

FLEURIEU FORAGER

Newsletter of the Willunga Farmers Market

Issue 5 Summer 2004

WILMARK AWARDS

Voting is open for the 2004 Wilmark Awards.

Sir Wilmark the Magnificent, the cast iron rooster, is our mascot and is present each week at the Market. Named in his honour, the Wilmark Awards are designed to show appreciation to producers, sponsors and customers who best embrace the ethos of the Market.

Voting is open to all members of the Willunga Farmers Market. There are two divisions: Stallholders Votes and Member Votes with a range of categories including Producer of the Year, Best Decorated Stall and Most Supportive Local Business.

Awards are presented at the Wilmark Awards Night. Last year, the inaugural event was a fabulous success. With the growth of the Market membership over the last year, we are forecasting that this Awards night will be bigger than Ben Hur!

Voting slips will be emailed to members and will be available at the Information Stall at the Market. Send your votes to PO Box 652 Willunga 5172 or wfm@internode.on.net or drop them off at the Market. Votes need to be in by Saturday 22nd January.



2003 Wilmark Awards: former Chair, Zannie Flanagan presents Producer of the Year award to Ray Seidel

The first Farmers Market Quiz Night, held in October, was a resounding success - great fun and a great fundraiser for the Market. Ann Pollard's table, The Lovebirds, were eventual winners with the Souly Bread crew second. Many thanks to all those who donated prizes and to the organisers, particularly miracle-worker Robyn Dahl.

presentation of
2004

Wilmark Awards

Venue: Tintara Winery McLaren Vale

Date: Thursday 27th January 2005

Time: 6.30pm

Cost: \$28.00 includes food and glass of champagne

Tickets: Willunga Farmers Market Office
Market Information stall

The 2004 Wilmark Awards are proudly sponsored by Tintara Wines McLaren Vale

Congratulations to . . .

. . . the fertile SA Composters, Cath & Matt, proud parents of a beautiful baby boy named, Sam, born 7th December.

. . . The Woodside Cheese Wrights and Mark Potter from Blessed Cheese; both winners of Premiers Fine Food Awards

. . . David Swain of Salopian Inn, winner of Fiesta culinary competition

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

Deadline for next issue: February 18th

Inaugural Fleurieu Olive Awards

Best of Show for this exciting new regional event went to Coriole Vineyards for their 2004 Diva extra virgin olive oil, made from Koroneiki olives.

Other Gold medal winners were Liz Hugo of Hugo wines, and Vince Scarfo of Diana Olive Oil who won two golds – one for his Novello, and the other for his extra virgin. The Coriole Diva is available from Woodside Cheese Wrights and the Scarfo oils are available at the Virgara vegetable stall at the Farmers Market. Other award winners from Willunga Farmers Market were Tony Harding and Michael Lewis.

Chief Judge, Zannie Flanagan said the awards were designed to explore the link between the region and olive variety, to reward excellence in the industry and to act as a vehicle for industry and consumer education. The results were a clear indication that experience and expertise are vital to success, and overall the event has significantly contributed to the growing gastronomic reputation of our region.

Brian Swanson of Brian's Olive Shop won the Emmanuel Giakoumis Kalamata Table Olive Award and his olives are also available at the Market.

PUNTERS' PICK

The Punter's Pick event held at the Farmers Market during October was the consumers' opportunity to take part in the inaugural Fleurieu Olive Awards.

Following the official judging of the Olive Awards, the six highest scoring oils were available for blind tasting at the Market. Punters were asked to fill in a simple form and rate the oils in order of preference.

The punters' chose the 2004 *Coriole Diva Koroneiki* as their favourite - the same oil that was judged Best of Show at the Olive Awards. Made from the tiny, aromatic Koroneiki olives that do so well in this region, the judges described this oil as "full-flavoured, well balanced, fault free and harmonious".

The Punter's Pick was a great opportunity to taste a range of top class oils. Congratulations to the organisers and to Tony Harding in particular who oversaw the event and collated the results.

Perfect Peninsula Picnic Places

Look out for a new brochure that lists 14 picnic spots and more than 30 local food producers in the Fleurieu. The *Perfect Peninsula Picnic* brochure includes several maps and identifies places where local produce can be purchased. It is available free from food outlets, tourist information centres and from the Farmers market information stall.

Your Brick Oven

'Hardly a week goes by without at least one person pointing to the brick oven in my restaurant and saying, "I want one of those in my backyard.'

