

4.1 Choosing a site

SPADEWORK
BROADCASTING
GERMINATION
MULCHING
STAKING
HARVEST
SUSTAINABILITY
RESOURCES

- > *What to look for - location*
- > *Naming*
- > *What to look for –site*
- > *Checklist*

What to look for – location

Farmers' markets rely on local, regular customers whether in city centre, suburban or regional locations. When thinking about the location of the market you need to ensure that there is a large enough population to supply a base of regular customers while retaining a sense of connection with the local community.

A farmers' market can have significant impact in a rural community and can spearhead or form part of a larger revitalisation program.

Locating a market in a township can create extra business for local traders although you may need to allay initial fears about competition.

- > Accessibility
 - How easy is it to get to?
 - How easy will it be for visitors to find?
- > Customers
 - What is the potential resident population?
 - What is the potential tourist population?
- > Producers
 - Is it accessible to a range of food producers?
- > Other supporters
 - Will you get support from local government, tourism, trader and agricultural organisations?
 - Will you get support from local restaurants and other food businesses?

Demographic information should be available from your local or state government departments.

Naming

Once a location for the market has been selected the name can be chosen. Generally, the name reflects either:

- > the market location (eg Willunga Farmers Market)
 - helps people find the market
 - may save on advertising
 - can contribute to marketing the place, but
 - can lead to lack of understanding of the regional basis of the market
- > or the region that the produce comes from (eg Barossa Farmers Market)
 - marketing benefits where the regional brand is already strong

can contribute to future regional food branding, but publicity will be needed to advertise the location

The Willunga Farmers Market Experience

The Market was always going to be in Willunga. It was our community and we understood it. And there was certainly a need – the general store sold a few foodstuffs and the nearest fruit and vegetable shop was 10 kilometres away.

We wanted the Market to serve the local community. Willunga's population is only about 1500 but about 15,000 live within ten minutes drive. We thought this would provide a large enough population base to draw on for regular customers.

There was also potential tourist trade with Adelaide little more than forty minutes away. Willunga is in the McLaren Vale wine area and the popular southern beaches are close by.

The search was on for a site. Our original idea was to have a street market but after discussions with various authorities about the difficulty of getting approval to close roads, we decided that this was too problematic.

We rejected some sites because they were outside the township. We hoped that at least some people would be able to walk to the Market and we also believed that it would create spin-offs for other local traders.

Eventually we decided on the carpark of the Alma Hotel. It was a large enough area, easily accessible with good parking nearby and it suited the hotel lessees Susie and David McManus who were very supportive of the idea. And it did not clash with their business hours.

What to look for - site

- > An area large enough to accommodate stalls, customers
- > Good access for stallholders' vans and trucks
- > Adequate parking for stallholders and customers including parking for disabled
- > If the site is outside - it should be flat, with a surface that does not get boggy in winter or dusty in summer and that is accessible for the elderly and disabled
- > Power – for refrigeration etc
- > Water – for handwashing etc
- > Shade and shelter
- > Toilets
- > Amenable landlord
- > Security
- > Something that has a good feel to it
- > Accessibility – how easy is it for local residents to get to, how easy will it be for tourists to find

If power and/or water is not available it can be added although the cost may be prohibitive.

It is advisable to get legal help to draw up a lease agreement between the market organisation and the site owner.

Checklist

- > List requirements for site
- > Check list against possible sites
- > Check with local council to see if there are any problems with site
- > Arrange appropriate leases and agreements for preferred sites

Websites

Demographic information:

Tourist information: www.tourism.sa.gov.au/