

# fleurieu forager

Issue 16, SPRING 07

## Gala Opening 13 October

We're moving to the new Town Square!

**It's happening! Willunga Farmers Market will be moving to the new Town Square on the first Saturday in October with a Gala Opening Ceremony on 13th October.**

Over the past couple of months work has been progressing at a furious rate both on the site and behind the scenes. An army of workmen have been creating the beautiful space envisaged by Jerry Keyte – public space designer extraordinaire. As the design has emerged market stallholders and customers alike have become more confident of the success of the Market at the new site.

WFM's Site Committee has been working very hard with Jerry and the Council to try to create our special atmosphere as much as possible at the new site. The breakfast crew, coffee and chai tea stalls will all face into a central eating and sit-down area; the Info Stall will be visible right in the middle of things and everyone's favourite stalls will all be there in a more rectangular version of the present arrangement.

Change is always difficult and the Market has been very cosy tucked into the car park of the Alma Hotel over the past five years. A lovely atmosphere has developed there and it will probably take a little while to evolve again – given the inevitable shakedown period of any new set-up. (Dear

customers, please be patient with us during this period!)

Willunga Farmers Market wishes to take this opportunity to thank the following:

City of Onkaparinga – for your faith in us and the future of WFM by implementing this project. Ben Hall, (Project Manager for City of Onkaparinga) in particular – you have been a fantastic liaison officer!

Kym Richardson MP, Federal Member for Kingston – thanks for your consistent help and support.

Jane Lomax-Smith, State Minister for Tourism – ditto about the great support!

Alma Hotel – how can we ever thank you enough for all your support over the years while we have occupied your carpark every Saturday morning.

Jerry Keyte – the man of Vision and a Man of our Town.

The local Community of Willunga, the past and the current WFM Committee and WFM's Market Manager and everyone else who has worked so, so hard to get this project off the ground and become a reality...

**Our future is assured – let's embrace it one and all and enjoy this very special day!**

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  
Summer newsletter deadline: Friday, 9 November 07

Design and production by:



08 8351 5868 | 0418 836 600

cherise@graphicallydelicious.com.au

## Farewell to Lisa and big thanks!

Once upon a time a beautiful young lady named Lisa Hall became Manager of the Willunga Farmers Market. She had a wonderful happy personality, loads of talent and was loved by stallies, members and customers alike for her hard work and dedication.

Last year she organised a fabulous night of fun and entertainment for the Wilmark Awards. Little did the market know but Prince Charming, in the person of a handsome young pistachio farmer named Mark McCarthy, paid court to our Lisa that night and swept her off her feet! A year later they are married and in a few weeks time lovely Lisa is about to leave us for a huge new chapter in her life – a farmer's wife, becoming a mum, and best of all for us, being a market stallholder!

Lisa, thank you from absolutely everyone at WFM – you have made the market such a warm, friendly and welcoming place. We all know that what seems effortless is in fact the result of an enormous amount of hard work behind the scenes. We wish you and Mark all the best for your future.



Newsletter of the Willunga Farmers Market, proudly sponsored by Hardys Tintara, McLaren Vale

WILLUNGA FARMERS MARKET fresh, healthy, local produce every Saturday 8-12.30, next to Alma Hotel



# Committee Member Profiles

Our Willunga Farmers Market AGM was held on August 28th which saw the end of a Committee era for Carmel Hart, Liz Elder and already retired Luisa Redford. These people have been instrumental in keeping the market flowing in different areas including events, marketing and finance. Thank you for your dedication and time and all you have contributed.

Standing committee members that will be continuing on for the 2007-2008 term are: Diana Bickford, Michael Lewis, Jay Holata, Andrew Boag, Brett Harris, Richard Jasek, Denise Riches, Ray Seidel, and Jill Stone. And welcome to new committee members Silvia Hart, Vicki Osland and Annette Worden who will be filling out the Committee numbers in place of the three retiring members. Here's a bit about our newest members, and watch out in future issues for more profiles highlighting the skilled and talented people who so dedicatedly volunteer their time on our Farmers Market Committee.



