

fleurieu forager

Issue 17, SUMMER 07/08



home at last! all moved in and open for trade

What a couple of months it has been for the market! Our Gala opening at the new Willunga Town Square on October 13th was an occasion few will forget for a long time. As a result of years of effort by a lot of dedicated people – stallholders, committee members, market members, all levels of government and the community at large, over 5000 people turned out on the day to watch the Premier of SA, the Hon Mike Rann, officially launch Willunga's new public space.

The Town Square and the move by the market there to its new permanent home has been almost universally applauded. Comments from even the most cautious stallholders and customers have been very approving ranging from "We can't believe how well you've all fitted in"; "The new café area is so lovely and shady"; "It's just like a market in a French or Italian country town!" to "Were there

always this many stalls at the old site? – we've found stalls we didn't know were there!"

One disabled customer actually rang the office to comment on how much better the access for them was with the paved areas of the square. Parents with pushers have made similar comments. Parking continues to be a challenge and management are working on a map of areas around the market which allow parking. This will be available shortly from the Info Stall. Please keep your suggestions coming.

Thanks again to all the people too numerous to mention who made this happen – those who dare to dream big dreams can sometimes be amazed where it takes them!

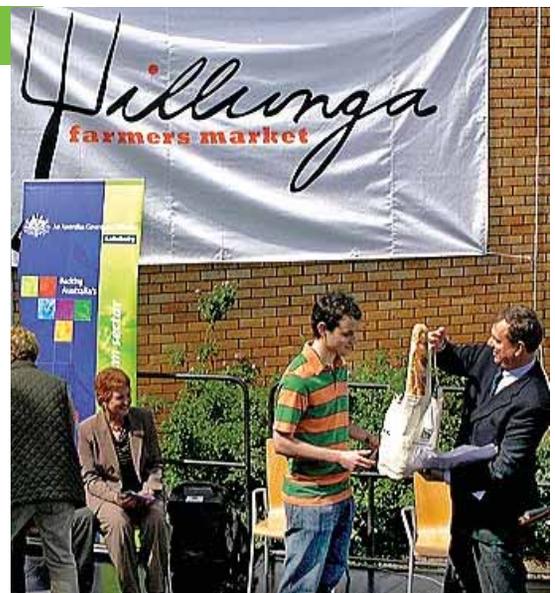
We are looking forward to a wonderful summer doing what we do best – growing, selling, buying, cooking and best of all – eating! some of the best produce available anywhere in the world. Enjoy!!

And the winner is...

The new logo for Willunga Farmers Market was also officially launched at the Willunga Town Square Gala Opening. A public competition was held earlier in the year, over 70 entries were received and a panel of local art and foodie identities had a great time choosing the winner. James Bobridge, a 2nd year graphic design student from Croydon TAFE was presented with the winner's cheque and prize by the Premier of SA, the Hon. Mike Rann.

Thanks to Liz Elder for all her hard work organising the competition and to Deb Tucker from Weston, Raine and Horne in McLaren Vale for allowing the public to view all the entries in their gallery.

"We loved the simplicity of James's design and the message implied – the W of the fork tines to represent Willunga; the fork in the ground to the fork on the plate; the handwritten word to represent the handmade produce of the market" said Liz. "That fork will become our market's symbol".



James Bobridge, winning logo designer, receives a WFM bag of goodies from the Premier of SA, the Hon. Mike Rann.

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 Autumn newsletter deadline: Friday, 8 February 2008

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Producer's Profile

Growing a fruit forest!

Not many people wake up one morning and decide to plant 20,000 fruit trees as their plan for the next few years! **Tony and Anna Russo**, however, are doing just that – and WFM customers are reaping the rewards.

Tony and Anna both come from an Italian background. Tony's parents and grandparents were farmers in Italy growing plums, apples, cherries, grapes and chestnuts, and also tobacco on contract for the government. Farming, you could say, is in Tony's blood.

The Russos started in 1996 with 40 acres near Sellicks Hill and planted olives, Roma tomatoes and approx 1 acre of fruit trees. Tony sold olive oil, tomatoes and some stone fruits at WFM and realized that there was a huge shortage of fresh stone fruits. So, in March 2002 he and Anna purchased 45 acres in Mount Compass to start a new venture of planting an intensive high density fruit orchard which when completed will be planted to 20,000 fruit trees. After 2 years of preparing and planting the orchard the olive farm was sold, as it was too hard to manage both properties and they wanted to concentrate on the orchard.

