

fleurieu forager

Issue 8, SPRING 2005

Market Power: The Real Food Revolution

On 28-29 August, Albury Wodonga hosted the 2nd National Australian Farmers Markets Conference called *"Market Power: The Real Food Revolution Grows"*. The Willunga Farmers Market was represented by Vardy Hirst, market manager.

Two days celebrated the achievements, the issues and challenges associated with farmers markets and their sustainable future in Australia and New Zealand. Farmers Markets in Australia have grown from approximately eight markets in 2001 to over 80 in 2005.

Vardy was invited to present *"It's Saturday – Community Willunga: A Case Study"* as the Willunga Farmers Market is seen nationally as the best example of what a true farmers market can do to help revitalise a small rural community. Vardy stressed that the success of the Willunga Farmers Market is that it is a weekly event and customers can rely on a supply of fresh food – rain, hail or shine.

International keynote speakers Mark Winne, New Mexico Food & Agriculture Policy Council and Pam Roy, Farm to Table, Santa Fe, USA broadened participants' horizons and led interactive workshops that facilitated a better understanding of farmers' markets and their pivotal role within a more holistic template of local food systems. Pam Roy has managed farmers markets in New Mexico for 10 years and talked avidly on the necessity for authenticity in the movement's success.

Representatives from Australian farmers markets contributed vital home-grown information about the triumphs, occasional tribulations

and terrific networks and friendships created through involvement in farmers' markets. The conference was also a platform for the launch of important new Australian research into the impact of farmer's markets – on vendors, shoppers and host communities.

Vardy saw the conference as inspiring and to talk to other managers about their problems and solutions was reassuring. "Meeting other farmers, and connecting them up with vendors at the Willunga Market to discuss their mutual issues in supplying farmers markets was an unexpected benefit of attending".

Farmers Markets are riding a wave of popularity and accreditation of markets was high on the agenda as there are many markets out there calling themselves farmers markets' and yet have resellers, non-seasonal produce bought in and many items other than food for sale.

Vardy's speech can be accessed through www.willungafarmersmarket.com



Left pic: Vardy Hirst, keynote presenter Pam Roy, and Lhasa Skinner from Barossa Farmers Market. Right pic: "Saturday at Community Willunga" – Vardy at lectern

Articles, letters to the editor, advertising and sponsorship enquiries should be directed to Fleurieu Forager, PO Box 652, Willunga 5172 or wfm@internode.on.net





The Gundaroo Experience – Organic Gardening Workshop first of its kind

Joyce Wilkie and Michael Plane, from the Allsun Garden Farm at Gundaroo, NSW were very special guests at WFM in August. Joyce and Michael are well known for their successful small farm, organic market garden enterprise at Gundaroo and well qualified to give the full picture of small farm, intensive, market gardening operations.

Speaking during the market, Michael Plane said, "This market already has a great reputation, not only locally but much further afield. Like all farmers markets, there is no lack of enthusiasm from the public, but there is concern about the lack of suppliers of fresh produce.

"I probably don't have to tell you how lucky you are to have this market. Customers, you have access to fresh, well grown, nutritious and most of all tasty fruit and vegetables and what is more you can look the farmer in the eye and find out about his/her growing practices and even perhaps ask them "how organic is this cabbage?"

"Developing community with customers can be a wonderful experience for any farmer. To meet the people who will eat the fruits of your work and hear their appreciation and feedback is heartening and is your real window on quality assurance. We believe passionately in the farm/food connection. Products of good, basic farming precisely match our nutritional requirements. In all but the extreme latitudes traditional farming provides that combination of plants and animals that human physiology requires.

"What can we do? Grow some of your own food even if its only a few herbs in a window box. Buy locally, eat sensibly, support your farmers and contemplate the thought that eating is an agricultural act. Contemplate how basic farming is to the survival of us all."

The weekend continued at Coriole with a workshop for those considering "Starting-out". With over 50 people attending, enthusiasm was high as Joyce Wilkie drew on her 30 years of practical experience with the relevant topics for those considering growing vegetables as a small, commercial venture.

The Sunday workshop focused on the profitability of the farming operation – what it takes to become a profitable enterprise, through effective marketing and planning. Tim Marshall presented the important aspects about conversion to organics.