## Silvia Hart

I live in Aldinga Beach with my three children and my partner Andrew (when he is not travelling the state with his bees).

We have lived on the Fleurieu Peninsula for two years. I am of European descent. Growing food and cooking fresh seasonal food is in my blood.

I am trained as a teacher and have most recently worked as a group facilitator for Relationships Australia.

Currently I am a stallholder at the WFM. At our stall we sell raw honey, bee pollen and Chai tea.

I think that the WFM and other farmers' markets are so important to our society. They re-link us to seasonal, fresh produce and create community. Environmentally they are essential. I believe that low food-miles are a must; that it is impractical and unsustainable to buy tomatoes from Italy

or our basil from WA. I am passionate about people having access to fresh, seasonal and local produce.

I am on the WFM committee because I want to support the WFM in growing from strength to strength. I believe my skills, energy and personality would be an asset to the committee and the WFM.



## Vicki Osland

I have been a member of the Farmers Market since 2002, joining not long after

the market was first established. I live in Willunga and am a weekly visitor to the market. During my term as a local councillor for the area I was a strong supporter of the market in Council debates and committees. I successfully lobbied my fellow councillors for funding and support for the creation of a Town Square and to assist the market to move from its current site to the proposed Town Square.

I am a member of a number of local community groups and am Chair of the 2007 Willunga Walking Festival and also the Piazza della Valle Italian Heritage Committee in McLaren Vale. I have qualifications in mediation and conflict resolution, a Diploma of Applied Science (Nursing) and a Bachelor of Arts degree in Politics and Sociology. I currently work as a Community Care Consultant for Seniors with Housing SA and have experience working in the state and federal spheres of government.

I believe strongly in community based strategies to minimise harm to the environment and to educate people about the wonders of growing, consuming and celebrating fresh, local produce. It is great privilege to represent the community on the WFM committee.



## Annette Worden

I have been living in Willunga with my husband Phil and our two dogs for almost 3 years.

I love the community spirit and the lifestyle that the Fleurieu has to offer, from the sea to the hills and all within an hour's drive from Adelaide.

I am employed by TAFESA as an Administration Officer on a part time basis at the O'Halloran Hill Campus. I previously worked for eight years as a Flight Attendant based in Adelaide, also interstate and I have crewed overseas flights from Singapore to Australia. I have lived in Auckland, New Zealand for three years working part time as a Sales Merchandiser. I have enjoyed travelling overseas on holidays and this year Phil and I visited Kuala Lumpur for a week. My keen interests are spending time together with Phil, walking my dogs, gardening, cooking and shopping at the Willunga Market.

I am very passionate about quality farm fresh produce and every Saturday morning I look forward to buying my weekly fresh produce and lots of other delicious goodies from the Market. I enjoy strolling around the Market, whilst enjoying the atmosphere and often talking to the stallholders. I tell all my friends to come, shop and experience the Willunga Market and indulge in all the wonderful tastes and fresh produce that it has to offer!

I am looking forward to the Market's move to the Town Square, as this will make it much more visible for people to see and enjoy walking around the Willunga Market. It will be a vibrant hub of activity on a Saturday morning and this will generate more business for Willunga Township. I personally believe that I can contribute in a positive way towards making the Willunga Market one of the best and friendliest Producers' Markets

## From the Manager

Welcome to Spring, such a great time of the year, lovely smells and the promise of good food and warm sunshine... This is a sad report to be writing as it will be my last, perhaps not forever but for now. I will be leaving to have a baby which is due in November.

I have had a huge year personally which is all due to the market. Firstly a market wedding, marrying Mark McCarthy the handsome pistachio farmer and now a market baby! I have enjoyed every second of my job here and feel it is such a special part of the world with some pretty inspirational people doing fantastic things. We are very lucky!

