

fleurieu forager

Issue 18, AUTUMN 08

FREE
take me home!

Flavours of the four seasons our market has a new patron



The Willunga Farmers Market is very pleased to announce that South Australia's best known chef, **Cheong Liew**, has accepted our invitation to become the Patron of the Willunga Farmers Market.

This is fantastic news for all supporters of WFM as Cheong – well known to most South Australian lovers of fine food and whom the U.S.A. magazine *Food and Wine* recently named one of the ten "hottest chefs alive" – also holds a passion for what the Farmers Market is about – offering fine, fresh, flavourful and local food of the region.

This association with Cheong, famous for his creative flair with flavours, and supportive of the Farmers Market as an important source of the freshest, most flavourful and

often unusual produce of each season sets the stage for a most inspiring and adventurous liaison to be played out in the years ahead:–

Cheong Liew and the Willunga Farmers Market: Exploring the exciting Flavours of the Four Seasons

Cheong learnt the basics of cooking in his native Malaysia, in the Kuala Lumpur kitchen of his grandmother.

He came to Australia in 1969, working in a string of Melbourne pubs and cafes before settling in Adelaide. At the steakhouse, Moos, he turned heads with his use of Asian vegetables – then a novelty to Australian diners.

He opened his own restaurant, Neddys, in 1975, and continued to revolutionise the Adelaide scene. From 1995 to the present he has been consultant chef at The Grange at Adelaide's Hilton Hotel. It was at The Grange that he created his signature dish – "Four Dances of the Sea", which features four varieties of seafood cooked in four distinct national styles.

Cheong Liew is bestowed with an Order of Australia Medal for 'developing and influencing the style of contemporary Australian cuisine.' He says of his culinary style that he doesn't cook so much as pursues the flavour of things.

So, 2008 promises to be a most inspiring and exciting year at WFM as we pursue the Flavours of the Four Seasons with WFM Patron, Cheong Liew.



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
Winter newsletter deadline: Friday, 9 May 2008

Design and production by:



08 8351 5868 | 0418 836 600
cherise@graphicallydelicious.com.au



Happy 6th Birthday Willunga Farmers Market! The 'crop' of farmers market stallholder babies of 2007 was very happy to be part of the celebrations, and everyone ate fabulous creative cake to add to the enjoyment.

Producer's Profile

A menagerie of feathered friends...

Waddle, paddle and quack as fast as you possibly can towards the market's newest producer **Bimbimbie** (aboriginal for 'place of many little birds'), who are suppliers of duck and fowl each fortnight. Kate Maddern is the local genius from her family farm between Myponga and Yankalilla, at Wattle Flat.

Kate says "everyone knows where our farm is when I describe it...". The view of Kate's farm is of a beautiful gully, and of course, Kate gives directions, "you can see a large fresh water dam with a yellow coloured boat at the bottom of the gully, and a house with a red roof next to it". For the last three years that is where Kate, David, Alicia and Jarryd have made their home, and have grown their three hundred or so ducks, and a few chickens. "Our farm is a perfect duck farm; the key is the dam water where the ducks can swim, play and be happy" says Kate.

Bimbimbie rear predominately Muscovy ducks for their growing restaurant trade and the market, but also raise the famous eating ducks – Pekin and Rouen varieties.

Duck is an exquisite protein food, and it is a product that people are really looking for. We can all agree that special dinners usually include special products; and it's especially good to have a local choice for meat. Kate affirms that usually duck is a very versatile meat, must be cooked with care, and eaten with great delight to enjoy the flavours.

Her family have always bred ducks – as far back as Kate remembers her nan and pop were involved with ducks. Kate believes she gets her passion from her grandfather, and she easily applies her enthusiasm to her precious ducks as she tells me about her daily routine of feeding, watering and caring for her feathered friends. "They are happy ducks", Kate remarks. "The ducks are kept on the farm where all the birds have access to fresh water, which really makes a difference".

"Ducks are gentle, beautiful animals", Kate mentions, "and they really respond to you if you talk to them". But simply, she suggests that if her ducks lead a wonderful life, their meat will be tender and especially good for eating. This is the aim and ethic of Bimbimbie, that while the ducks are living with Kate and her family, they will have the best of everything. She explains "they make a sacrifice for us, so we think it's right to treat them like Kings while they live here on the farm. They eat bugs, splash in the water, and are fed well, and are tucked away at night in their palace to protect them from foxes".



"Ducks are gentle, beautiful animals," Kate mentions, "and they really respond to you if you talk to them."