This workshop was attended by Barossa Market members also, and it is anticipated that future programs will be run on a regular basis for farmer's market members.

This program with its focus on growing profitably for the farmers market, is the first of its kind in Australia, and with Joyce and Michael's generous sharing of their 30 years experience of organic vegetable growing, much passion and inspiration flowed for all keen to develop their farming businesses to supply farmers markets.

– Di Bickford



From the Editor

This issue of The Forager sees the changing of the guard. After 2 years I'm handing over editorship to Cherise Vallet. Putting The Forager together has been a lot of work but immensely interesting. I've had the chance to research all sorts of stories to do with food production and to profile many of the wonderful Farmers Market characters and their produce. Many thanks to other writers who have contributed stories during this time, in particular Zannie Flanagan, Jude McBain and Di Bickford.

As for me, I'll continue to write the occasional story and to shop at the Farmers Market. In fact, I find it difficult to shop anywhere else. Where else can you find such quality and get such friendly service in such a pleasant environment? Long may we celebrate the wonderful Willunga Farmers Market community.

– Helen Bennetts

Thanks to Helen for getting this newsletter going – I have been a huge fan of the Willunga Farmers Market since its beginning, and look forward to continuing involvement through sourcing stories, etc for future newsletters. To submit articles, pics, ideas for stories, or events for the Events columns, contact me at graphicallydelicious@hotmail.com or ring me on 0418 836 600.

Next issue is due out just before Christmas. Please submit all articles, events, etc by 30th November. Regards,

Cherise Vallet

Producer's Profile

Edible art

Remedy Johnson was at the first Farmers Market with her trestle and a few tarts displayed beautifully. As with many stallholders at the market the success that followed has been outstanding.

Edible Art is one of the first stalls you see when entering the market. If you can get through the crowd of people waiting patiently, enjoying the sights, sounds and aromas, you will see a display of the most sumptuous tarts imaginable.

Each week Remedy hand crafts each tartlet, tirelessly forming and decorating each one.

Using the highest quality produce available on the Fleurieu, beautiful Alexandrina

Cream and Ricotta, Paris Creek Butter and Quark, Blueberry Patch, McLaren Flat Berries, Blue Cottage Almonds, Fleurieu Free Range Eggs and fresh organic fruit from many local sources.

Remedy's Tarts have travelled in hand luggage and on laps to many destinations over the last 3 years. There are Queenslanders and Victorians that never go home without one. New Zealanders and a couple from Malaysia go out of their way to get a Lemon, Seville orange or Prune and Almond tart.

Remedy's stall is a sight to behold and The Willunga Farmers Market is lucky to have such a passionate person to help create such a festive atmosphere each Saturday morning.



New Committee Members

Please welcome four new members to the Willunga Farmers Market Committee, voted in at the 13th July AGM. The new members are Carmel Hart, Liz Elder, Wayne Angove, and Georgina Lightower.

Many thanks for the energy given over the past year by departing members Helen Bennetts, Jude McBain, and Dave Stuttard.



Spring events

LAST SATURDAY OF EACH MONTH: *Be inspired! Come and visit the Market and watch local Chefs create fabulous food from regional produce.*

CALENDAR OF GUEST CHEFS

29 October *Black Duck Restaurant*
– Ibrahim Abbas

26 November *D'arrys Verandah Restaurant* – Nigel Rich and Peter Reschke

17 December *Star of Greece Cafe* – Glen Robson

FIESTA! IN THE FLEURIEU PENINSULA

22 October – *Let Them Eat Cake.*

Think you've got a great Olive Oil cake recipe?? Why not enter into our competition at the Willunga Farmer's Market using new season's Fleurieu Peninsula Olive Oil.

Begin practicing now. Great prizes to be won! For entry details call (08) 8556 4297. Winners announced and tastings available on the day.

29 October, 8am – *Punter's Pick.*

Taste the Winning Extra Virgin Olive Oils from the 2005 Fleurieu Peninsula Olive Awards and cast your vote!

Oils will be available during the Willunga Farmers Market on Saturday from 8am. Winning oil of the Punter's Pick to be announced on the Market Website the following week.

