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Willunga
farmers market

NEWSLETTER OF THE WILLUNGA FARMERS MARKET

AUTUMN 2011

Congratulations City of Onkaparinga Council



On behalf of our 2000+ members and in particular the farmers and stallholders of the market, Willunga Farmers Market would like to congratulate Lorraine Rosenberg and the City of Onkaparinga Council on their recent resolution to support a feasibility study into World Heritage Listing for the Willunga Basin, Adelaide Hills and Barossa Valley.

Preservation of peri-urban areas for intensive food production is vital to the future sustainability and long-term food security of our communities.

Great foresight has been shown in adopting this pro-active stance and we hope that the City of Onkaparinga's initiative in this area is taken up both by the other councils involved and the State and Federal governments.

If we have seen one lesson among all the others from cyclone Yasi and the recent floods around Australia it is how fragile our food supply is.

We need to keep our productive farming areas farming and build homes elsewhere.

We would also like to welcome Deputy Premier John Rau as the new Minister for Urban Development, Planning and the City of Adelaide and the new role of Minister for Food Marketing.

Premier Mike Rann has noted that, "The Planning role is a key role in nurturing and managing growth in the State, while the new role of Food Marketing is about making the most of our regional food excellence, clean green image and fits perfectly with his tourism role of marketing our state."

We are looking forward to the fusion of both roles of development and food under the same Minister.

Are you a member but don't have your card?

All new cards are held at the information desk to be picked up, so next time you're at the market swing past to pick yours up. We have a number of cards that haven't yet been collected, and yours may be one of them!

Coming Events:

Sat 12 March

Come and experience the creation of a dish from Australian author Victoria Cosford's new book *Amore & Amaretti*.

Victoria will be creating the dish out of produce sourced from the Market that morning and will also be signing copies of the book. *Amore & Amaretti* is a story of her life long love affair with Italy, seasoned with the mouth-watering recipes she mastered along the way.

Thankyou!

We'd like to thank everyone who gave generously to our flood appeal. All donations have been passed on to the QLD government Premier's Disaster Relief Appeal via Bank SA.

We'd also like to thank all our stallholders who contributed produce to the recent fundraising dinner for local girl, Kym Pilkington. The night was a great success with many people donating generously towards her trip to China to receive specialist cancer treatment.

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WILLUNGA FARMERS MARKET fresh, healthy, local produce every Saturday 8am-12.30pm, Willunga Town Square

WFM

celebrates nine years

Shopping locally guarantees steady prices at the checkout

As the Market celebrated its ninth birthday, the long term economic impact on the township is setting records. Over the nine year operation of the market more than 800,000 shoppers have been through the gates, spending more than \$40 million.

This has resulted in a flow-on to the local community of around \$100 million!

The ninth birthday celebrations were held on Sat 26 Feb, and included a cooking demonstration by special guest chef Simon Bryant, from ABCs The Cook and the Chef. Using fresh produce bought from the market that morning he whipped up an amazing Shabu Shabu, a Japanese style hot pot. Head to our website for the full recipe.

Also in special celebration, Sir Wilmark, the official WFM mascot was unveiled in all his glory. Placed on a plinth in the middle of the market site he is now ready to reside over the market every Saturday.



While the recent tragedy of both the floods and cyclones has affected so many families throughout Australia, families here in South Australia are now starting to feel the effects too. Grocery prices are steadily increasing while quality is decreasing, with much produce now being imported from overseas. In a state that is seeing bumper crops, and is relatively untouched by recent extreme weather events, the fact that large grocery providers are ignoring or undercutting the producers that have not been affected is of great concern.

The one guaranteed way to bypass these current price rises is to ensure you buy locally produced groceries.

It's only this way that you also have the ability to ask the producers about all aspects of their goods, from methods of farming to what is in season.

By buying at farmers markets you have the ultimate opportunity to buy produce unspoilt by the floodwaters currently pushing prices up across Australia.

Prices are steady and the produce is all of the highest quality.

Bypassing the multiple middlemen also ensures prices remain steady as incidentals are removed, such as cost of transport and storage.

And why bother changing your buying patterns now? Because by supporting the local producers now, you safeguard the industry for the future.

Buying your groceries direct from the producers is really the way to get the best value for money.



Simon's helping hand



WFM's inaugural Christmas Twilight Market a raving success

The Market kicked off its festive season with a bang with WFM's inaugural Christmas Twilight Market pulling the largest crowd in the nine year history of the market.

Many stalls had a line up of shoppers prior to the 5pm opening time, with some selling out of stock well before the halfway point.

'I had to ring the farm and get them to bring another truck load of strawberries by 6pm, an amazed Brenton Sherry of Hillside Strawberries said. Some had a 40min line up while other stallholders sold out of their whole crop.

While the crowd was shoulder to shoulder, all were patient and prepared to wait for the top-quality fresh seasonal produce the market is renowned for.

The atmosphere was festive, with everyone enjoying the perfect weather and local musicians. Jake Fowler, volunteer extraordinaire, stepped into Santa's shoes for the evening and passed out special market treats to all the children, allowing Santa to get ready for Christmas day.

Now that the silly season is over, the market reverts back to all normal trading hours. So remember, rain, hail or shine, we are open every Saturday!

& Hello's & Goodbye's

Some of our more regular members may notice that a familiar face is no longer around. Ed McBain, super staff member, has moved on after six years with the Market.

We wish him all the best on his new adventure travelling around this great wide land, and welcome Julian Salter on board.

