

fleurieu forager

Issue 9, SUMMER 05/06

Willunga Town Square: Taking our market forward

It may seem like a long and winding road to the proposed new town square but the process is well underway. On December 7, Farmers Market Committee members had the opportunity to meet with Ben Hall, Project Officer for Onkaparinga City Council; and Jeremy Keyte, Site Designer, to have a look at proposed plans and next steps required to move the project forward.

The whole project got underway last year through some combined visioning of Vardy Hirst, Mikaela Willford and a few others, initially for the purpose of looking at the developing needs of the bulging-at-the-seams Saturday market and the limitations of its current site in the Alma Hotel carpark. Since those first few meetings, the project has gathered momentum and has turned into something much bigger that will add value to the township of Willunga on many levels – a space to have the market, yes, but also a central focus for the town that honours the historical character and significance of the town and its roots, a venue that will be of use to a wide range of community functions, exhibitions, performances and public events like Tour Down Under and the Almond Blossom Festival.

The market is organising its 2nd Strategic Plan shortly and the town square will feature strongly. A full report will be available at the market. The next 2 years promise to be exciting, stimulating and challenging as this project moves forward, but even at this early stage, it's evident that Willunga township will benefit on many levels with the creation of this vital town center – a space to showcase the artistry, talent and community spirit already evident in this region. For more information, contact Mikaela Willford at the Willunga Farmers Market.

WILLUNGA TOWN SQUARE DESIGN PHILOSOPHY

(excerpt from Jeremy Keyte, Site Designer)

Located in the public realm at the heart of Willunga's historic conservation zone, dotted with early examples of rural cottages, sheds, churches and halls forming the core of the township's early beginnings in 1840. Linked to the land and the produce it has yielded for the past 165 years, Willunga's building style can be defined as vernacular architecture. The buildings have in common the simple demands of family life, farming ways, and industrial processes which are traditional in design... for this project functionality and simplicity are prerequisites. Timber and slate the raw materials, both split and shaped with simple tools and arranged in the landscape with timeless pride. This project can provide a significant example of historic conservation in public space by council – the impetus of this example will give confidence and support the conservation of privately owned heritage properties in Willunga.

Willunga
Farmers
Market



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



Just what does a bagpiper at the Willunga Farmers Market wear under his kilt? You had to be at the New Year's market to find out!



Farmers Market Tree raises funds for local church

Once again the Willunga Uniting Church held its annual Christmas decorating tree competition.

On Saturday 26th November the church hall was full of beautiful trees, dressed by local community organisations. Also available were delicious treats made by the congregation such as scones, homemade cakes and biscuits, tomato plants and more.

The Farmer's Market joined in the fray with its unique gum leaf Christmas tree decorated in the theme of "The Green



Heart of Willunga" with green love hearts and a proud replica of Sir Wilmark the Magnificent perched at the top in place of the more traditional star.

The smell of the fresh gum leaves, from our entry, permeated the hall all morning giving visitors an extra sensory layer to the competition which they seemed to appreciate – we were voted the second most favourite tree!

We were very pleased to be part of this community event and help raise funds for the church's restoration. Thanks to Jill Stone for the tree, Liz & Georgie Lightowler for the decorations .

From the Manager

Hi, my name is Lisa Hall and I feel privileged to be the new market manager. I have started at a particularly busy time, but the support I have already received has been fantastic.

I recently returned from living in London for 3 years, where I organised seven Festivals a year at the Royal Botanic Gardens, Kew. I spent as much time as I could travelling and visiting Farmers Markets throughout Europe, but none could compare to the great vibe of the Willunga Farmers Market!

It is great to now be home and continue working in an area I am passionate about... food, wine and the Fleurieu Peninsula.

The market is at an exciting new phase where it can only grow and become more popular, setting a benchmark for other markets yet to open.

The new direction the market is heading in with the town square proposal and some ideas the committee and I have floating around promise for a glowing future, one which will benefit the whole local community and more.

This time of the year is busy for all, buying, preparing and selling food which is all ripening over the long days of summer sun.

Our guest chef starring at the end of each month will be continuing into the new year.

Things to look out for at the Market are Ray Seidel's sweet Cherries and new stallholder Ashbourne Valley Orchards White Cherries. There will be many varieties of stone fruit available and fantastic prawns for Australia Day with guest stall Mezic Seafood. Get those Italian recipes on the boil with the first of the tomatoes, squash and zucchini.

Also welcome back to Kym Ayliffe who will be selling fresh seasonal produce over summer. And in case you are wondering where Alexandrina Cheese Company are over summer... making more cheese ready to return again in March!

I look forward to the markets ahead, see you there!

– Lisa Hall

From the editor

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 deadline Friday 3 March.

– Cherise Vallet

Producer's Profile

The taste of Italy

Lina and Giovanni Frada have been regular stallholders at WFM since early days, and have developed a fine range of products that caters for the most discerning shopper, including the well-known Warrakilla range of condiments .

