

fleurieu forager

NEWSLETTER OF THE WILLUNGA FARMERS MARKET

Issue 19, WINTER 08

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Food that sustains an interview with Kylie Kwong



Willunga Farmers Market recently had the very great pleasure of a visit from renowned chef, restaurateur, writer and TV presenter Kylie Kwong. Kylie had this to say about her WFM visit: "I have been wanting to visit this market for a long time – it reflects everything I'm on about – community, sustainability, a natural way to be." Over a coffee, we asked Kylie about her current trip around Australia.

Fleurieu Forager: Kylie, welcome to Willunga and the Fleurieu Peninsula. Why have you come to our region?

Kylie Kwong: I'm "slurping" my way around Australia for a new project to meet as many of the wonderful people who are growing and cooking food in the way that has become my abiding interest – in an ethical, sustainable way that respects the land, develops communities and food culture especially among young people.

FF: Do you think Australia is developing a food culture of its own?

KK: Yes, definitely. We are blessed with such an abundance of fantastic foods – I've just been in Pt Lincoln meeting the fishermen and eating what must be some of the best fish in the world caught in those pristine waters – and every region has its specialities now. I think Asian food with its Australian twist that Neil Perry began cooking in the '90's is becoming everyday food to Australians. The ingredients are available everywhere, it's cheap and very healthy and its lightness suits our climate.

FF: It is said that "Eating is a political act" – do you agree?

KK: I totally agree. I am very interested now in the whole concept of Fair Trade; I'm a member of the Marine Conservation Society and helped launch a guide to Australia's sustainable fisheries last year; my restaurant

Billy Kwong went carbon neutral last year – \$1 donation from each meal consumed offsets the carbon footprint of that meal by purchasing renewable energy credits from a wind farm in Hebei province, China; and we purchase all our foods from organic and biodynamic growers where possible.

FF: So, do you think it's possible for the average family to shop for food in a way that reflects those concerns – of sustainability, carbon credits etc?

KK: Yes I do. People are really changing their attitudes to good healthy food – shopping at local markets like Willunga's and even more importantly understanding that you have to pay a fair price for real food. Aussies eat tasteless mass-produced chicken a couple of times a week but I would rather buy, for example, one top quality organic chicken once a fortnight and roast it to perfection!

Kylie Kwong is a fourth generation Australian, author of four acclaimed cookbooks, owner of Billy Kwong restaurant in Sydney and TV presenter. Growing up surrounded by food and family she developed a lifelong passion for the role of food in nurturing and sustaining people and communities. A trip to China in 1998 was life-changing and her latest book, My China: a feast for all the senses, reflects these experiences, continuing her exploration of the culinary delights of the land of her ancestors, while taking a deeply personal journey into the history, culture and peoples of China and Tibet. An accompanying TV series is currently showing on the Lifestyle Channel.



MORE VISITORS! On a wintry day in May students from the University of Gastronomy in Pollenza, Piedmont, Italy visited the market. Visits from these gastronomy students to the market are now becoming a regular part of their annual Downunder tour. *Buon complementi!*



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 Spring newsletter deadline: Friday, 8 August 2008

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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, Willunga Town Square



The great water allocation dilemma

Water, its availability and allocation, is the number one topic of conversation amongst Australia's farmers and Willunga Farmers Market's growers are no exception. The drought of the last couple of years has hit farmers even in assured rainfall districts like the Fleurieu Peninsula hard and our growers from the Riverland are facing very tough times indeed.

Groundwater resources in the McLaren Vale district were prescribed in the early '90's with very strict metering and tight allocations have been in place for over a decade now. Orchardists and "crops other than grapes" now grow crops here with about 1/10th of the water used in the past for the same crops along the Murray. In the last few months mains water users in the Willunga Basin are facing the same set of issues of allocations and metering as the government seeks to impose control of scarce resources. Preliminary reports

suggest that allocations will be around 60% of current usage.

Further afield the rest of the Fleurieu Peninsula's water resources are now under the management of the Adelaide & Mt Lofty NRM Board. Last year community meetings were held and the Western Mt Lofty Ranges water allocation plan will be finalised by October 2008

very hot summer as their allocations were cut to the bone – 34% of the usual amount. Australia's foodbowl is under the hammer – and this is where some very serious questions need to be posed.

