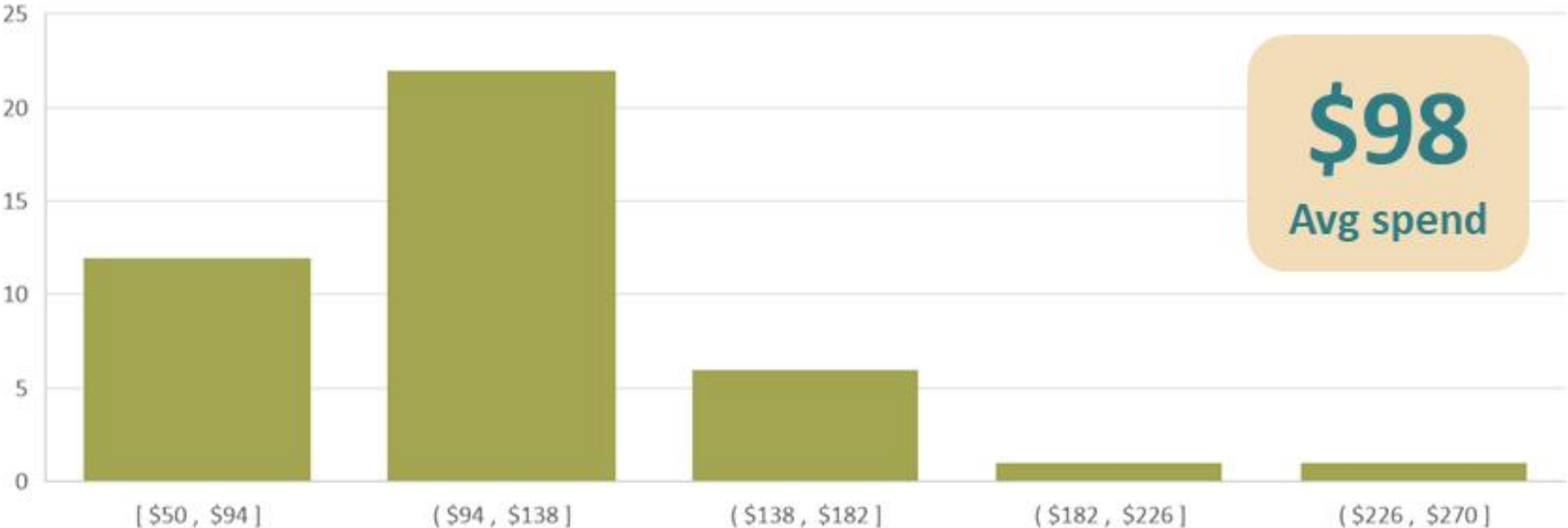
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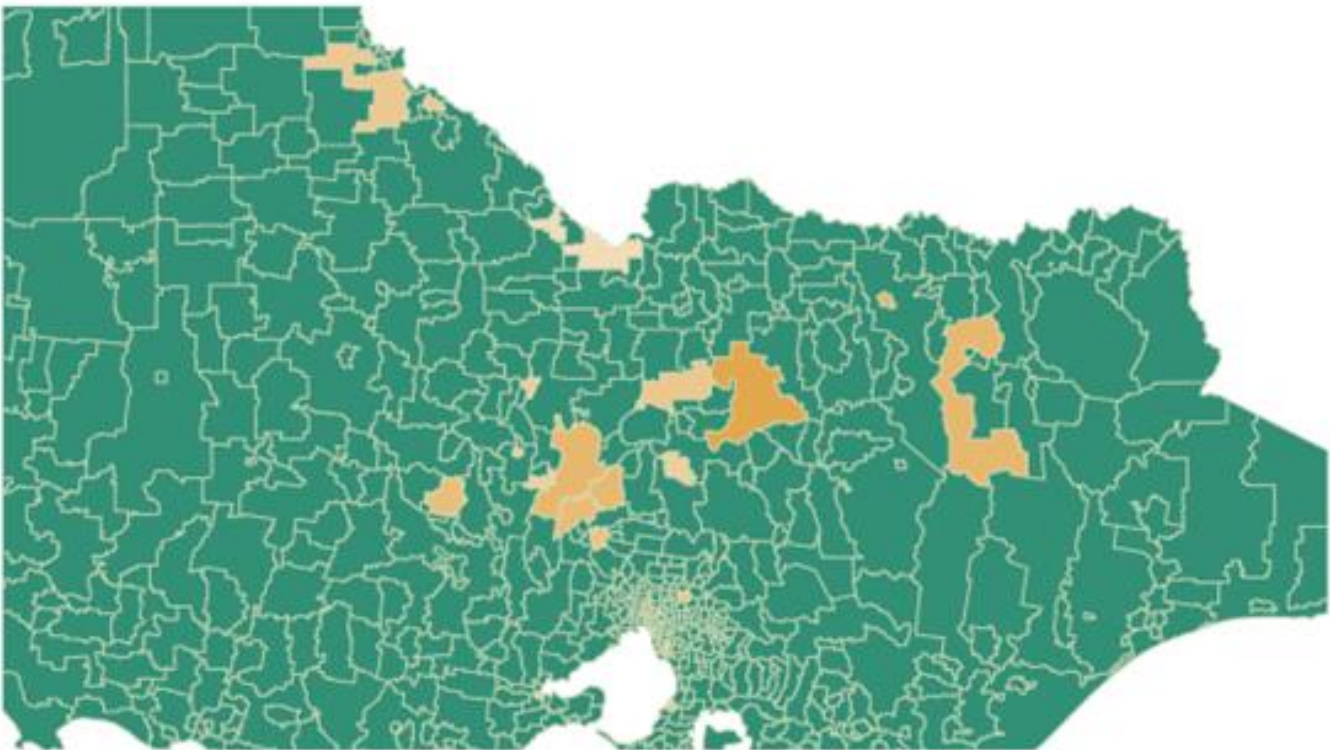
Spend per customer



How did you get to the market today?



Product category	Sales	Avg sale	Customers	% Response
Baked goods (including breads, cakes, pies, biscuits)	\$1,197,700	\$14	88,424	100%
Dairy products	\$1,174,950	\$13	89,430	100%
Eggs	\$1,430,850	\$13	107,115	100%
Fresh fruits	\$1,145,700	\$13	87,376	100%
Fresh meat and poultry	\$1,274,600	\$13	95,438	100%
Herbs and spices	\$1,378,050	\$13	106,104	100%
Honey and associated products (beeswax items)	\$1,462,950	\$13	109,765	100%
Jams and condiments (chutneys, sauces, cordials)	\$1,200,250	\$13	90,860	100%
Miscellaneous	\$1,108,000	\$14	80,575	100%
Note	\$1,392,250	\$14	99,982	100%







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