Onto the wider world of our market...we have an extremely busy few months coming up, including a move to the new Town Square which is shaping up to be a beautiful asset for Willunga. We will have space and accessibility for all. The market move looks like it should be during late September, early October if all goes to plan. The market move will also coincide with another big change for our market-a new logo and website!!

After receiving 88 entries for our logo competition 5 prominent local judges were able to decide on a beautiful logo which really captures who we are. Keep your eyes peeled as all will soon be revealed. A big thanks to Deb Tucker for her support with the loan of her gallery space for hanging entries in August.

The new website has been on the cards for some time and will be a fantastic up-to-date guide of our market. Browsers will be able to find out who is at the market each week, contacts for each business and up to date news/events and newsletters will be available plus much more! Thanks to local company Encompass Presentations for their creation of a comprehensive and delectable site! It will be up and running soon.

Lastly thanks to all colleagues, volunteers, stallholders, committee members past and present and customers for your support, I will see you around the market at our stall. Have a great Spring!

- Lisa Hall



presents a special movie:

## The Real Dirt on Farmer John

To encourage public enthusiasm for Organic & Biodynamic farming the Mount Barker Waldorf School is hosting a preview screening of a new release film "The Real Dirt on Farmer John" on Friday 21 Sept at 7pm in the Aldgate Memorial Hall, Aldgate. This powerful film (due for national release in October) depicts the true story of a maverick

American farmer who inherited the family farm in the 70's, turned it into an artists' commune farm and then lost everything through a series of unfortunate events, involving bad luck, eccentricity and rumour. The film shows his epic journey back to the land where he now heads a thriving Biodynamic Co-op Farm, growing beautiful produce for

sale direct to over 1,000 member families.

Tickets \$10, available from All Seasons Wholefoods at 14 Walker St, Mt Barker or the Anthroposophic Book Centre at 96 Halifax St, Adelaide. Doors open at 6pm with light refreshments available before the screening. **Further info contact: Tamsin Cowling 8391 0411.**



## Spring Events

### September

- 15** | Writers Festival comes to Willunga Farmers Market
- 22** | 4th Annual Wilmark Awards Indian Feast, Tintara Winery, McLaren Vale, All welcome, tickets available on 8556 4297
- 29** | Guest Chef Todd Steele from Victory Hotel, Sellicks Beach, cooking at the market @ 10am

### October

- 1** | Tintara Market Day at Tintara Winery McLaren Vale, featuring stallholders from Willunga Farmers Market
- 13, 20 & 27** | Fiesta! Punters Pick – Taste and vote for your favourite Olive Oil entries from Fiesta! Olive Awards
- 27** | Fiesta! 2006 Chef of the Region winner Kane Ellis is Guest Chef coming fresh from his new restaurant Saltbush Bistro at Aldinga Beach, cooking at the market @ 10am

### November

- 24** | Guest Chef Chelsea Deboo from Middleton Mill, cooking at the market @ 10am

## WFM Milestone: We adopt our Code of Practice

**O**n 1st August 2007 WFM reached another milestone in its groundbreaking history with the adoption of a comprehensive Code of Practice.

WFM is a not-for-profit community organisation that was founded from the grassroots up – literally from local farmers and passionate foodies concerned about where our food comes from, how it is grown and where and how it is sold.

This grassroots approach has again come to the fore in developing WFM's Code of Practice. A large scale survey of market customers was undertaken between November 2004 – January 2005 to ask the simple question "Are we doing what customers think we are doing?"

The results of the survey led to the formation of a Code of Practice subcommittee under then WFM Chairperson Mikaela Wilford with input from stallholder reps and the wider community. Julian James from

the City of Onkaparinga and John Furbank, a consultant specialising in standards and certification have in particular helped to see the process through to adoption under current Chair Diana Bickford. Every partici-

tant in this exhaustive process is to be congratulated.

***"WFM is a genuine farmers market where customers can buy authentic locally produced food produced by passionate and creative people to provide regional prosperity through ethical and sustainable means."***

part in this exhaustive process is to be congratulated.