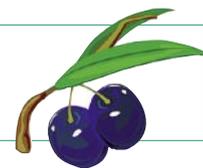
29 October, 10am-3pm – Reunion Day at McLaren Flat Primary School. Celebrating 150 Years, 1855-2005. 49 Main Rd, McLaren Flat. Free entry. All welcome, especially old scholars and staff. Dance with band that night, 7.30pm-late, tickets \$10pp. Enq 8383 0143 (school)

6 November, 11am-4pm – Willunga State Museum Official Opening. Opened by Keith Conlon at 2pm.

Alma Hotel e-letter

The Alma Hotel has started a monthly email newsletter containing info about drive-in specials, live music, bar and dining room happenings, wine tastings and more. To join simply fill in a card at the Alma Hotel or email Melinda McCauley on melindaatalmahotel@hotmail.com

Extra Virgin – The Good Oil on how to choose and use it!



Olive oil can improve your health! Low in cholesterol and rich in antioxidants, olive oil has had special medicinal and religious significance for the peoples of the Mediterranean for thousands of years.

Recent research into the health properties of olive oil has isolated a certain compound called oleocanthal, which appears to mimic the well-known anti-inflammatory drug Ibuprofen used to treat heart disease, some cancers and dementia. Pungency, that pepper-like sensation at the back of the throat, is an indication that levels of oleocanthal are present in the oil and pungency is at its most noticeable when the oil is fresh. So here is another reason to ensure you

purchase and consume olive oil when it is at its freshest. During the region's October *Fiesta!* tastings of the new season's oils fresh and pungent oils will be hard to miss! Check out the *Fiesta!* program on line at www.fleurieufood.com.au.

The Farmers Market will again host the Punter's Pick event where you get to say which of the *Fiesta!* award-winning oils you think is the best. Ask at the information stall where to get voting forms and where you taste the oils. Remember a teaspoon a day keeps the cholesterol at bay!

For further information on Oleocanthal research : www.nature.com/nature/journal/v437/n7055/abs/437045a.html

Lucilla Pumpkin and Olive Oil Cake

2 cups grated pumpkin
1 cup walnut pieces
3 eggs
1 cup sugar
2/3 cup extra virgin olive oil

1 tsp vanilla essence
1 -1/3 cup self-raising flour
1 small tsp bi-carb soda
1 level tsp cinnamon
1/2 level tsp nutmeg

To prepare: Grease and line a 23cm cake tin. Chop walnuts and add to grated pumpkin, put aside. Beat eggs, sugar, vanilla and oil for a few seconds, add walnuts and pumpkin. Add sifted flour, soda and spices, mix lightly, then place into cake tin. Bake in moderate oven (approx 180°C) 35-45 minutes.

Lemon Icing

50gm cream cheese
2 level tbsp soft butter
2 tspns fresh lemon juice

finely grated rind of 1 lemon
2 cups sifted icing sugar

On 23 September, chef Adam Byford of Auginix Restaurant, McLaren Vale prepared this dish as part of our Market series of Guest Chefs.

Portions: 6 Prep time: 45 min

Recipe No17

400gm Mount Compass Venison
6 tblsp olive oil
2 clove garlic
1 tsp salt
1 tsp black cracked pepper
1 carrot
120gm organic greens



1 Venison sausage
1 beetroot
100 gm goats cheese
100 gm natural yoghurt
1 pear
4 tblsp Spice Girlz Zulu-lu

To prepare: Trim venison and season with salt & cracked pepper. Pre-heat oil in pan 200°C and seal venison on all sides approx 5 minutes. Set aside and rest for 5 minutes. Slice sausage into 12, cook in same pan as venison till crispy. Julienne carrot and beetroot raw, mix with greens. Mix Zulu-lu and yoghurt together for dressing. Dice cheese and slice pear, add to greens. Slice venison into 12, place through salad and dress with Zulu-lu yoghurt.



IFOAM: The great organic invasion

South Australia may never be quite the same after the recent World Congress of the International Federation of Organic Agricultural Movements in Adelaide (IFOAM – held 21-26 September, including the *Go Organic Festival* at Victoria Racecourse). It brought almost a thousand of the World's most powerful organic thinkers to town and lit a powerful public searchlight on our place in the world of sustainable food production.