Restaurateur, Russell Jeavons has written a book about how to build and bake in a brick oven. *Your Brick Oven* is a step-by-step guide that takes you through the stages of building an oven, from choosing the site to firing up for your first bake.

In conjunction with Wakefield Press, the Willunga Farmers Market has a special offer of \$29.95 per copy. Post, fax or email your order to:

"Farmers Market Fundraiser"
Willunga Farmers Market,
PO Box 652, Willunga SA 5172
Fax: (08) 8556 4293
Email: wfm@internode.on.net



Christmas cheer at the Market

From the Market Manager

Summer is a particularly busy time at the Market. This year the Christmas-New year rush was complicated for us as both days fell on a Saturday. We rescheduled and relocated the Market for these days. The twilight markets on 23rd and 30th December between 4pm and 8pm at the Recreation ground (where the Quarry Market is usually held), were strongly supported.

We're on the move again for the Tour Down Under on 23rd January. We'll be in the Rose Garden (on Aldinga-Willunga Road) as we have been for the last couple of years for this event.

And what of the coming year? One of the things I'm particularly looking forward to is developing the local Farmers Market network

Mikaela and I have had several meetings and many, many email conversations with people from the Limestone Coast and Barossa Valley Markets. We have been comparing notes, sharing information and looking at joining forces for promotion.

One of the big topics of conversation is the push from the national body to introduce accreditation. The idea of accreditation is that it helps ensure that a market can only be called a Farmers Market where it has local produce sold by the grower or producer direct to the customer.

I know producers and customers I have talked to about this are pretty keen. I'll keep you posted.

And as for the 2005 resolutions...

Vardy Hirst

Summer events

December 23 4pm - 8pm Willunga Farmers Market: Twilight Christmas Market, Recreation Ground, Willunga.

December 27-29 Twilight Happy Hour @ Wirra Wirra 5pm - 9pm Wines from seven local wineries, food by Willy Hill Cafe, live music. For more info ph. Kym 83238414.

December 30 4pm - 8pm Willunga Farmers Market: Twilight New Years Eve Market, Recreation Ground, Willunga.

December 31 Normanville New Years Eve Pageant: floats, food stalls, DJ & fireworks. Info: 8558 3358

January 20 Stage 3 Tour Down Under: Glenelg to Victor Harbor with new Mt Compass - Goolwa section

January 22 Willunga Farmers Market at the Rose Garden, Willunga.

January 22 Stage 5 Tour Down Under: Willunga to Willunga circuit including Aldinga, McLaren Vale

January 23 Milang to Goolwa Fresh-water Classic. More than 400 boats compete. www.gryc.com.au/mg.htm

January 23 Essential Theatre perform *A Midsummer Night's Dream* at Coriole Vineyards. Ph Lou for info: 83238305

February 20 Coast to Coast Bike Ride: leaves Colley Reserve, Glenelg at 7.30am for Victor Harbor. For more info contact Bicycles SA 8232 2644

MRS MAGNIFICENT

Ever since the very early beginnings of Willunga Farmers Market, the characteristic Subaru ute from Mt Magnificent Farm has been a familiar sight.

It arrives each Saturday loaded with boxes of typical traditional country farm fare – fresh eggs, jams, pickles, sauces, and an assortment of good old fashioned home-baked goodies - not to mention the cottage flowers and the peacock feathers (a children's favourite).

Known to many of her customers and friends as “Mrs Magnificent”, Joyce Stone inspires us all with her determination to be there and commitment to the ideals of the Market - she loves developing the social contact with her customers and the strong community spirit that has developed at the Market.

The delicious baked goods, jams and popular pickles are all made in her farm kitchen with local ingredients.

The very special highlight of the Market for many small children are her delightful, colourful gingerbread ‘people’. The children line up with 50c in their hand, some barely able to see over the top of the table, and their faces light up with excited glee as Mrs Stone carefully puts the chosen gingerbread person in a paper bag.

After a lifetime of baking, first for her family of 6 children and then for the countless busloads of visitors to Mt



Magnificent Farm, it was a natural step for Joyce to bring that produce to the Farmers Market.

Mrs Stone's scones

When prodded for a favourite recipe, Joyce immediately thought of the Mt Magnificent devonshire teas - fresh-baked scones filled with whipped farm cream and home made strawberry jam:-

For the scones, Joyce takes a 600 ml tub of cream and adds water to make it up to approx. 800mls. Stir the cream and water into 7 cups flour until the right consistency. Roll it out and cut into squares, then bake in a hot oven.

