

tomarket

A new farmers' market in Willunga aims to prove the south has more to boast about than just almonds and wine. The centre of the historic town comes alive each Saturday morning with 22 stalls run by Fleurieu farmers selling fresh produce from yabbies to blueberries, olive oil, chillies, herbs and spices, wines and cheeses. Zannie Flanagan, of the Willunga Farmers Market steering committee, says the area's producers are picking up on a global swing back to small, community-driven markets and a national trend where producers and "interested foody people" have been setting up farmers' markets around Australia. The concept is popular as consumers buy fresh produce and have face-to-face interaction with farmers. "Produce has to be sold by farmers or someone directly involved so people can ask, for example, what sprays are used? What are the farming

methods?" Zannie says. "A lot of people have no idea where their food comes from." The Willunga markets will bring "country people and urban folk" together and match farmers with restaurateurs. The Willunga committee was formed last July and has a database of about 40 Fleurieu growers and producers. Samantha Organ, of Spice Girlz, at McLaren Vale, says the market will boost her business, run with Mikaela Willford, which sells herbs and spices: "It's a wonderful idea to showcase the local area." The Willunga Farmers Market - next to the Alma Hotel, in Hill St, Bam-1pm, Saturdays. Ph 8557-7837. - ELISSA DOHERTY



Zannie Flanagan of Willunga Farmers Market