Originally from the Treviso region in Italy, they met at 18 and decided to take the big step and come to Australia. Once in Australia, they married and have always felt connected to the Southern Vales region, with its Mediterranean-like vines and olives.

Lina and Johnny first started producing the Warrakilla products 7 years ago and today the products are made in Lina's kitchen and distributed widely throughout SA.

So, how was the step to WFM taken? Long-time friend Katerina Bickford, an early WFM stallholder, knew of Lina's cooking talents from many unforgettable dinner parties. She kept saying "Lina you must come to the market and you must cook" – and so, eventually Lina tentatively made a dozen quiche and came – they sold, so next week she made another dozen and they too were snapped up! From that tentative start, Lina has never looked back...

Lina and Johnny agree that the market

is vitally important for their business "it's good for promoting Warrakilla, it's so good for promoting local produce and it counters the big business from taking over everything". They love the market and they love the contact with the customers.

Once the food products were developed, they then thought they "must do vegetables" – so, Johnny started the fresh vegetable corner of the stall.

So, the Warrakilla stall of the Frada family contributes richly to the multicultural tapestry and fabulous quality of the fine Fleurieu Food available at WFM each Saturday morning.



Smiles and a taste of Italy from the Frada family



Summer events

Celebrity Chefs

Love to shop but looking for inspiration once you get home? Not sure what an ingredient is or how to prepare it? Need a new idea your next dinner party?

Let us help you as we invite chefs from the Fleurieu's kitchens to cook up a storm with luscious market produce once again in 2006!

Saturday January 28th 2006, 9.30am

Saturday February 25th 2006, 9.30am

Saturday March 25th 2006, 9.30am

2006 Jacob's Creek Tour Down Under

Come be part of the excitement of as the Willunga Farmers market moves to the Rose Gardens for the Jacob's Creek Tour Down under on the **January 21st, 2006**.

Soak up the atmosphere as you shop amongst the blooms or take a moment to relax for an impromptu picnic on the lawns with delicious market produce before watching the race start at 11am.

Join us for the annual Chilli Festival

On **11th Feb 2006** 30 varieties of chilli ranging on the heat scale from 1 to 10 – Yellow banana being the mildest at 1 and the mind-blowing Habanero at 10. Black Prince, jalapeno and Rainbow Thai will all be there. Chilli Chocolate, ice-cream, almonds, jam and more will be available to tantalise your senses, release your inhibitions and kick start your digestive juices. Join us for a taste of the spice of life.

Wilmark Awards 2006

It's time to get your party frock on and join us for the 3rd Annual Wilmark Awards which will take place on **11th February 2006** at Tintara Winery, McLaren Vale.

This evening is the time to recognise individuals who make the Willunga Farmer's Market such a special place to be and will include awards for producers, sponsors and shoppers alike!

Tickets will be on sale Saturdays from January at the information stall at the market for \$25.00 per person and will include welcome drinks and supper or you can contact Lisa on 8556 4297 at the office.

Please note that payment is due at time of booking to confirm tickets.

Soul Food – The Willunga Farmers Market Choir celebrates through song



Wandering down the main street of Willunga on a Monday evening between 7.30pm and 9pm you might wonder what was going on behind the Blue Door.

It's not exactly an ol' piana playing hot, and some of us might not like being called old, but Soul Food (the name of the choir) is definitely hot!

Under the tutelage of the gorgeous Alice Keath, the Willunga Farmers Market Choir has been meeting behind the Blue Doors each week for the last eight months to develop a repertoire of songs that celebrate food, and the agricultural cycle!

Soul Food has had a very successful year and performed at a number of events over the last few months including the "Growing Organic" Fair and the Fleurieu Food awards night at Coriole Winery.

As the Xmas season is upon us, the Choir has been working on carols for the last month and have a few surprises in store. To celebrate Christmas with the community, the choir sang at the Christmas eve Market.

Soul Food will be regrouping in early February and new members are welcome. The Choir would like to thank the City of Onkaparinga for their sponsorship grant of \$1000 that will be used to promote Willunga and the Farmers Market at future performances.

To book Soul Food phone Zannie on 8557 7837 or for information about joining Soul Food phone Jude on 8556 4094 or Margie on 8557 8547.



On Dec 10th we farewelled Vardy Hirst, manager of the market for nearly 3 years. After a huge market (blue skies, sunshine and lots of sales) we gathered underneath a shady tree and leftover market marquee for some cheese and to raise our glasses and bon voyage Vardy as she goes off around the world.



Jude McBain (inaugural treasurer) and Mikaela Willford (chair) both thanked Vardy for all the hard work she has done for the market and Robert Brokenshire (MP) presented her with a certificate of appreciation.

We look forward to seeing Vardy become our most dedicated shopper on her return!

The Willunga Farmers Market would like to send love and thoughts to the family of Andrew Scott, who died tragically in a drowning accident in early January. We have worked with Andrew over the years and will miss his spirit, generosity and dedication to sustaining our environment. Andrew, you will be greatly missed...





