

FLEURIEU FORAGER

Newsletter of the Willunga Farmers Market Issue 2 autumn 2004

Autumn is harvest time and the Fleurieu is abuzz with pickers and awash with wonderful produce. This issue of the Forager



Wilmark Awards A Winner

The inaugural Wilmark Awards, held late last year at Russells Pizza in Willunga, was a great success.

The Awards recognise the achievements of Willunga Farmers Market stall-holders, customers and sponsors.

Winners were presented with Wilmark statuettes hand painted by local artist, and Market supporter, Julie Walker.

Ray Seidel was named 'Producer of the Year' for 2003. This award recognises the stallholder who exemplifies the ideals of the Willunga Farmers Market ie a farmer/producer selling Fleurieu fresh/organic produced goods direct to the public.

Other big winners on the night included the Spice Girlz and Remedy Johnson with multiple awards each.

For a full list of winners see next page..

Producer of the year

Ray Seidel has been a constant presence at the Willunga Farmers Market since day one.

Ray has been growing apples and pears in McLaren Flat since the early 1980s. The 11 hectare property that he farms with wife Lois and children Nathan and Anna was originally owned by Lois's family. More than half the property is planted with fruit trees - mainly apples and pears with a few cherries, Nashis, peaches, plums and raspberries.

Ray didn't have a background in horticulture and initially he learnt from his father-in-law. "Back in those days there was very little talk of organic methods", said Ray. However by the time he took over running the property he was investigating the use of minerals and organic fertilisers.

These days, although not certified, Ray farms with organic principles and is a passionate believer in the connection between flavour and healthy soils.

Willunga basin has been



Ray and Nathan Seidel

famous for the quality of its fruit for 150 years. However, Ray said that before the Willunga Market started "the squeeze was on" for small fruit producers.

Ray found that his farm was too small to supply the increasingly centralised supply systems of the larger outlets. And the money to be made from other sales was decreasing. "By the time the middlemen have their cut,

there's not a lot left," he said.

Added to this new water restrictions were unfavourable for fruit producers.

The Market is now a very important part of Ray and Lois's business. Ray said that it is not just the sales that are important - the feedback from customers is an incentive to keep going in a business that is basically 'just hard yakka'.

Articles, letters to the editor, advertising and sponsorship enquires should be directed to Fleurieu Forager, PO Box 652 Willunga 5172 or wfm@internode.on.net
Deadline for autumn issue: May 7th 2004

Food For Thought - Willunga Community Kitchen

Dukkah, pasta, tofu, bread, chilli chocolate, tarts, biscuits and spicy Moroccan Jam – what do these fabulous foods have in common? They are all made by a bunch of dedicated *Fleurieu foodies* in the Community Kitchen at Willunga.

The Kitchen has been up and running for one year now and this is our story....

Edible Art, Simple Simon, Spice Girlz, Thistle be Good, Fuku Mama, Soul'y Bread, 2 ducks Catering and Better Biscuits have all sold their delectable wares at the Willunga Farmers Market during the last 2 years. With sales increasing rapidly, we were all running out of space at home. Everyone agreed on the need for a common kitchen that complied with health and safety regulations and could meet with Council approval for commercial food production.

Grant Gartrel, of Mount Compass Blueberry Patch fame, who had recently taken over vacant premises in Willunga High Street, came to our rescue. A coat of paint and a fair bit of elbow grease later and the former Sonnenschein Café became the Community Kitchen!

The kitchen has everything a semi-professional cook may require - from a dough mixer to a commercial oven, from food processors to party-sized



Jacquie from Thistle be Good in the Willunga Community Kitchen

pots. Everyone's needs are covered, and in true community spirit, the facilities are there for everyone to share. Each user just pays a small hourly fee to cover costs and insurance.

The Kitchen has been almost fully booked for the last 6 months and we are in the process of moving next door where we will have twice the room and twice the facilities. Some producers are happy to cook for just a few hours every week; others have found that their small business have grown dramatically and they are struggling to keep up – and some are even looking at exporting in the next year ... watch this space.

If you would like more information on our Kitchen please contact Mikaela from the Spice Girlz on 0401 01 83 83 or email mikael@spicegirlz.com

From the Market Manager

We've just celebrated our 2nd birthday and two years down the track we are still growing and still learning!

Before the first Willunga Farmers Market was held on Feb 21st 2002 we were worried about getting enough stall-holders and customers to justify a weekly market. We needn't have worried - once underway the concept sold itself.

The Farmers Market phenomenon is about fresh, seasonal, high quality produce, value for money, the experience of shopping, the sense of community, and the relationships that develop between producer and customer. It is about valuing locally grown, locally sold produce. It is about providing small producers with access to regular markets.

And for us the Willunga Farmers Market is about building on what we have done so far. We strive to maintain authenticity. How do we do this? We give precedence to products grown and produced on the Fleurieu Peninsula and to producers who want to come and operate a stall themselves. Sometimes for the sake of variety we may not be able to achieve this 100% but this is our aim.