Julian used to be a stallholder and is a previous committee member, being a part of the market for seven years. Come and give him a warm welcome at the info stall this Saturday.



Grecian style fresh fish fillets

4 fillets good quality fish, available now from Coorong Wild Seafood
teaspoon butter
splash good quality olive oil
1 lemon
handful of fresh greek oregano flowers

Melt butter with the olive oil over a medium heat in a frying pan. Place fish fillets in, skin side down and cook until the edges of the fillets turn opaque, approximately 3 minutes. Flip gently and cook on the other side for another 2 minutes. The fish will continue to cook once removed from the heat. Serve warm on an earthenware plate, drizzled with olive oil, a squeeze of lemon juice and sprinkle the oregano flowers over the top.

Cheery cherry tomatoes

1 punnet cherry tomatoes
5 large garlic cloves
splash good quality olive oil

Preheat oven to 130C. Wash and pull the tops off the tomatoes. Peel the garlic, and crush each clove with the blade of your knife. Place all in an oven safe, earthenware dish and splash a small amount of the olive oil over the top. You only need just enough to coat the tomatoes. Place the dish in the oven for approx 3 ½ hours, shaking occasionally to make sure everything is kept moist.

Serve in a small high sided dish (I use a ramekin) either hot or cold. The tomatoes and garlic will have slightly caramelised and the juices will have combined with the olive oil and garlic to create a light gravy to dip a piece of crusty bread into.

Smokey eggplant dip

1 large eggplant
2 garlic cloves
splash good quality olive oil

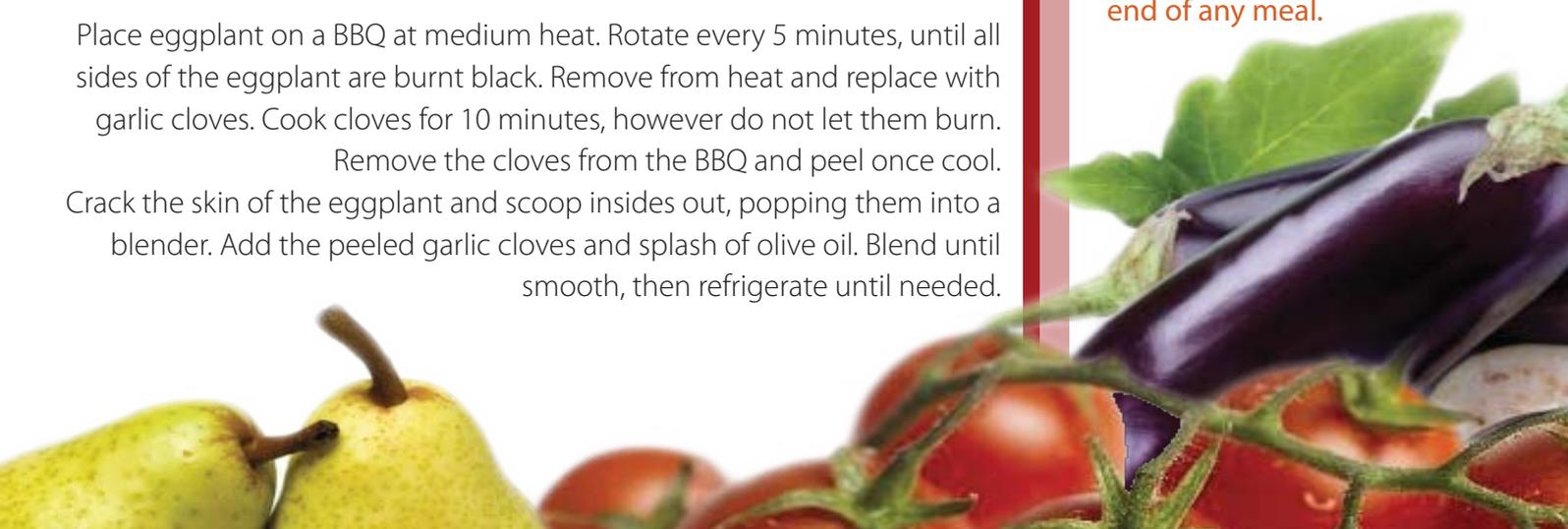
Place eggplant on a BBQ at medium heat. Rotate every 5 minutes, until all sides of the eggplant are burnt black. Remove from heat and replace with garlic cloves. Cook cloves for 10 minutes, however do not let them burn.

Remove the cloves from the BBQ and peel once cool. Crack the skin of the eggplant and scoop insides out, popping them into a blender. Add the peeled garlic cloves and splash of olive oil. Blend until smooth, then refrigerate until needed.

What a perfect way to celebrate the last of the warm weather than enjoying a light bite to eat with friends. Here is a small collection of some of my favourite little tasters, the one's I just can't do without when pulling friends together... Serve with a good crusty bread and a wooden chopping board filled with your favourite cheeses and some local olives on the side.

Belle pears

Coming into season now, this sweet heritage pear is available only from Ashbourne Valley Orchards. No other producer nationwide carries this pear! Serve it fresh and cut into wedges, teamed with Alexandrina Cheese Pure Jersey Cream or goats milk chevre from Woodside Cheese Wrights for a palate cleanser at the end of any meal.



WIN

Do you have a favourite recipe making use of market produce? Submit it to us at info@willungafarmersmarket.com and the top 10 submissions will get their recipe published. The winner will also receive a Willunga Farmers Market apron valued at \$25.