BUYING AND SELLING ORGANIC FOOD

New Guide from SAI Global

In recent years both the demand for, and range of, organic products has increased rapidly.

The local organic food industry involves large and small farms, processors, transporters, wholesalers, retailers, exporters and certifying organisations located throughout Australia.

This well researched Guide has been produced specifically for consumers, retailers and producers and provides expert advice on how consumers can be sure what they buy is organic and how suppliers (whether new or experienced) can reduce risk and attract more business.

The guide offers an insight into the Australian organic industry including its main players; what is organic food and why an increasing number of people buy it; and how to prevent being misled.

It includes important information on planning, certification (and how to become certified), the do's and don'ts of marketing, advertising and labelling and a summary of consumer protection and other regulation relating to organic food.

The Guide has been endorsed by the Organic Federation of Australia (OFA). In his forward Andre Leu, Chair OFA states 'This well written book will help consumers and sellers make informed choices to ensure that they can access the best quality organic products'.

The guide is now available from the Willunga Food Market or SAI Global, the distributor of Australian Standards. Visitors to WFM will be able to purchase the guide at a special price.

The author, John Furbank, is a regulatory practice consultant. Based in South Australia, John specialises in

advising industry and Government on compliance with technical standards, developing and auditing compliance programs and writing technical guides.

John has held various senior Government positions in fair trading and trading standards both in Australia and overseas.

John is the author of 'Graffiti management – a guide to the prevention and removal of graffiti' published by SAI-Global in 2004.

For further information contact SAI Global's Customer Service Centre, Phone 1300 65 46 46 or visit our web shop at: www.standards.com.au or the author John Furbank on phone – 0423 515 134

GB 018—2005 \$44.00 (inc GST) or download PDF \$40.00(inc GST)

The Barista Challenge

Candy Weiss from Market 190 in McLaren Vale took out the top award, Overall Best Barista, in the 2005 Fleurieu Peninsula Barista Challenge. Competitors had to prepare 3 coffees, an espresso, a cappuccino and a signature coffee for the six judges – three tasting judges and three marking technical aspects. Candy's passion for making the perfect cup of coffee was clear when she and Market 190 owner Wayne Angove were presented with the trophy at the gala awards night staged at McCracken's at Victor Harbor.

Other winners were:

Carol Harrison of Cafe Lime and Gourmet Foodstore, Goolwa – People's Choice

Leanne Laing of Tin Shed McLaren Vale – Champion Espresso

Katie Saunderson of Ocean Grill at the Anchorage, Victor Harbor – Champion Cappuccino

Claire Martin of Normanville Beach Cafe, Normanville – Champion Signature

The Barista Challenge rewards the skill of the individual coffee maker or barista. It's not an easy business. The barista has to understand different coffee varieties and styles, master the machinery, abide by all the health requirements and get the timing right. So next time you have a really good cup of coffee, let the barista know!



Fleurieu Peninsula Food Group has joined the Regional Food South Australia Co-operative. This is an organisation made up of producer members from South Australian regions' food groups. Fleurieu Peninsula Food joins Food Barossa and Clare Valley Cuisine as partners in the Co-operative this month. In the new year both the Riverland and Adelaide Hills plan to join.

Premier's Food Award – the Regional Food South Australia Co-operative recently won the Innovative Services to the Food Industry Category in the Premier's Food Awards.

Project Manager for Fleurieu Peninsula Food, Tori Moreton, says, "Fleurieu Peninsula Food is proud to join the Regional Food SA Co-operative, what makes this unique is that the food industry own and run the business which means they work together in order to reach their markets. The unifying theme is that all of the producers belong to their region's food group and follow their own code of practice that ensures customers know that this is authentic regional food.

Mikaela Willford, Chair of the Willunga

Farmers Market, owner of Spice Girlz and Chair of Fleurieu Peninsula Food's Regional Co-op Working Party said that the Producers follow strict guidelines to be part of the Fleurieu Peninsula Food brand, at the heart is the regional connection, so that all products are grown, produced or processed in the Fleurieu Peninsula region; other conditions include being a Member of the Food Group, having excellent food safety and quality control plans, and insurance. But Mikaela says there is much more than a desire for quality, "The real difference for Fleurieu branded producers is our beliefs. We insist on care for the environment from paddock to plate, no chemicals and respect for animals. So when customers see the Fleurieu logo they can feel good about buying it!"

The Fleurieu Peninsula Food producers that have met the criteria, joined the Co-op and will be sporting the Fleurieu brand are:

- > Hindmarsh Valley Dairy
- > McLaren Vale Food Company
- > Minenko Olive Estate
- > Spice Girlz
- > Talinga Grove
- > The Goods – Fleurieu Fine Foods
- > Thistle Be Good

Tori Moreton said "The response to our brilliant Fleurieu products has been excellent and we are taking orders already."