We have long term goals - encouraging more organic/biodynamic producers, getting involved with more community-based food events, setting up an on-going program of workshops for producers, finding replacements for plastic bags . . . the list is endless.

Market membership has grown to 300. We are a not-for profit organisation and we depend on annual subscription. But more than this a strong membership means a healthy Market - it means that we can keep growing and start working on some of those long-term goals. If you're not a member already - JOIN TODAY. Membership gives you 10% discount at stalls plus the opportunity to support your local Market.

Vardy

And the winners are . . . results from 2003 Wilmark Awards

MEMBERS VOTE

BEST DECORATED STALL - fruit & veg

Beach Organics

BEST DECORATED STALL - meat & dairy

Alexandrina Cheese Co

BEST DECORATED STALL - plants

Hillside Herbs

BEST DECORATED STALL - other

The Peasants Palate-Remedy Johnson

CUSTOMER'S CHOICE AWARD

The Peasants Palate-Remedy Johnson

BEST CUSTOMER RELATIONS AWARD

The Spice Girlz

DUMMY SPIT OF THE YEAR

Vardy Hirst

MOST DEDICATED SHOPPER/S

Ralf & Merle Threadgold

COMMITTEE VOTE

PRODUCER OF THE YEAR

Ray Seidel

YOUTH AWARD

Ingrid Glaetzer

BEST NEW REGIONAL FOOD ENTERPRISE

Willunga Community Kitchen

BEST NEW ENTERPRISE stallholder

The Spice Girlz

HEROS AWARD VOLUNTEER - not on committee

Tony Harding

Greg Sumchek

Bradley Mills

STAYERS AWARD most markets

The Spice Girlz

MOST GENEROUS SPONSOR - winery

Wirra Wirra Winery

MOST GENEROUS SPONSOR - other

Salopian Inn

MOST SUPPORTIVE LOCAL BUSINESS

Willy Hill Café

Coming events

Fleurieu Peninsula Food at WOMADelaide 5th - 7th March

Fleurieu Peninsula Food will be one of the caterers at the world music and dance event in Botanic Park Adelaide during the Adelaide Festival. For information on the WOMAD program etc contact any BASS outlet or www.womadelaide.com.au

The Regional Food Trail 11th - 13th March The Adelaide Central Market will be hosting regional food groups and several Willunga Farmers Market members will be there.

Zonta: Cooking for a Cause 27th March A day of talks, cooking demonstrations and food. Fund-raiser for Community Centres throughout the City of Onkaparinga. 9.45 am - 5.30pm Penny's Hill McLaren Vale For info vandriel@internode.on.net

Think Global, Eat Local 1st April A public forum organised by the Don Dustan Foundation and Barossa Slow. Speakers including Barabara Santich and Susan Nelle (FoodSA) discuss issues related to globalisation and food. 5.00-7.15 pm Lecture Room, Institute Building, State Library, North Terrace \$20 / \$10 students. For information & bookings p. 8303 3364.

Barossa Slow 2nd - 4th April Slow Food comes to the Barossa Valley with a weekend program that celebrates the region's heritage and produce. For information contact Kylie on 8563 0640 or www.barossaslow.com

Fleurieu Barista Award Night 7th April The 2004 David Medlow Fleurieu Peninsula Barista Challenge finishes on March 15th and the winners will be announced at the Gala Awards Evening at McLaren's on the Lake. For further information see www.fleurieupeninsula.com.au/barista

Langhorne Creek Vintage Affair May 1st The occasion for all those involved with the Langhorne Creek wine industry to celebrate the 2004 vintage. Black tie dinner, local wine and dancing into the night. For tickets ph:



Willunga has been famous for its almonds for over 100 years. Planted by white settlers to the area, almonds were being grown as a cash crop as early as the 1890s and by the 1950s up to 90% of Australia's almond production came from Willunga.

Production has declined dramatically since then with competition from imported Californian and Spanish nuts and from the rapidly expanding irrigation-based industry in the Riverland. In the Willunga Basin hundreds of acres have been removed in recent years to make way for grapes.

The handful of remaining almond growers around Willunga will tell you that the soil, the climate and the proximity to the ocean produce delicious almonds - still the best in Australia. And the rest of country is starting to recognise this too. Willunga almonds have been nominated for inclusion in the Slow Food Ark of Taste - an international initiative to recognise and support unique regional produce - and, later this year, they will be the focus of an episode of the SBS program *Food Lovers Guide to Australia*.



Support Willunga almond growers
buy local almonds at the
Willunga Farmers Market from
regular stallholders
Taronga
Droughts Block
Blue Cottage Almonds

Other almond-growing Market
members and supporters include:
Willunga Hill Organics,
Parkinson Orchards
Aroona Products



The original almond varieties planted around Willunga were chosen for flavour as well as production. Many of these are hard to find outside the area. Some of the major varieties associated with Willunga are:

Chellaston - originally grown in Melrose Park in the 1850s by Thomas Jose who named it after his property (Chellaston Grove Farm) - a small, sweet nut sought after for blanching and baking.

