

PRESS RELEASE JUNE 2001

TO MARKET TO MARKET . . .

Farmers' Market Workshop

Consumers want qualities in their food baskets beyond those provided by factory farming. They want local regional food with fewer health risks from chemicals produced by methods less likely to harm themselves and the environment. They want to restore contact with the producer.

Local food enthusiasts with support from the City of Onkaparinga, have put forward a proposal to establish a traditional Farmers' Market in the heart of Willunga.

The Fleurieu Region produces a diverse array of food products. For generations small-holders from different cultural backgrounds have been growing almonds, grapes, berry and stone fruit, pickling olives and making olive oil. More recently adventurous landowners have been producing a diverse and delectable array of quality food produce now sought after by many discerning chefs. Establishing a market will allow these producers to sell direct to the public from one central location. The market will give locals, as well as visitors to the region, a regular opportunity to buy fresh, healthy, competitively priced seasonal produce.

In other regions where the Farmers' Market concept has been adopted experience has shown that it establishes a relationship between the consumer and the people who grow their food. Customers learn about how their food is produced, can get nutritional and culinary information and become aware of agricultural issues. Producers reap direct rewards for extra care and for more environmentally friendly farming methods while learning exactly what it is their customers want. The community gains renewed social and economic vitality.

While the primary objective is to provide a community resource, overseas experience has shown that such markets can become a vibrant tourist attraction as well as a focus for the promotion of the region as a whole.

Farmers' Market facilitator, Jane Adams has been invited to spend a day with community members interested in being involved with the project. Jane, who recently completed a study tour of American Farmers' Markets, believes regional Australia is poised for a huge growth in farm to table marketing. Jane's US study tour provided a unique opportunity to gather valuable resource material and practical knowledge relevant to the Australian situation. She will run a preliminary planning workshop for producers and community stakeholders as a first step to establishing a framework for the market.

The workshop is being held on Friday the 22nd of June, 2001 at the Alma Hotel Willunga as part of the City of Onkaparinga Tourism Awareness Week . To register for the workshop or for further information about the Market contact :

Zannie Flanagan 85577837 or Janice Blair at the City of Onkaparinga 83840643

PRESS RELEASE JANUARY 2002

OFF TO MARKET

In a world dominated by supermarket chains and fast food outlets, producers in the Fleurieu region are returning to the concept of a farmers market.

Zannie Flanagan who has long been an advocate of regional food realised the potential for a common marketplace while at a recent conference on the issue in Wellington.

“It was then that I realised that’s what’s lacking in our region,” Ms Flanagan said.

“The Fleurieu Region produces a diverse range of food products.”

“But if we want to promote and really encourage people to use our regional products, then we have to have a central place for them to buy from.”

For generations people from different cultural backgrounds have been growing almonds, grapes, berries and stone fruit, venison, lamb and yabbies on the Fleurieu. And the list continues to grow.

While the market will give locals and visitors an opportunity to buy fresh regional produce, Ms Flanagan believes better relationships will be formed between the producer and the consumer.

“In other regions of the world where the farmers market concept has been adopted, consumers have been able to learn about how their food is produced as well as gaining nutritional and culinary information.”

“They also become aware of agricultural issues and producers can reap rewards for using environmentally sustainable farming practices.”

Ms Flanagan is hopeful the Farmers Market will also breathe new life into the community.

“Overseas experience has shown that such markets can become vibrant tourist attractions as well as a focus for the promotion of the region as a whole.”

The Willunga Farmers Market will be held every Saturday between 8am and 1pm next to the Alma Hotel.

CONTACT: Zannie Flanagan, Chairperson, Willunga Farmers Market 08 8556 4297

PRESS RELEASE February 2002

Farmers Market Starts Feb 23rd

Consumers want qualities in their food baskets beyond those provided by factory farming. They want local regional food with fewer health risks from chemicals produced by methods less likely to harm themselves and the environment. They want to restore contact with the producer.

The City of Onkaparinga has given the go ahead for the Willunga Farmers Market. The Market will be situated next to the Alma Hotel, and the first Market date has been set for February 23rd. The Market will feature produce from the Fleurieu Region.

The Fleurieu Region produces a diverse array of food products. For generations smallholders from different cultural backgrounds have been growing almonds, grapes, berries and stone fruit, venison, lamb and yabbies. And the list keeps growing.

A centrally located Farmers Market will give locals, as well as visitors to the region, a regular opportunity to buy fresh, healthy, competitively priced seasonal produce.

In other regions in the world where the Farmers Market concept has been adopted experience has shown that it establishes a relationship between the consumer and the people who grow their food. Customers learn about how their food is produced, receive nutritional and culinary information and become aware of agricultural issues. Producers reap direct rewards for extra care and for more **environment friendly** farming methods while learning exactly what it is their customers want. The community gains renewed social and economic vitality.

While the primary objective is to provide a community resource, overseas experience has shown that such markets can become a vibrant tourist attraction as well as a focus for the promotion of the region as a whole.

For further information and stall bookings contact:

Zannie Flanagan 08 8557 7837 or Jen Hanna 08 8556 4896

PRESS RELEASE 28/02/02

David Suzuki Brings *Good News* to South Australia's First Farmers Market in Willunga

The new weekly Willunga Farmers Market, specialising in produce from the Fleurieu Region will be officially launched by David Suzuki on March the 9th 2002, on the Market site next to the Alma Hotel.

Renowned environmentalist, scientist, author and broadcaster David Suzuki is in Adelaide as a guest of the Adelaide Festival and Writers' Week as part of his Australian tour to promote his new book '*Good News for a Change - Hope for a troubled planet.*'

"I am ecstatic he has agreed to come. Initially we couldn't think of exactly the right person to launch the Market, and when I heard he was going to be here, I just knew the Gods were smiling. The Farmers Market concept is exactly in keeping with the book's theme- the difference that citizens and private companies can and are making in sustaining our environment. Setting up the Farmers Market has been a community effort started by a group of passionate people determined to make a difference with support from the farsighted City of Onkaparinga. I think that's why David Suzuki has agreed to come," says Chairperson Zannie Flanagan.

In other regions in the world where the Farmers Market concept has been adopted experience has shown that it establishes a relationship between the consumer and the people who grow their food. Customers learn about how their food is produced, receive nutritional and culinary information and become aware of agricultural issues. Producers reap direct rewards for extra care and for more environmentally friendly farming methods while learning exactly what it is their customers want. The community gains renewed social and economic vitality.

Fleurieu produce includes Paris Creek Biodynamic Farm produce, dom Scarfo with vegetables, berries, eggs and laying hens, organic apples and pears, veal and venison, olive oil, almonds to name but a few of the products available at the 32 stalls.

"We had live poultry last week which was great entertainment for the children. The market will continue to grow and change according to seasonal availability, and we've heard that people are planting especially for the market Already there is a waiting list of producers. That's not bad for week one and it's also very *good news* for the region!"

David Suzuki arrives at 12 noon and will address the audience for approximately 20 minutes before signing copies of his latest books *Good News for a Change* and the children's book *Eco-Fun* both of which will be available for purchase on the day.

**For further information regarding Dr Suzuki's visit please contact Committee
Chairperson Zannie Flanagan 0415 162037 or 08 85577837
Stall Bookings contact Market Manager 08 8556 4297**