Kate's routine takes her for a drive to Kapowie, near Kapunda each fortnight, with the ducks carefully loaded in the truck. The abattoir there prepares the ducks in sealed packs, quality checked, packed and weighed for sale at the market. Kate supplies a number of key restaurants in the Fleurieu Peninsula and Adelaide, and chefs are continually ringing her to source the large meaty breasted birds.

It's the next generation of the family who are making their mark with a breeding program. Jarryd, Kate's fifteen year old son, is breeding the ducks in a project at Mt Compass Area School. With Jarryd's encouragement the family hope to cross the Muscovy with the Rouen and Pekin duck varieties. Hopefully this will result in a "huge duck"; the very best for eating.

Testimonial for the quality of duck currently coming out of Bim Bimbi comes from Fleurieu Peninsula's Chef of the Region, Dustin Rogers, who used Bimbimbie meat in the Culinary Competition in 2007, winning Main Course using Bimbimbie Duck. Dustin said recently "that he's not tasted anything like it!"

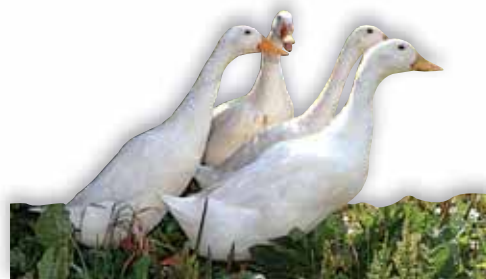
Kate has big plans for the business, but the aim is to produce a duck from a final cross of varieties, and a wonderful eating duck ready for summer. Fowl breeding is also on the agenda, and recently the craze for poultry has seen many chickens leave the farm for local restaurants and tables.

Kate says simply that she "loves the Fleurieu" and she "loves the gum trees". She confirms that the region "is a really pretty place to live, and we are lucky to work right here too".

Kate's cooking hints:

1. The most important thing to remember when roasting a duck is a hot oven.
2. To ensure duck is cooked insert a skewer into the thigh the juices should run clear.

Contact Bimbimbie on 8558 3787 or Rachel or Claudia Scoop SA 8554 2332.



Duck Fesenjan

A Fesenjan is a traditional Persian dish based on the ancient custom of combing fruits with meats.

| | | |
|-------------------|------------------------------|------------------------------|
| 1 Bimbimbie Duck | 300g walnuts roughly chopped | 1 cup of water |
| 1 Tbls Olive oil | (or local almonds) | salt & freshly ground pepper |
| 2 onions shredded | ½ cup pomegranate molasses | seeds of a fresh pomegranate |
| | 1 cup duck stock | 1 Tbls parsley chopped |

In a large oven proof/stove top pan heat the olive oil. Add the onions and cook for 5-6 minutes allowing them to go slightly golden. Add the walnuts (or almonds) and allow to cook for 5 minutes. Add the pomegranate molasses, duck stock and water and seasoning. Bring to the boil and allow to simmer for

30 minutes Place the duck into the sauce, the sauce should come up about halfway. Place into a hot oven 190°C for about 30 minutes to allow the duck to warm through and the skin to lightly crisp. Sprinkle with fresh pomegranate seeds, parsley and serve.

From the Manager



I am happy to report the summer markets were excellent. The new site continues to be a great success with both stallholders and

visitors all responding with positive feedback. More stalls can fit into the space whilst keeping a regular layout so that we don't cause too much confusion for shoppers. This increase in stalls and continued interest with fresh applications is the result of a series of adverts I have been running to attract primary producers and growers, all towards expanding the range of fresh produce. There has been an exciting and varied set of applications which I hope to include over the coming months to coincide with our autumn change and the seasonal varieties. New season apples and pears have arrived and some hearty vegetables are not far behind. We also have gained two important meat and poultry stalls which have filled a long running gap in those product areas. Also, Coffin Bay oysters will be back as of mid March, when their new season comes back on line.

I would like to take this opportunity to thank those of you who took the time to respond to the survey we included in the last issue. After reviewing the feedback the conclusion is not to make any changes to the market operating hours. Expressions of interest were proposed and time changes suggested but customer opinion was weighted towards maintaining the existing 8:00–12:30 times. That was a very good example of how important it is to hear your views and understand the issues from a customer perspective. I get the chance to talk to a lot of people at the market and I try to make positive development and change from their input. Please feel free to use the customer feedback corner to comment on any aspect of the market. We would very much like to hear from people about what they think the market means to them.

Kind regards, Graham Boyd

Kookaburra Park Fish are back!

The family business has now been handed on to Marilyn's daughter Sarah. Customers can once again purchase delicious fresh fish and smoked trout weekly from Kookaburra Park's stall. Marilyn wishes to thank all her loyal customers for their patience. Good luck in your new life from all at WFM, Marilyn!