Johnston (Johnston's Prolific) - originating from Johnston's Pirramimma property at McLaren Vale in the early 1900s - a large nut with a very handsome shell, delicious raw or roasted.

Somerton - developed in the 1950s from a tree in a Somerton Park backyard - smaller than Johnston, meaty and good eating.

The National Trust has plans to establish a grove of old almond varieties in Willunga.

Kourambeithes

A family recipe from Blue Cottage Almonds - make these Greek almond biscuits for Easter.

Cream:

200 gm unsalted butter with
1 cup of caster sugar and
1 teaspoon finely grated lemon zest.

Add:

1 egg,
2½ cups plain flour,
1½ teaspoons of baking powder,
1 teaspoon cinnamon (optional),
1 tablespoon ouzo and
250 gm almonds toasted then ground.

Mix to stiff dough, form into crescent shapes. Bake for 15 minutes at 160°C or until just golden. While still hot, dust with icing sugar.

TWO NEW FOOD POSITIONS

Project Officer Aware Sustainable Industries (Food and Wine), City of Onkaparinga

Jodie Pain was appointed to this newly developed role after working with local business and industry as the Aware Sustainable Industries Project Officer for the past two and a half years.

Having grown up on a vineyard in Willunga, Jodie is looking forward to working with local growers and producers of food and wine. She will help them identify opportunities for more efficient resource use and improved environmental performance. Her aim is

to contribute to the industry's development and projection of an authentic 'clean and green' image.

Jodie will work closely with groups such as the Fleurieu Food Group and the McLaren Vale Grape, Wine and Tourism Association to best meet the environmental management needs of the local food and wine businesses.

Jodie can be contacted at the City of Onkaparinga on (08) 8384 0667 or email jodpai@onkaparinga.sa.gov.au



Project Manager for Fleurieu Peninsula Food

Tori Moreton (*below*) was recently appointed Project Manager for Fleurieu Peninsula Food.



Before joining FPF Tori ran a successful project management business. Last year she worked on the Regional Food Wine

Tourism Conference in McLaren Vale.

This project introduced her to local food identities and to their vision for food culture in the Fleurieu.

"My interest is in culture, and my passion is the culture of food", said Tori.

Tori and her partner David also have a practical involvement with Fleurieu food - their property in McLaren Vale produces wine grapes, olive oil and a range of products from their orchard.

Fleurieu Peninsula Food, a collaborative organisation of food producers and suppliers on Fleurieu Peninsula, is now up and running and calling for membership

For more information, or to join FPF please contact Tori on 8323 0144 or tormor@onkaparinga.sa.gov.au

Congratulations to the District Councils of Yankalilla and Kangaroo Island for taking up the State Government's Plastic Bag challenge.

Both councils are supporting a campaign to become plastic-bag free. On a recent trip to Yankalilla this campaign was advertised extensively through new signs and notices in business in the main street.

A prominent supporter of the campaign is Cafe Linga run by former Willunga Farmers Market stallholder, Lee Windram.

What is Slow Food?

Slow Food is an international organisation dedicated to the preservation of traditional food culture and production, through the celebration of the pleasures of the table.

Italian in origin, the movement began in earnest when a fast food chain wanted to establish an outlet in one of Rome's main squares in the late 1980s. The threat to local cuisine and culture from industrialisation, standardisation and globalisation, is now of international concern and the Slow movement has been embraced by communities worldwide.

Local groups keen to support the movement have set up all over the world and are known as *Convivia*. Under the Italian umbrella, *convivia* are run locally and embrace food and wine culture at a regional level.

Each year Slow Food holds its major event in Europe - the Salone del Gusto

- a regional celebration of taste and flavour. And through a project known as The Ark of Taste products, dishes and animals that are in danger of disappearing. The organisation also acts as an education forum through the running of tasting workshops for the public and school children.

The Slow Food Awards is an annual event, designed to support and reward international projects that help sustain local culture and regional biodiversity thus ensuring that communities maintain the ability to feed themselves and future generations.

Nominations for these awards are put forward by a jury of over 500 people from all over the world who then vote from a list of finalists selected in Italy. Australian Jurors include Huon Hooke, Jane Adams, Barbara Santich, Zannie Flanagan and Joanna Saville of SBS *Food Lover's Guide*.

The Slow movement in Australia has gradually been gaining momentum. Currently only one convivium exists in South Australia - Barossa Slow. They will be holding a major event in the Barossa from April 2-4. For further information see www.slowfood.southaustralia.com

Regional Slow Food *convivia* involve themselves with events and activities that support local food culture and provide opportunities for members and the public to learn about and support local food production. There is generally an opportunity to feast, as well as learn, at these events.

The ethos behind Farmers Markets and the Slow Movement are closely linked, and Markets are in fact a visible and vibrant example of local food culture in action.

The question is do we need or want a Slow Food convivium here in the Fleurieu?