Australia looks impressive at first glance – the nation with the largest area under certified organic production, but most of the certified land comprises a few cattle stations in the centre of Australia. In fact we have only 2000 certified organic producers compared with Italy's 80,000. There is not one government extension or research officer dedicated to organic agriculture in SA; perhaps there was not one person at the conference to convey the text of 'the Adelaide Declaration' to the government (which calls on them to provide specific

research and extension assistance to organic agriculture proportionate to the annual income derived from it).

But there was no time to worry about such trivia, this was to be the most complex conference on organic food production ever held on the planet, incorporating a congress, a scientific conference, a viticulture and wine conference, an international olive oil challenge, national organic wine judging, multiple tours and a plethora of seminars, not to mention the coup de gras – an organic festival to involve the citizens of the host state in a celebration of organic food.

This last event looked like being a problem as SA has only a small number of certified organic growers, almost all of whom sell their produce directly to wholesalers. The committee racked its brains and ultimately accepted that a pragmatic approach would be to settle on a festival that spoke lots about certified organic food but also embraced the ideas of slow food, bioregionality and direct

purchase from the grower. A call went out to the three major farmers markets to recruit growers who were comfortable with the phenomenon of communication and direct sales to consumers and over 60 responded (including the Willunga Farmers Market, giving a showcase for several regular weekly market stall holders – Ed). On the particularly dismal Spring weekend after the main conference some 20,000 members of the public stormed into Victoria Park and bought up almost every skerrick of food (organic or regional) available, attended talks, listened to excellent music provided free by a range of musicians with commitment to sustainability, and asked perpetually 'When is the next farmers market?'

We have shown that we can do it; the public has shown that it wants it and wheels are turning towards the foundation of an Adelaide Farmers Market. Watch this space!

– Graham Brookman, Food Forest

AUSTRALIA'S BIGGEST FARMERS MARKET!

This year the International Organic Conference was held in Australia for the first time, and not only that, but in Adelaide itself. Six months ago Lhassa, chair of the Barossa Market, and myself were approached to see if we would be interested in putting on 'the largest farmers market in Australia'. We both got excited as the two markets have been talking for some time about combining forces to showcase who and what we are about in the city – if the mountain won't go to Mohammed...

Six months later, and over 25,000 eager shoppers turned up (even torrential rain couldn't keep them away!) It was a fantastic opportunity for us to talk about the importance of growing, buying and eating local, about rural sustainability, being able to swap stories with other farmers market producers and of course to sell our wares! We all had record sales and although this was supposed to be a 'one-off' – as Graham says – Watch this space!

– Mikaela Willford



Above: Willunga Farmers Market stalls at Go Organic Festival



Above: The Organic Market and Cafe Fruit and Veg Table



Guest speaker Ian Parmenter, with Alex and Jim from the band The Borderers, who performed at the Go Organic Festival

FleurieuFood

FLEURIEU PENINSULA

Congratulations to the nine finalists (from a field of 16 entries) for the Chapel Hill Winery Gourmet Retreat Culinary Competition. Chefs of the region were invited to compete by submitting the recipe for a seasonal regional dish. All of the dishes were a delicious showcase but as there are only nine places in the competition our judges had the difficult task of selecting the finalists. Finalists

compete by cooking at the Chapel Hill Winery Gourmet Retreat on Wednesday 19 October for judges Cheong Liew, Joanna Savill and Ralph Kyte-Powell as well as the Technical judge Peter Hogg, Executive Chef at the Retreat. Most of the finalists will be shopping at the Willunga Farmers Market for the best freshest ingredients, and the Market has certainly been part of their inspiration.

The finalists are:

ENTREE:

Allister Parker – Blues Restaurant
Leigh Irish – The Flying Fish
Karena Dunn – Victory Hotel

MAINS:

Allan Wendt – Limeburners Restaurant
Kane Ellis – Penny's Hill
Simon Cunningham – The Barn

DESSERT:

Allan Wendt – Limeburners Restaurant
Tina Dewhurst – Relish Sisters
Karena Dunn – Victory Hotel

There will be a winner in each category – Entree, Main and Dessert – announced at the Fiesta! Awards Night on 29 October at Coriole Vineyards. The three winners of each category will compete for the overall title of "Fleurieu Peninsula Food Chef of the Region".

– Tori Moreton