Meet the grower – taste the region!

Willunga Farmers Market is the real deal – a proper farmers market

Our new logo says it all – every Saturday morning in Willunga's Town Square the crowds of bustling shoppers and busy stallholders point to the ongoing success of our wonderful farmers market. An ever-increasing range of produce grown by the farmers and gardeners of our region or bottled, preserved and baked by our cooks and chefs using the produce of the region, is available week by week.

With success comes increased scrutiny. Farmers markets world wide are coming under the spotlight – are they really what they claim to be – local growers and producers selling local produce? A recent article in the Irish Independent stated that much of the produce for sale at some farmers markets in Ireland had been flown in from overseas or not grown by the sellers who weren't really farmers at all. This news is distressing for customers and real farmer marketeers alike.

The primary principle of a farmers market is that the farmers, gardeners and cooks of the region grow, make and sell their own produce. Reselling is absolutely prohibited. So, what's happening here?

WFM is determined to uphold its status as not only the first farmers



Please continue to ask stallholders about their farms/ gardens/ kitchens – “Where do you grow these almonds/apples/ avocados? What methods do you use?... Is this cheese made from milk from your cows/ goats/ sheep?”

market in South Australia but also as a genuine farmers market. Last year in August, the Forager reported the introduction of a Code of Practice covering every aspect of WFM's operations. Since then, guidelines for stallholder applications have also been formulated strongly favouring primary producers and sustainable farming practices.


Putting all these words into practice, the management of the market is now working in close collaboration with our stallholders conducting visits to farms and kitchens all over the Fleurieu. To meet all their obligations as WFM stallholders – food safety standards, animal welfare, labelling and packaging requirements etc, never mind actually growing food,

producing food and running a small business is a huge task. The turnout of stallholders week-in, week-out is a testament to their effort and commitment to being true farmer marketeers.

WFM also invites customer participation in this ongoing transparent review of our market. Please continue to ask stallholders about their farms/gardens/kitchens – “Where do you grow these almonds/apples/avocados? What methods do you use? What local ingredients are in this bread/biscuit/bun? Is this cheese made from milk from your cows/goats/sheep?” Take a few minutes to fill out the member's feedback form in this issue and tell us what you think about the authenticity of the market.

WFM celebrated its 6th birthday on 23rd February this year – congratulations to all our passionate farmers, gardeners and cooks – you are the real deal!

Customers, when you shop at Willunga Farmers Market you really will meet the grower and taste the region!



Funny food facts from the fork...

“The destiny of nations depends on the manner in which they are fed.”
– Jean Anthelme Brillat-Savarin, 1825

If you think this statement exaggerates the importance of food consider this:

“Over 4 billion people worldwide depend on agriculture for their livelihood.”
– United Nations FAO report 2006



We welcome your comments and feedback on what we can do to improve our market, or just to hear your experience as a market shopper. Please share your thoughts and return this either in person to the information stall on your next visit, or post to PO Box 652, Willunga 5172. You can also email your comments & feedback to: wfm@internode.on.net Thank you!

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



FeedbackCorner



Poppy, Poppy – How does your garden grow?

Find out at "Ask for Organic"

Driving along an average suburban street in Hackham West you instantly know that you've reached Poppy's house. A front fence of harvested corn stalks announces that this is no ordinary garden. Open the front picket gate and walk along a flagstone path bordered by foot high vegetable beds - the sight, smells and sheer abundance occupying the entire front yard are almost overwhelming. No room here for frivolous shrubs – this is a serious, intensive and highly productive vegetable garden.

The picture is repeated in the backyard where almost all the available space has been converted to garden – with a small patch of lawn for Poppy's grandson Ryan. Some fruit trees in pots await their transplant out into the roadside verge; a grape vine is making its way up the pergola; neatly wrapped parcels of sifted compost sit ready to go into beds about to be planted – purpose and production are evident everywhere.

Born in Egypt of Greek parents Poppy lived in high-rise apartment

buildings for the first years of her life. She and her family emigrated to Australia in 1955 and Poppy's first memories of her new country are of getting lost in her aunt's Adelaide backyard. "I'd never seen a garden filled with fruit trees, vegetables and chooks" laughs Poppy.

Her fascination with her aunt's garden kickstarted her lifelong love affair with growing plants – vegetables in particular.

Poppy has created a garden in every house she has lived in. After she and one of her sons, Phillip, bought their present house the soil made at her last home was brought over to start the new garden. Twenty tonnes of mushroom compost has been added to the already rich chocolate-coloured soil produced in only 18 months. On one side of the front garden new beds are formed although planting took a back seat for a few months as three trees were cleared after falling into the garden. Organic gardening methods and compost are the backbone of this garden.

