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NEWSLETTER FOR THE WILLUNGA FARMERS MARKET

Issue 25, SUMMER 2009-10

Dear Members,

Hope you all had a wonderful festive season with lots of great food shared with friends and family. Another year looms and there are some exciting developments ahead for WFM.

In March we will be attending a meeting of all farmers markets in SA to establish a state association. Its aim will be very simple – to support and promote authentic farmers markets ie: “farmers markets that are predominantly local fresh food and produce markets that operate regularly at a public location which provides a suitable environment for farmers and food producers to sell their farm origin product and their associated value - added primary products direct to customers”. (Victorian FMA charter).

This year we will celebrate our 8th birthday in Feb - look out for the cake and candles at the end of the month. We will continue to support school kitchen gardens in our area - the farmers, home gardeners and cooks of the future. Merchandise sales at the Info stall support this great project so get your apron today!

Our stallholder base continues to grow providing more choice and greater certainty of supply for customers. It’s wonderful to see more farmers markets starting up and more farmers taking that big step to retail their own produce direct to the public. This all adds up to greater food security for our own region and economic growth of the best kind – from the ground up.

All the best for 2010 - and enjoy the Market!

Jude McBain Chair WFM

Bush breakfasts at the Market

The Willunga Farmers Market is proud to present Bush Pepper Catering; the new Market breakfast stall.

Bush Pepper Catering is a partnership between two professional and qualified chefs - Stuart McPherson and Jeop Oudendijk.

They have over 30 years experience between them including international stints in Europe, cooking in 5 star hotels, and catering at national major events such as the Melbourne Grand Prix, the Gold Coast’s Indy 300 car race, Adelaide’s Clipsal 500, and the athletes’ village at the Sydney Olympics.

Now this Aldinga Beach-based company is cooking up the tastiest breakfasts in Willunga with help from staff member Stacey, and celebrity stints from their wives Anna and Linda, and the perennially happy Peter.

Bush Pepper Catering intends to be sustainable, using ecofriendly biodegradable products. It will also focus on fabulous foods from the Market and township such as freshly baked organic bread, seasonal vegetables and salads, and

quality meat from the Market’s long-term breakfast stall supplier, Willunga Quality Meats.

Stuart and Jeop have found the people at the Market to be friendly and “amazingly happy for so early in the morning”.

And wouldn’t you be after feasting on a hearty bush breakfast of eggs with grilled tomato, lima beans in tomato sauce, Willunga beef sausage, caramelised onion, and a slice of organic bread?

Or the simple but flavoursome bacon and eggs served with a herb wrap or organic bread, baby spinach, sliced tomato and pesto.

Then again it could be the smoked salmon plate

or Market-fresh herbed or savoury omelette.

But if you fancy something spicier, completely vegetarian and more exotic then it’s the chickpea and lentil patty for you.

See you on Saturday!



Breakfast



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



Stay clean and look classy in a WFM apron

Market shoppers love the new and stylish WFM apron as dozens are sold in the first two weeks of its release.

Made from sturdy black cotton, the aprons have an adjustable neck length with a pocket on the front, and the WFM logo embroidered in white and orange at the top.

The aprons cost \$25 each and all proceeds from sales support the WFM School Kitchen Garden Project (SKGP).

The SKGP gives schools in the Willunga / Aldinga area a healthy boost with an initial \$500 grant, per eligible school, to help support local primary schools establish or expand a school kitchen garden.

The aim is to encourage children to grow, harvest and eat nutritious food.

Aprons can be purchased from the Info stall on Market days.

Picture: Gary Gumm from Yankaponga Lamb models the new WFM apron.



Position Vacant - Assistant Market Manager

An exciting opportunity exists to take on and further develop the role of WFM's Assistant Market Manager. Applications from members are very welcome. Please visit the website for more details about the role and how to apply.

<http://www.willungafarmersmarket.com/employmentopportunities.html>

HAPPY 8th BIRTHDAY WFM!!

Come and join us at the Market on Saturday 27th February to celebrate our 8th birthday!! It seems like only yesterday that the original band of wildly optimistic, brave hopefuls opened for business in the Alma carpark. And look at us now!

At 10.30am somewhere under the trees in the Town Square area we will be cutting the birthday cake made by our wonderful new brekkie crew Bush Pepper Catering. See you there!



Strawberry delight

Hillside Strawberries farms over 12 hectares of sweet and tasty strawberries. They grow the Albion variety, which is a soft fruit with a vibrant colour, good tasting and disease resistant too.

Run by Brenton and Vanessa Sherry and their three children – Megan 19, Adam 22, and Ryan 15 – this family business now grows 750,000 strawberry plants with 60 employees.

When Brenton and Vanessa first started farming in 1984 there were 50 small strawberry farms in SA. Then when the major stores began making it hard to earn money, commercial strawberry farms reduced to eight.



Hillside Strawberries moved from McLaren Flat to Kuitpo in the Willunga Hills in 1999 with 150,000 plants and 10 employees. As the business has grown, so too have the children and now the Sherry boys study horticulture and Megan studies business management at TAFE.

Hillside Strawberries' business increased through selling its produce at the Willunga Farmers Market.

"Our main reason for going to the Willunga Farmers Market was to sell fruit locally, initially our half price seconds. The first week we were there we sold out within the first hour, so we grossly underestimated demand. A quick call back to the farm had them all rallying round and collecting more strawberries, then the stall sold out again," said Vanessa.

Now the customer base has grown and small and premium fruit are sold at the Market too.

There are hundreds of strawberry varieties and Hillside Strawberries conducts national trials on Spanish, Queensland and Victorian varieties here and reports back to Strawberries Australia (Vanessa is on the Board) to work out which ones best suit particular climates whilst retaining taste.

Hillside Strawberries sell all over Australia but they like to keep it in the family at the markets. Leif, their nephew-in-law works the stall at Willunga, Adam and Ryan work the Adelaide Showground Farmers Market and Megan works the Victor Harbor Farmers Market.

"It's good to keep that personal contact with customers," says Vanessa.