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NEWSLETTER OF THE WILLUNGA FARMERS MARKET

Issue 24, SPRING 2009

Awarding excellence

The Willunga Farmers Market presented two of their major awards at the annual Wilmark Awards Night held on 5 September at 'Our Place', at the top of old Willunga Hill.

Producer of the Year – Grower, went to Colleen and Ian Francis of Starlight Springs, and Producer of the Year – Value-adding Food Business, went to Margaret & Tony Harding of Harding's Fine Foods.

These two categories exemplify the core value of the Market: authentic, local food produced by passionate and creative people to provide regional prosperity through ethical and sustainable means.

The City of Onkaparinga Mayor, Lorraine Rosenberg, presented the Outstanding Service Award to Ray Seidel, an original Market stallholder and long-term committee member, now recently retired.



Over 100 guests attended this Awards night compered by market regular and great fan Grant Cameron of ABC Local Radio 891.

A wonderful array of pizza, pasta and bread was cooked up by the Clappis family, including Andy's amazing crostoli, with salads and seasonal fruit from Market stallholders.

Thanks to our 'poet in residence' Peter Chapman for the recital of his Willunga's 7th Birthday poem and to our sponsors, especially Fox Creek who donated the wine gift packs for the volunteer awards.

Other winners on the night include:

Favourite Stall, Happy Foods; **Best Customer Service**, McLaren Vale Orchards; **Best Presented Stall**, Soul'y Bread; **Shopper of the Year**, Linda Gare and Cate Morton; **Best Morning Person**, Liam Burns (Triple B Biodynamic Beef) and Gary Gum (Yankaponga Lamb); and a variety of **Volunteer Awards** were presented to retiring committee members and volunteers.

To market to market cried the local school kids

The Willunga Farmers Market recently joined with local schools to assist children to adopt a lifelong healthy lifestyle.

Willunga, Aldinga, Waldorf and Gallilee Primary Schools are being given a healthy boost by the Willunga Farmers Market's School Kitchen Garden Pilot Project (SKGPP), to encourage children to grow, harvest and eat nutritious food.

An initial \$500 grant will help support these local primary schools establish or expand a school kitchen garden.

"We want to offer school children an opportunity to experience the full cycle of food production," says Willunga Farmers Market SKGPP Chair, Vicki Osland.

There's been a fantastic response from the local school communities so the Market is working out ways to raise more funds to extend this worthwhile project.

The children are excited about growing and harvesting their own food crops and the grant money will assist these schools purchase:

- equipment eg spades, gloves, gum boots, hoses, etc
- seedlings / seeds, plants, fruit trees, etc
- compost bins / composting and soil preparation materials
- garden bed infrastructure
- irrigation equipment.

Participating schools will also have access to Willunga Farmers Market stallholders who will offer support, education or appropriate expertise in gardening, composting, pruning etc.

A stall at the Willunga Farmers Market could be provided for the children to sell their excess produce in future – if they haven't eaten and cooked it all at school!

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

Breakfast of champions!

After four years of salmon, eggs, bacon and other breakfast treats, Jane Gieck of the Relish Sisters, operator of WFM's famous breakfast stall, hangs up her BBQ tongs at the end of November.

"I have developed amazing friendships and enjoy seeing people's passion for the Market," says Jane.

"I'll be very sad when I leave. It's been an awesome opportunity to be a part of this community and I look forward to being a Market shopper."

Jane has worked very hard to make her breakfasts one of the Market's most sought-after experiences. She has also enjoyed mentoring

her young staff to be passionate about food, the Market and producers, just as Jane herself has loved working alongside stallholders who are "passionate people who really mean what they say about their goods."



Winning the Customer Service Award at the 2008 Wilmark Awards confirmed Jane's great customer service skills which she will now transfer across to a new job at the McLaren Vale Pharmacy.

This new position will give Jane regular working hours and help her to slow down her lifestyle so she can concentrate more on family.

Thanks so much, Jane. You and your team are going to be a very hard act to follow!

AGM report shows membership of WFM increases by 39%

Thanks everyone who came out in atrocious weather to our General Meeting and AGM.

A highlight for the Market was the Manager's report which stated that in the midst of a global financial crisis our membership increased by a staggering 39%! This report plus the Chair report and audited financial figures will be compiled into an Annual Report and placed on the website for everyone to read about our very successful year (<http://www.willungafarmersmarket.com>).

It took about five minutes to alter our constitution which was passed unanimously. Our revised constitution is now on the website

The following people were then elected or re-elected to the Management Committee:

Steve Scown – Fat Goose Fruits
Heather Budich – BimBimbie Ducks
Pauline Gum – Yankaponga Lamb
Julian Salter – SA Composters
Vicki Osland – community member
They join ongoing members:
Jude McBain – Blue Cottage Almonds, Chair
Bronwyn Busbridge – Spice Girlz, Treasurer
Peter Bishop – Sweettarts
Deb Tucker – community member

Congratulations to all!

Thank you too to Zannie Flanagan, CEO of the Adelaide Showground Farmers Market who gave the meeting a brief report on the just concluded 3rd National Farmers Market Conference and what this means for SA.

National Farmers Market Conference

The 3rd National Farmers' Market Conference, held in the beautiful but freezing Macedon Ranges in Victoria in August, was attended by Jude McBain and Steve Scown from Willunga Farmers Market's (WFM) Management Committee, (Graham Boyd, our Market Manager tried to come – ask him to relate his hair-raising experience trying to get there!).

Around 180 people from all over Australia attended the conference with New Zealand sending eight delegates including the heads of their national association, and two each came from the UK's national body, FARMA and the New Orleans' marketumbrella.org.

It was a terrific conference – very well run with lots to share and lots to learn. The Victorian Farmers Market Association led sessions

explaining their certification system which they are rolling out to 70+ farmers' markets in that state.

Every farmers' market in SA sent delegates and we all agree that we need to co-ordinate a similar set of rules and conditions for our markets with a view to certification some time in the future. So interesting times ahead.

In November, WFM will also participate in a meeting to help set up a South Australian association.

One of the highlights for the WFM was that community market membership, which was pioneered at Willunga and has underpinned our success, was adopted with enthusiasm by the UK delegation who are going home to work out a similar scheme.

We are what we eat – but will we eat what we read?

What do you get when you cross a handful of broad beans, a couple of artichokes and two renowned chefs?

Toss in a commitment to food writing and you get 'Combining the Ingredients' a food writer's forum with compere David Sly (Food and Wine Editor, SA Life magazine), and chefs Genevieve Harris (Food Editor, Sumptuous magazine) and Salvatore Pepe (Cibo; the cookbook and restaurant). On 12 September the Market proudly hosted this forum as part of the 2009 SA Writers Festival.

'Combining the Ingredients' explored the links between food knowledge, kitchen techniques and the reading public's hunger for books about food. The message was simple: let fresh, seasonal produce inspire your cooking of straightforward, yet tasty meals.

Genevieve and Salvatore had an attentive audience who watched as broad beans were converted into two dips, one with quark and the other with crème fraîche and artichoke was adapted into the well-known spaghetti carbonara.

The freshest of ingredients were sourced from Market stalls that morning and shoppers were encouraged to discuss food direct with producers, to gain a better understanding of ingredients, how to use them and best times to buy.

Selections of food books were available on the day, to complement the practical food session, and to satiate the never-ending food shoppers' desire for more.