Walking alongside the vegetable plots is like walking next to a living seed catalogue. Bed after bed of every imaginable kind of salad vegies and herbs – tatsoi, rocket, pak choy, cress, basil, mizuna, baby spinach, beans etc etc (over 60 varieties!) - in every stage of growth from just-emerging seedlings to crops ready for harvest present themselves. Neatly covered with bird netting, hand watered and hand weeded – this garden is testament to not only Poppy's skill as a master gardener but is an impressive labour of love and commitment.

Selling the fruits of her labour at Willunga Farmers Market has become another of Poppy's pleasures in life. She loves the interaction with customers and says that, given another time and place she is sure she would become close friends with many of them – "I can just tell we have the same ideas about things". Turns out that Poppy and her customers often watch the same cooking and gardening shows on TV so when customers request a particular vegetable or herb she has often anticipated the demand!

Why does she do it? Poppy reckons gardening is a high of the best kind – "I just get a thrill out of watching things pop out of the ground. It's like a drug and I get such joy out of it!"



Good News for Consumers and Growers

New Organic and Biodynamic Products Standard

At the Willunga Farmers Market shoppers can clearly view, smell and taste high quality fresh and packaged produce that is grown or produced in the Fleurieu Region or Kangaroo Island. The WFM Code of Practice prohibits reselling enabling shoppers to discuss, face-to-face, important issues such as the growing or manufacturing environment, seasonal availability, flavours and shelf life. WFM stallholders supply both organic and non-organic goods and all stallholders are expected to practice sustainable farming. Soon consumers and growers, particularly small growers, will have a point of reference on which to base their organic philosophy.

Standards Australia has established a committee to develop a new Australian Standard for Organic and Biodynamic Products which will be the accepted standard for the Australian organic and biodynamic industry. Certifiers apply the National Standard as a minimum and in addition may certify to their own standards. The Standard will also include skin and health products. Shoppers will be familiar with the quality lavender washes and olive soaps on sale at WFM.

Once published the Australian Standard may be used by Government enforcement agencies such as the Australian Competition and Consumers Commission (ACCC)

and State/Territory fair trading and health departments.

The Organic Federation of Australia (OFA) has reported that the ACCC is very supportive of the Australian Standard and intend to use it to prosecute false and misleading products. The ACCC has recently provided financial support to the OFA to develop the new Standard and promote it to consumers, retailers and the organic sector.



John Furbank is a member of the WFM Code of Practice Working Party and the Standards Australia Organic and Biodynamic Products Committee.



Slow Food®
Fleurieu Peninsula

Calendar of Events 2008

- > **2008 Grape Harvest Lunch at Producers of McLaren Vale, Sunday 16 March**
Producers of McLaren Vale celebrate 2008 Harvest with Lunch at the Cellars. Come early and join Tori Moreton and David Arbon for some hands on picking grapes, crushing and making wine. Learn the small batch process and sample from barrels. Hands-on 10 places / Harvest Lunch 20 places. Includes tastings and lunch with wine.
- > **2008 Olive Harvest Celebration at McLaren Vale Olive Grove, Sunday 6 June**
Visit McLaren Vale Olive Grove for a celebration of the Olive Harvest, tour of the press with Sam Temme and a talk on making Extra Virgin Olive Oil, the history of Oil in the region, hosted tastings and Olive Harvest Lunch. 40 places.
- > **Willunga Almond Blossom Lunch at Blue Cottage Almonds, Sunday 3 August**
Join Jude McBain for an Almond Celebration Lunch, wander in the Blue Cottage Almond Grove under blossoms, take a look in the cracking shed and hear Jude's story about why Almonds are important to Willunga. Delicious Almond inspired dishes, bring something to drink. 24 places.
- > **Spring Lamb Butchery and Cooking Demonstration at Chapel Hill Winery Gourmet Retreat, Sunday 21 September**
Join Ellis Butchers' Ian Shaw for a butchery demonstration and discussion on cuts of lamb followed by a cooking demonstration by Chapel Hill Gourmet Retreat Chef Peter Hogg. Includes discussion on Fleurieu Lamb, tastings and Spring Lamb Lunch.
- > **Goats Cheese Day – Milking and Making Cheese with Lulu Lunn, date to be advised**
Join Lulu Lunn for a day all about Goat Cheese, from milking the goat to making your own cheese. We'll share a delicious lunch.
To register your interest in Slow Food Fleurieu Peninsula 2008 events please email tori@producers.net.au. For more information on Slow Food, or to become a Member please visit www.slowfood.com and select the McLaren Vale/Fleurieu Convivium.