The Code of Practice is a wide ranging document that covers every aspect of WFM's operations from food safety, animal welfare, GMO, stallholder responsibilities, reselling issues, OH&S, labelling and compliance. It will be reviewed annually and will be a vital ongoing tool in ensuring

provide regional prosperity through ethical and sustainable means."

Copies of the Code of Practice are available at the Information Stall or through the WFM Office for interested parties. Back at the grassroots – the best method of ensuring compliance is still the simplest, ask your stallholder "Where does your produce come from, how do you



South Australian  
**WRITERS' FESTIVAL**  
2007

## Fuel Your Soul & Your Stomach – at the 2007 South Australian Writers' Festival!

**T**he 2007 South Australian Writers' Festival hits the southern vales this month & this year's program includes a very special event at the **Willunga Farmers Market on Saturday 15 September.**

A celebration of literature & lifestyle, the SA Writers' Festival (Sunday 9 September to Sunday 16 September) is a biennial event presented by the City of Onkaparinga, in association with the SA Writers' Centre & Wirra Wirra Vineyards. The festival activities take place at a range of scenic venues throughout the Fleurieu Peninsula.

On Saturday 15 Sept – the market will be the location for a gastronomic gathering that promises to tantalise the mind and the taste buds!

'Combining the Ingredients' is a FREE Food Writers' Session that kicks off at 11am. Food writers and restaurant critics – Howard Twelftree (The Adelaide Review) & David Sly

(SA Life magazine) – along with cookbook-writing chefs, Cheong Liew & Salvatore Pepe – will explore the links between food knowledge, kitchen techniques & the reading market's hunger for food books.

This lively discussion from some of the state's most passionate food personalities will be framed in the context of shopping at the Willunga Farmers Market – putting the lessons from cookbooks into action when selecting produce and preparing a meal.

So if you're into food in any way – whether it's writing or reading about it or simply consuming it – don't miss this energetic and entertaining FREE session at the market on Saturday 15 Sept at 11am. No need to book in advance.

For more festival program information, visit [www.onkaparingacity.com/sawf](http://www.onkaparingacity.com/sawf)



Cheong Liew



Salvatore Pepe

## Don't miss out! Tickets still available to the 4th Annual Wilmark Awards night.

**An Indian feast night for all those who love food and support our market!**

**When:** Saturday 22 Sept, 2007, starting at 6:30pm for welcome drink, followed by Indian supper, belly and bollywood dancing, Willunga Farmers Market choir, and awards presentations.

**Where:** Tintara Winery – Eileen Hardy Barrel Store, 202 Main Rd, McLaren Vale

**Tickets:** \$20 (available at Farmers Market Info Stall or by ringing 8556 4297)



# Dog Gone Delicious

## Our market as small business incubator

Three years ago Sue Ellis' beloved German Shepherd Wilba was too thin and needed to put on a bit of weight. Sue did some research and came up with a recipe which included 25 grams of beef liver. Being Sue she bought 5 kilos, and having a dehydrator in her kitchen decided to waste not, want not, dried the rest and gave it to friends. The following week they all put in orders – paid orders – and the rest, as they say, is history. Sellus Pet Treats was born.

By August 2004, armed with a license through Primary Industries, Sellus Pet Treats set up a stall at WFM. Customer response to Sue's

quality pet treats and dog food was fantastic voting her "Best New Stall" that year. Many also gave free business advice that Sue says has been invaluable. "I've had input from stallholders about labelling and packaging, accountants, lawyers and industrial size category buyers. The market really helped my business to grow – at a very cheap price!" Sue bought some more dehydrators.

Over the summer of 2006 Sue's business burst out of her kitchen into a purpose-built shed – complete with full insulation, stainless steel sinks, plumbing etc plus some casual staff to dice and slice all those livers. Cats got a look in too with the addition of dried Whitebait treats to the Sellus range!