After planting 15,000 trees so far, the orchard is a testimony to the Russo's backbreaking work of the last 5 years. A complete fruit salad, it is made up of cherries (18 varieties), apples (7 varieties), pears (7 varieties), plums (11 varieties), peacharines/nectarines (4 varieties), peaches (4 varieties), and apricots (4

varieties). Early, mid, and late season varieties are all grown to create a large window of fruit availability.

Tony's approach to horticulture is tried and true based on traditional farming practices.

The sandy loam soils allow grasses and clovers to be grown in the middle of the rows. These are slashed regularly throwing the mulch under the tree canopy putting organic matter where it is needed. Composted manures and dolomite-crushed rock are applied directly under the canopy while fish emulsion and kelp are used to stimulate earthworm and microbe soil populations building up the soil profile.

Tony and Anna have been stallholders at Willunga Farmers Market from the

start and have not missed one market since which we think is a record! Anna says "WFM is a fantastic outlet to sell farm fresh produce and we jumped at the chance to be involved, as nothing beats buying direct from the farmer and you really appreciate customer feedback, especially when customers comment that your fruit tastes like real fruit."

Look out for Mt. Compass Orchard's increasing range of delicious fruits available at Willunga Farmers Market and farm gate sales over the summer – located on the Victor Harbor Rd 700m south of Mt. Compass. (Signs will be posted when fruit is available).

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Cherries in time for Christmas – 18 varieties of them!



Tony Russo and his three sons, Vito, Sav, and Emilio – growing as fast as the fruit trees.



Orchard's springtime splendour

From the Manager



I am delighted to report that the market has settled down into our new site very well. I, along with many of us I'm sure, spent more than a

few puzzled moments looking at the development area with silent reservations, especially the week before the Gala launch when the site was still full of contractors! This was certainly a busy time for me, not least as a new arrival to Australia, but also as the new manager with a market to move. Thankfully Lisa McCarthy (former WFM manager) showed me everything she could in the short time we had – I am truly grateful for her patience and support. On behalf of the market I would like to offer Lisa & Mark best wishes in the future.

So, on the morning of the 6th October we were all pleasantly surprised, if not a little bit relieved – it worked, it looked fantastic and it was bigger than we imagined. Willunga Town Square is where a market should be, with the ambience and character of a market town, an almost European vision with Australian craftsmanship and materials.

Since the first test run and the official launch on the 13th October we have enjoyed continued success week after week. The feedback from both members and customers is full of positive support. I am particularly pleased that customer access is greatly improved and we have welcomed visitors who were previously unable to attend. The stallholder satisfaction survey has returned excellent results with 85% saying they are very satisfied with the new site.

One thing I am keen to do is also establish what our customers want and a good starting point is market operating hours. We have received a number of suggestions and comments so please take the opportunity to let us know what your preferences are by filling out the survey in this issue.

I also aim to expand the market delivering consistent quality produce. We have demand from new stallholders and we are keen to develop the site application further. With additional demand we can extend our permit so if you are a regional producer reading this it would be great to hear from you. Even if you haven't experienced a market before, the benefits of direct customer contact for your products are excellent.

Kind regards and best wishes for the holiday season,

– Graham Boyd



Funny food facts from the fork...

"Americans eat 126 acres of pizza every day!"

Summer Fruit Salad

Yummm... fresh fruit never tasted so good!

Buy many kinds of fruit from as many WFM stalls as you like – all your favorite fruits – peaches, nectarines, blueberries, cherries, strawberries, mulberries, apples, pears, raspberries, apricots, plums, peacharines, etc.

Cut them all up, add a few drops of balsamic vinegar, a little sugar, let marinate for an hour then eat with large dollops of Alexandrina Cream or Creme Fraiche depending on your fancy.

OWMIGOSH – it's so delicious!



