

“VFMA accreditation provides recognition and credibility. We sell our citrus at lots of markets and there is no doubt the VFMA accredited markets are the best. They’re well managed, don’t have resellers and attract genuine shoppers wanting to buy our produce.”

- LYNTON FISHER, KINGFISHER CITRUS



JOIN THE LOCAL FOOD REVOLUTION



VICTORIAN
**FARMERS'
MARKETS**
ASSOCIATION

BECOME A MEMBER OF THE VFMA TODAY! WWW.VFMA.ORG.AU

THE VICTORIAN FARMERS' MARKETS ASSOCIATION (VFMA) EXISTS TO BENEFIT ITS MEMBERS.

Our accreditation program provides genuine producers with the opportunity to trade at markets of integrity, uncompromised by resellers and imposters, where the public has confidence that they're buying from authentic farmers and makers.

Currently over 700 VFMA members trade at 45 VFMA accredited markets. The VFMA is a not for profit organisation run by volunteers. Membership fees and market day levies are used solely to administer the accreditation system and support our members.

YOUR ANNUAL MEMBERSHIP FEE OF \$50 PROVIDES:

- Administration of stallholder & market accreditation
- Preferred access to better run markets
- Protection from resellers
- Stallholder fee discounts at participating markets
- Access to VFMA's expert resources
- Marketing exposure to a weekly mailing list of 9000 subscribers
- Business profile on the VFMA website
- Industry newsletter
- Huge social media exposure
- Traditional media exposure in publications like *The Age* and *Weekly Times*
- Representation and advocacy at local, state and federal government levels
- Access to the VFMA Committee and Accreditation Panel to address and mediate concerns
- Access to VFMA network of market managers and stallholders

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