

# Introduction

SPADEWORK
BROADCASTING
GERMINATION
NURTURING
HARVEST
SUSTAINABILITY
RESOURCES

> *So you want to start a farmers' market?*

> *Key points*

> *Key players*

## ***So you want to start a farmers' market?***

This Toolkit presents the story of how we started the Willunga Farmers Market and the journey taken to make it one of the most successful farmers' markets in Australia. It is the story of what we learnt along the way both from our successes and our mistakes.

Our first market was held on the 23<sup>rd</sup> February 2002 after nearly a year of planning.

Since that time the Willunga Farmers Market has gone from strength to strength and continues to grow and evolve in its own organic way. After initial set-up funding, the Willunga Farmers Market has been self-supporting. But this could not have happened without the generous support of many people and businesses in our community, our wonderful, loyal customers, and the commitment of the producers and farmers of the Fleurieu Peninsula.

The Market represents the culmination of effort and energy of a whole community that has taken responsibility for creating the kind of life they want to be part of. As a result the economic activity of the town has increased, real estate prices have risen, jobs have been created and people are once again tilling the soil to supply the demand for locally grown food. In all respects it is a good news story.

### ***Key factors***

Here is a summary of the reasons we think the Willunga Farmers Market is strong.

- > **It's weekly.** This seemed a big risk at first. We didn't know if we would find producers able to commit to a weekly market, or whether there would be enough produce to meet demand. But it paid off in the long run. If the market is weekly it's not difficult to remember when it's on and customers can build it into their regular shopping routine. They shop for essentials (and hence high turnover products) such as fruit & vegetables rather than simply shopping for specialties and treats. Stallholders can rely on a weekly cash flow and plan their growing cycles with confidence.
- > **It has a strong membership scheme.** This scheme contributes to the financial stability of the Market and encourages customers to shop regularly.
- > **It is community run.** We believe that the community ownership of the market represented by our members has given everyone a stake in its success.

> **It is professionally and prudently run.** From day one care over financial protocols and legal concerns has given it a strong structure.

> **It is in a good location.** Willunga has a large regional population to draw on and is a town that has attracted residents whose interests and values sit well with the farmers' market ethos.

Whilst your community will be different from ours, many of the principles that make the Willunga Farmers Market successful can be applied to towns of a similar size in almost any region in South Australia. The results will reflect the uniqueness of your area, and what you should end up with is a one stop shop that will provide a regular supply of healthy food for the local community and give visitors a real taste and special sense of your place.

### ***Key players***

In conclusion we would like to mention some of the many people who have contributed their time, money, energy and passionate dedication to the Willunga Farmers Market project. You will come across some of these names as you read our story in the Toolkit.

The interim committee:

Zannie Flanagan, instigator and inaugural Chair  
Helen Bennetts, Secretary, *Forager* editor  
Jude McBain, Treasurer and market stalwart  
Jen Hanna, insurance hound and coffee queen  
Mikaela Wilford, Chair-in-waiting  
Sam Organ  
Grace  
Heather Newland

Chair of Australian Farmers Market Association for inspiration and information:

Jane Adams

City of Onkaparinga Economic Development Officers, our great supporters:

Janice Blair  
Martin Threadgold

All the members of Willunga Farmers Market Inc, our stallholders and customers, committee members past and present – you are the true believers.

Rt Hon John Hill  
Office of Regional Development  
Mayor Ray Gilbert  
Peter Trenorden, Willunga Tourism & Traders Association  
Trevor Stewart  
Bill Heaven our auditor  
Pip Forrester  
Dr David Suzuki for agreeing to launch the market  
John Rodgers our lawyer  
Gary Maddocks human resources consultant  
Marianne Downes our first Manager  
Vardy Hirst our second Manager  
Stuart Gluth our graphic designer  
Alma Hotel our landlord  
Judith Urquhart planning officer, City of Onkaparinga  
Bill Paull insurance advice  
Phil Cufly our electrician  
Greg Sumchek for bobcat driving

Coriole Vineyards  
Rt Hon Robert Brokenshire  
Sign Boys  
Julie Walker artistic endeavours  
Office & Image  
Willy Hill Café  
Stephanie McLeod  
Colleen McLeod  
Mayor Ray Gilbert  
Salopian Inn

### ***Volunteers***

Bradley Mills  
Stephanie Johnston  
Jake Fowler  
Mike Bevan  
Alain Valdarez  
Ian McBain  
Jean McBain  
Edward McBain  
Eliza Flanagan  
Tim Lloyd  
Margot Lloyd  
Nick Lloyd  
Peter Lloyd  
Robyn McGeachie  
Kay Hannaford  
Melanie Wirth  
Peter Boskemper  
Jerry Keyte  
Stewart Roper  
Tony Harding  
Trevor Wendelborn  
Sue Ellis  
Mick Ellis  
John Edmeades  
Zara Upton  
Robyn McLeary

### ***Sponsors***

City of Onkaparinga  
Deb Bogle  
Wakefield Press  
Random Press  
Greg Trott  
McLaren Vale wineries  
Hardy's Tintara  
Fox Creek Wines

### ***Disclaimer***

Information in this Toolkit has been presented as informally as possible to make it accessible for anyone interested in setting up a farmers' market. Wherever possible we have tried to indicate where to go for more detailed or specific information.

The authors intend this as a guide only and accept no responsibility or liability for the successful operation of farmers' markets.

Good luck!