Prizes by the pail-full

Dairying – especially big dairying – is in trouble in Australia. Returns to farmers are diminishing, the drought is having a terrible effect on feed and dairy products available to consumers in supermarkets around the country are becoming more expensive and more tasteless by the minute.

Lucky us, then, on the beautiful Fleurieu Peninsula where we have access to some of the finest artisanal milks, yoghurts and cheeses in Australia. Leading the way in the past decade has been Alexandrina Cheese Company, the multi-award winning pride of the McCaul family of Mt Jagged, high in the heart of the peninsula. Four generations of the family, with over 30 years experience farming jersey cows and

over 100 years of cheese making, have with their passion, traditions and sheer hard work, made what Rebekah McCaul calls their "golden dream" a reality.

On their farm live 80 beautiful jersey cows who rejoice in names such as Beryl, Lorna, Madonna, Zelika and Splodge! Peacefully munching their way through fresh grass, milled barley, silage and hay they produce up to 30 litres/day of high protein, high butterfat milk perfect for cheesemaking.

Cheesemaking usually occurs three days a week, with Monday producing Cheddar, Wednesday brings Edam and Gouda, while Friday ends the week with Romano and Pepato. Once the cheese is made, it is channelled to the store room for maturation, where some cheeses are matured for up to eighteen months before sensory analysis and release for sale.

2007 has been the McCaul's



Visit 'The Cheesery' for your chance to name a cow!

most successful year winning prizes by the pailful. Highlights have been winning the coveted SA Dairy Awards 2007 Champion Cheddar for their Alexandrina Vintage Cheddar at this year's Royal Adelaide Show plus prizes in every category entered making them the 2007 Most Successful Exhibitor! And at Cheesefest07 the family were thrilled to accept a Gold Medal from renowned chef and foodie Ian Parmenter for their Mt Jagged Mature Cheddar.

Alexandrina Cheese Company continues its golden dream with the fourth generation coming onboard, and each year another anniversary is celebrated by cutting open a very large wheel of Cheddar.

Visit "The Cheesery" at Sneyd Rd, Mt Jagged, Open Weekdays 12-5pm, Weekends 10-4.30pm for the best "Alexandrinashire Tea" you've ever eaten – and even the chance to 'Name a Cow'!

Alexandrina Cheese launch new website

On November 5, Dustin Rodgers, 2007 Chef of the Region, helped launch Alexandrina Cheese's new tourism brochure and the website: www.alexandrinacheese.com.au – check it out!



Rebekah McCaul & Dustin Rodgers logging on!



The McCaul family, living their 'golden dream', and accepting awards for prize-winning cheeses like their Vintage Cheddar.



The Willunga Farmers Market committee and producers would like to wish all our members and supporters a Happy Christmas and best wishes for a healthy and prosperous 2008!



Market Survey – Opening Times

Please tell us what times you would like the market to operate:

Start time	7:30	8:00	8:30	9:00
Please tick one option				
Finish time	11:30	12:00	12:30	13:00
Please tick one option				

Membership Number: _____ (if applicable) How often do you visit? Weekly Monthly Quarterly Annually

Additional comments:

We would welcome your comments and feedback. Please return this completed survey either in person to the information stall on your next visit, or post to PO Box 652, Willunga 5172. Or you can email your comments & feedback to: wfm@internode.on.net Thank you!



WFM producers are winners!

In 2007 Willunga Farmers Market's producers have won so far...

Alexandrina Cheese Company

SA Dairy Awards

- 2007 Champion Cheddar – Alexandrina Vintage Cheddar
- 2007 Gold Medal – Alexandrina Vintage Cheddar
- 2007 Gold Medal – Pure Jersey Cream
- 2007 Silver medal – James Flat Pepato
- 2007 Silver medal – Finnis River Romano
- 2007 Silver medal – Encounter

Bay Edam

- 2007 Silver medal – Mt Magnificent Gouda-Caraway
- 2007 SA Dairy Awards – Most Successful Exhibitor

Cheesefest07

- Gold Medal – Mature Cheddar

South Australian Tourism Awards

- Silver Medal Category – Specialised Tourism Services for "The Cheesery"

B-D Farm Paris Creek

Sydney Royal Cheese & Dairy Produce Awards

- Gold – Strawberry Delight flavoured milk
- Silver – Café-Latte flavoured milk

- Silver – Choc-Lat flavoured milk
- Gold – Swiss Style Quark
- Silver – German Low Fat Quark