Sales kept growing and during that winter a buyer from National Pharmacies approached Sue with a proposal. Things were getting serious so Sue approached Southern Success Business Enterprise Centre (SSBEC) for



Sue's two biggest fans – the family dogs love their Liver Treats!

advice on moving her business to the next level. Armed with good advice and confidence in her products Sue and Sellus Pet Treats have now gone statewide in all National Pharmacy outlets.

Along the way Sue has learnt some very valuable lessons. "Earning consumers' trust was the most important. You have to sell what you say you are selling. I introduced 'try before you buy' and always gave a money back guarantee".

Back in 2004, with a young family her top priority, Sue Ellis was not looking for a job or business. Sellus happened by accident and she went along for the ride. Now, she says, "Sellus is going for the ride with me at the helm!" Go get 'em Sue!!



The Sellus Range of pet treats now available in your local National Pharmacy.

## Doggie Risotto

Your canine friend will love this fresh, no-preservative, no additive, wholesome good food – makes about 10 1-cup portions.

### INGREDIENTS:

- 1.5 kg chicken, beef or lamb stew meat
- 3-4 carrots, chopped coarsely
- 3-4 stalks of celery, chopped coarsely
- 1 bunch silverbeet
- 1 cup frozen peas
- 2-3 cloves garlic
- 2 cups white rice
- 6 cups water

Use a food processor to finely mince the meat, carrots, celery and garlic. Finely chop the silverbeet, including stalks. Place in a large stewing pot and add the peas

and rice. Mix all this together and add the water, stirring thoroughly until well-combined. Bring to a boil, then turn down to simmer, stirring occasionally, until rice is tender and meat is well-cooked. About 20-30 minutes.

Can be divided up into individual portions and frozen.  
Ruff ruff!



## Hello from our new Market Manager!



I am excited to have been given the opportunity to manage the market and its potential for future growth and development. This is an interesting time for me as a new member to the

local community. After University in the UK, I spent a number of years working in Australia, a vast majority of them fruit picking along with the many associated jobs supporting that. It was those happy years that fuelled our desire to return; although little did we think they'd be great groundwork for actually owning our own avocado farm here in McLaren Vale. So I'm hoping that

my passionate enthusiasm for local produce coupled with my experience as a Business Change Manager for a large metropolitan council provide me with the skills to help take the market forward. I'm keen to build on the excellent achievements so far and very much look forward to being a part of the team.

– Graham Boyd  
Incoming Market Manager



## Fiesta! is on...

### Tastes of the Fleurieu on show

Visitors to the Fleurieu Peninsula will taste their way across four wine regions over six weekends this Spring during Fiesta!

Fiesta is now in its fourth year of celebrating exceptional food, wine and hospitality across the Fleurieu Peninsula. A myriad of events during late September, October and early November, 2007 will be showcasing the very best this culinarily diverse region has to offer.

The fabulous range of events includes degustation dinners, salubrious long lunches, intimate workshops, as well as celebratory feasts, tastings of cheeses, new season olives and olive oils and family friendly township festivals.

The culinary explorer can learn how to make cheese, pickle olives and taste wines, meet the makers and growers and share trade secrets with celebrity chefs such as Cheong Liew.

Fiesta's exceptional program of events will tempt foodies to spend time in our towns, meeting us and getting to know and appreciate our products. New release wines and olive oil tastings will be available at cellar doors across the region, while special regional dishes will be showcased at participating restaurants.

Once again the **Willunga Farmers Market** will be hosting the Punter's Pick. Participants will be able to taste the winning Extra Virgin Olive Oils from the 2007 Fiesta! Olive Awards and cast their vote. Oils will be available for tasting on Saturday 13, 20 and 27 October from 9.30am. The winner of the Punter's Pick will be announced on 29 October at the Fiesta Awards Night and posted on [www.fleurieufiesta.com.au](http://www.fleurieufiesta.com.au).

**The Fiesta! Program of events is online at [www.fleurieufiesta.com.au](http://www.fleurieufiesta.com.au) and will available at all Visitor Centres across Fleurieu Peninsula from September, or contact the McLaren Vale & Fleurieu Visitor Centre on 1800 628 410.**

