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NEWSLETTER OF THE WILLUNGA FARMERS MARKET

Issue 23, WINTER 2009

Dear Members,

Welcome to the first e-newsletter edition of the "Forager" – the seasonal newsletter of Willunga Farmers Market. We're catching up with the times and now will communicate with you all through our wonderful new website

www.willungafarmersmarket.com

and this e-newsletter which will drop into your email box four times/year. For those of you who don't have email we will still provide some hard copies of the Forager available at the Info Stall on market days.

The Forager celebrates the achievements of the market and our stallholders, announces upcoming events and links our market to the wider world.

2009 is shaping up to be one of the market's best years – winning the Vogue E + T award for outstanding farmers market (see article below) has led to our profile being raised all over Australia with WFM being mentioned in many food/travel/lifestyle magazines and included in radio programs on growers

markets and sustainable agriculture. A couple of high-flying market stallholders – Taronga Orchard and Spice Girlz – have even appeared in Jetstar's inflight magazine! These two businesses are wonderful examples of the way in which farmers markets can act as small business incubators with both of them now in the export business – congratulations!

The AGM is coming up and I particularly wish to thank our hard-working committee for a great year's teamwork. More details are in this newsletter.

Last but not least, the thanks of all members and especially all the stallholders go to our wonderful management team led so ably and professionally by Graham Boyd our market manager. He's about to head off for a well-deserved break having got the website up and running and a very busy year so far. Thanks team!

Best wishes
Jude McBain
Chair WFM Inc

Notice Of AGM 25/8/09

The Annual General Meeting of Willunga Farmers Market Inc will be held on Tuesday 25th August 2009 at 7.00pm at Waverley House, St Peter's Tce, Willunga. All members welcome, light refreshments provided.

Guest Speaker: tbc but will probably be Zannie Flanagan, of ASFM just returned from the National Farmers Market conference in Victoria - "Where farmers markets are heading – certification and authenticity". A very timely topic!

Notice of General Meeting 25/8/09

A General Meeting of Willunga Farmers Market members will be held on Tuesday 25th August 2009 at 6.30pm at Waverley House, St Peter's Tce, Willunga.

A special resolution to alter Sec 6.2 of WFM's constitution relating to appointment of the committee will be presented at this meeting. The WFM committee has spent some time in bringing this section of the constitution up to date to reflect current composition and appointment. This alteration needs to be ratified by this meeting and then lodged with the Office of Consumer & Business Affairs by our Public Officer. For details of the proposed alterations to the constitution please refer to the website at www.willungafarmersmarket.com/aboutus

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WILLUNGA FARMERS MARKET fresh, healthy, local produce every Saturday 8-12.30, Willunga Town Squ



Nominations for WFM Inc Management Committee

The AGM of WFM Inc will be held on Tuesday 25th August 2009. The committee is comprised of 9 members who serve 2 year terms with half stepping down in any one year. The current composition of the committee is:

Elected last year with 1 year still to go:

Jude McBain

Peter Bishop

Deb Tucker

Bronwyn Busbridge

Elected 2 years ago

Vicki Osland

– will renominate for a further 2 year term

Andrew Boag

– will renominate for a further 2 year term

Silvia Hart – yet to decide

Ray Seidel – yet to decide

Plus: Julian Salter – was co-opted onto the committee following the resignation of Mike Lewis in Dec 2008 and will nominate for a 2 year term.

There are therefore 3 nominations for 5 vacancies so far. Any other members interested in becoming a committee member need to be nominated in writing by another member 28 days before the AGM. Please contact Jude McBain, Chair WFM Inc through the office for further information.

Winners in Vogue!

The winners of the 2009 Vogue Entertaining + Travel Produce Awards were announced at a star-studded event held at Justin North's renowned restaurant, Etch in Sydney on May 11th. The Vogue Entertaining + Travel Produce Awards celebrate and uncover the best of Australia's producers and suppliers, in categories including 'from the paddock', 'from the dairy', 'from the earth' and 'from the sea'.

Willunga Farmers Market was voted the "Outstanding Farmers Market" in Australia and Jude McBain, Chair of WFM was thrilled to be able to attend the celebrations and receive the award from Matt Preston on behalf of the growers, producers and 1500 members of WFM.

"The Awards are dedicated to discovering and celebrating the finest food growers and suppliers in the country. Whether you're a three-hat chef, or someone who enjoys cooking at home, these are the

producers and products you need to know about," said Trudi Jenkins, editor-in-chief of Vogue Entertaining + Travel.

"The Awards are not just a celebration of Australia's fantastic produce; they acknowledge the people who are committed to quality and consistency in what they grow and make, and those who promote small producers through restaurants, providers and markets," she said.

Matt Preston who has visited WFM many times over the years was particularly impressed by the market's commitment to primary producers and high quality value-added produce. He said that he had watched us grow over the years and with the addition now of Meat St, along with top quality bread and fruit & vegetables "it was a delight for him to shop at the market!"

Take a bow Willunga Farmers Market!!



2009 WILMARK AWARDS NIGHT – Early notice!

WHEN: Saturday 5th September

WHERE: "Our Place" – the Clappis family venue at the top of Old Willunga Hill, cnr Range Rd and Brookman Rd.

TIME: 5.30pm onwards

Join the stallholders, members and supporters of WFM for our annual awards night when we celebrate the achievements of our stallholders and customers, have a lot of fun and fabulous food! Put this date in your diary now – more details available soon on www.willungafarmersmarket.com. Tickets will be available from the beginning of August.

From the manager



Over the last few months WFM has again been very busy, some of it planned and some completely

surprise. The latter being the Vogue Entertaining + Travel Award which came as quite a shock. Of course, everyone is very deserved of this prestigious accolade and all who are part of WFM can feel proud to have made such a wonderful market environment. It was only a few weeks before we had been busy putting together the final technical parts to our new website, so the news gave us a great opportunity to publish some exciting content. Since then we have been able to make the pages very informative with plenty more to come. And so it seems justified that we are also to participate in the 3rd National Farmers' Market conference, being held in Victoria towards the end of August. This two day event will be packed full of relevant topics with guest speakers from all over Australia and some international. Delegates will be sharing valuable experience and learning from those who have been advocating the benefits of local produce in their own communities. One particular aspect which WFM is very keen to be involved in is the much needed set of national standards for accreditation of Farmers' Markets. As many have noticed popularity for markets is increasing (media fashionable almost) and so, with that, comes risk. Risk that the name is abused leaving customers with a false impression and an overall damaging relationship for markets who are considered genuine and true to their origins. WFM would like to think that it is on the right track, but what ever the outcome we will certainly be able to help and ultimately adopt the national standards so you as members can feel confident about your market experience.

Dates for your diary

- Annual General Meeting – Tues 25th August 6:30pm, Waverly Homestead, Willunga.
- Wilmark Awards 2009 – Sat 5th September 5:30pm onwards at the Clappis function centre, 'Our Place'
- SA Writers Festival 2009 – Sat 12th September at the market with celebrity chefs Salvatore Pepe & Genevieve Harris