Christmas Pudding Ice Cream

Capture the flavour of Christmas with this delicious ice-cream fruit dessert from Rebekah at Alexandrina Cheese. She suggests marinating the fruit in a McLaren Vale ‘sticky’ such as a fortified muscat or late harvest frontignac.

Serves 4- 6

Ingredients:

100 g (4 oz) mixed dried fruit
1/2 cup dessert wine
300ml Alexandrina Pure Jersey Cream
300 ml single cream

3 egg yolks
100 g (4 oz) caster sugar
1 orange, grated zest
1 teaspoon of mixed spice

Method

1. Marinate dried fruit in the wine.
2. Gently heat the Alexandrina cream and half the single cream to simmering point.
3. Beat the egg yolks and sugar until thick and pale yellow. Pour on the hot cream, gradually stirring.

4. Strain the mixture into a heavy-based saucepan and stir over gentle heat until custard thickens and coats the back of a spoon. Cool.

5. Whip remaining cream and fold in to custard mix with the dried fruit, orange zest and mixed spice. Pour into a container and freeze.

6. If you have an icecream maker - follow directions otherwise beat the mixture four times at half hourly intervals. Cover, seal and freeze.

Terra Madre

Past-Chair of the Willunga Farmers Market, Zannie Flanagan reports on Terra Madre, a meeting of food communities from around the world held in Turin, Italy.

It was a simple no frills affair - it had to be. Slow Food International's latest event was the most ambitious yet. Consider these facts:

4,300 delegates

130 countries represented

7 official languages

1,185 food communities-

164 from Africa

188 from latin America

140 from Asia and Oceania

All 4,300 delegates had their accommodation organised free of charge through the generosity of the people of the Piedmont region.

Five hundred volunteers from within Italy gave their time and energy to make the event happen and to assist the jetlagged delegates: many had been travelling for days from their villages in some of the most remote parts of the world.

One of the volunteers was Lizzie, sister of Blue Cottage Almond's Jude McBain. Lizzie and her family, who live 40 minutes from the city of Turin, were my hosts so it was like a home away from home.

The event was designed to build networks and to support enterprises that act to protect the rights of individuals and their local food systems in communities worldwide.

Seed patenting, indigenous plant patenting, politics and famine, genetic modification of food plants, unfair trade agreements, sustainable fish farming, the role of the restaurant, tea, beer, milk, grains and reindeer farming were all on the Terra Madre menu - if only I'd had time to taste them all. It was a truly mindboggling experience.

Farmers markets were well represented and it was clear that farmers and producers everywhere are facing many of the issues we as a region are currently facing. Issues of water, urban encroachment and the environment connect us all.

The event could have focussed only on problems and challenges, and left the delegates with a sense of hopelessness.

However, many of us came away feeling re-inspired and even more determined to continue working towards a more sustainable future knowing that there are thousands of other people working away in their communities doing the same.

So where to from here? Well the Australian participants I spoke to seemed to be in agreement that Slow Food in Australia needs a new direction - taking on projects with real power to improve the health and welfare of our community. Watch this space!

Zannie



One of Lizzie's friends took me to meet Maria, pictured above in her shed on Friday night preparing her produce for the local market. I thought of all our producers doing the same on the other side of the world on the Fleurieu!

British organisation, FARMA (Farmers Retail and Markets Association) reports the phenomenal rise of Farmers Markets in Britain: The first was set up as recently as 1997 and now there are 500 with an estimated turnover of £120 million.

Fleurieu Peninsula Food News

Fiesta!

Chair, Pip Forrester reports that Fleurieu Peninsula Food is already looking towards Fiesta! in 2005 after the success of the Fleurieu Peninsula's first regional food and wine festival held in October. Highlights in 2004 included a regional culinary competition and the first Fleurieu Peninsula olive awards.

Pip said, "One of the great success stories within the Fiesta celebration are the new networks and relationships

formed during the process: olive growers and processors, chefs from the region, retail outlets and producers."

Regional Food Trail

In early December Fleurieu Peninsula Food members set up a delicious display at the Adelaide Central Market as part of Food South Australia's Regional Food Trail.

Promoting their wares and the region at Jagers Fine Food Stall were: Matchett Productions, Lacewood Jams, Spice

Girlz, Mount Compass Venison, Talinga Grove, Olive Vale Estate, Fleurieu Natural and Wright Honey.

Food Industry Needs Analysis

A statewide initiative has begun to gather data on food businesses and produce plans for the future development of the South Australian food industry,

As part of this initiative Fleurieu Peninsula Food Project Manager, Tori Moreton will conduct interviews with local businesses in the next few months.