Dairy Industry Assoc. of Australia

- Silver – Choc-Lat flavoured milk
- Silver – Strawberry Delight
- Silver – German Low Fat Quark

SA Dairy Awards

- Choco-Lat Milk
- Full Cream non-homogenised pasteurised milk
- Swiss Style Quark

CheeseFest07

- Gold Swiss Style Quark

Lacewood

Royal Adelaide Show

- 1st – Shiraz Plum Sauce
- 1st – Chilli Ginger & Garlic Sauce
- 1st – Basil & Macadamia Mustard

Wahroonga Cheese

CheeseFest07

- Gold Medal – Fetta cheese

Woodside Cheesewrights

Premier's Food Awards

- Food Adelaide Finished Food Award – Medium category

Congratulations to all our fabulous winners!



Robyn of Lacewood with some of her Royal Show first prize winning sauces – spice up your barbeque this summer with some of them!

Pete the poet (& market supporter extraordinaire!)

Peter and Heather Chapman were named "Customers of the Year" at the recent annual Wilmark Awards. Pete delighted the audience with his acceptance speech and then floored us all with his great poem of thanks. Turns out that Pete is not only addicted to good fresh food and WFM but moonlights as a builder as well – or should that be the other way around! Thanks Pete!

WILLUNGA FARMERS MARKET, THANKS!

You love us, you love us, and we love you too
Shopping at the market is the best thing to do
With the veggies so fresh and the food so nice
Heather must stop me from trying things twice.

We thank all the stall folk, it's not hard to say why
They give us nibbles, and tasties that we like to try
But best thing that's there and it's heaped up in piles
Is the welcome that's given with exuberant smiles.

We have been coming since close to the start
And grown to know you quite close to our heart
We'd like to name all and tell you just why
But I'll name just a few and then we'll pass by.

There's the bloke at the gate you know him that's
Jake,
who's been off for awhile, cause he had his big
break
And Lisa, the girl that's expanding in places
Who runs all around with spare smiles for faces.

There is Franco with veggies, and Barry with bread
While Tina and Jane, will have you wickedly fed
Peter and Tracy, God bless their sweet tarts
But you ALL are so beaut, at your culinary arts

Friends are so precious, a God given gift
And when you meet up you get such a lift
We rave to our neighbors,
and some think we are mad
But then they get hooked and say they're so glad.

Saturday is the day that we always look too
We can shop, chat a bit and a breaky, must do!
When you're amongst friends and this we attest
Willunga Farmers Market, you are simply the best!

– Pete Chapman



You will see Pete at the market just about every week in his floppy Harris Tweed cap along with his lovely wife Heather – tasting everything in sight!



Slow Food® Fleurieu Peninsula

Slow Food is a non-profit, eco-gastronomic member-supported organisation that was founded in 1989 to counteract fast food and fast life, the disappearance of local food traditions and people's dwindling interest in the food they eat, where it comes from, how it tastes and how our food choices affect the rest of the world.

Slow Food Australia is a dynamic network of producers and co-producers. Slow Food Members want to know who makes our food, how they make it and what challenges they face, we stand behind the producers that care about quality.

Today, there are over 83,000 members all over the world.

Fleurieu Peninsula started a local Convivium in August 2007 and currently has 29 Members.

What a local Convivium does:

Spread the Slow Food message within a local context including education for our next generation. Learning can take place in many ways in a convivium: by visiting an apple orchard or local farm, through food and wine tastings, by inviting a guest speaker or local producer to a dinner. On a local level, Slow Food convivia bring producers and consumers closer together and help support Ark and presidium producers and Terra Madre food communities.

Fleurieu Peninsula's Current Project:

We are in the early stages of planning a School/Community Garden to Plate project.

How to Join in:

For more information on Slow Food and becoming a Member please visit www.slowfood.com and if you would like to become actively involved in the local Slow Food Fleurieu Convivium projects please nominate the Fleurieu/McLaren Vale Convivium when you join. Fleurieu Peninsula Slow Food Convivium contact Tori Moreton tori@producers.net.au