World food prices, droughts and climate change pressures are seeing food riots in some parts of the world, scarcity and hunger in others and rising food prices here in Australia. The results of water allocation policy become a part of this picture. Which is more important – if choices need to be made – let the market decide on its own so that water can be used for timber, cotton, winegrapes,

investment crops or support our food growers so that we have food security? As one of WFM's growers famously said at a McLaren Vale water allocation plan meeting a decade ago – *"When our bellies are full of wine, what will we eat?"*

"Many growers along the Murray have spent their life's savings on buying enough water to try to keep their perennial crops alive over this very hot summer as their allocations were cut to the bone – 34% of the usual amount."

regulating groundwater, and all other forms of water resources eg: dams, roof runoffs. Allocations are expected to follow those set in other prescribed areas.

Many growers along the Murray have spent their life's savings on buying enough water to try to keep their perennial crops alive over this

From the Manager



I'm sure there are many of us who are pleased to see some cooler, wetter conditions. We have had some testing times lately and it certainly put

some pressure on our growers. The hot dry heat wave really put their skills to the test, yet they managed to consistently bring quality produce each week to market. I hope their orchards and crops aren't too stressed as a result and the recent wetter conditions are now having a revitalizing impact. I know my own orchard is much in need of it.

March saw the dreaded fire season hit hard with the large Willunga Fire. It was a close thing for a couple of stallholders and of course a wider and more personal impact in such a small, close community. Thankfully everyone handled it with dedication and great skill.

Autumn has been very good for expanding new products at the market. Both the meat and poultry stalls have had excellent trial periods and now enjoy regular markets with a strong customer base. We have recently secured a much needed egg supplier who we hope will continue to attend as a regular. Our guests from the Riverland have been valuable suppliers of fresh fruit over the past months and we look forward to the change in season when the citrus returns.

We have also enjoyed some high profile publicity from a wide variety of media and celebrity personalities. Each has been a great asset to the market and has helped to raise awareness across a wider audience. Further opportunities will present themselves over the coming months which will enhance our standing and core values as a true farmers market. It is that very basic principle which is one of the driving aspects of the expansion programme and advertising agenda. I look forward to that and also to the next Committee cycle with the new ideas that will bring about. I would also like to thank the current Board as it has been a pleasure to work with them and I know that some are soon moving on to new adventures.

*Best wishes,
Graham Boyd,
Market Manager*

Give us this day our daily bread...

Some of the fabulous bread created each week by our wonderful market bread makers... see back page for more in Producer's Profile.



Bread, Potato & Rocket Soup

Try this fabulously rustic, delicious and hearty Italian winter soup!

2 cups bite-size pieces of your favourite baker's bread – stale is v. good!

3 tablespoons extra-virgin olive oil

400g floury potatoes – peeled and cut into 1cm thick slices

500g grown-up rocket, stems removed and cut into

5cm pieces

6 large cloves garlic

1 whole dried red chilli

50g freshly grated pecorino

Toss bread in bowl with one tblsp olive oil until well impregnated. Spread on baking sheet and toast in 180C oven until crisp – about 15 mins.

Put potato into pot with 7 cups water add salt and bring to boil. Cook for 15 mins then add rocket, toasted bread and cook for 10 mins more.

In a frying pan cook garlic and chilli in 2 tblsp oil for 5 mins until fragrant. Stir into pot - remove chilli if you don't want it too spicy. Cook for 1 minute more. Season to taste and serve in warm bowls with pecorino on top. Buon appetito!

From the WFM Committee Chair



The winter season is upon us and as we all hope for good rains, it also brings a significant time of change for the WFM

Management Committee with our AGM around the corner in August. Reflecting back over the past two years at WFM, the word that springs to mind is GROWTH. The Market is booming, but what a journey and great learning experience it has been.

As Chairperson, I just want to acknowledge and pay tribute to the great dedication of our current Committee – many of whom are long serving members. So much has been achieved these past two years, thanks to their passionate energy and commitment. The diversity and great depth of expertise and experience that makes up this current Committee has combined well to uphold and develop the vision for WFM.

Some highlights of the past two years have been:

- The Planning – a great community initiative led by Jerry Keyte and driven by past Committees and Market Managers leading to...
- The Creation – of the new Willunga Town Square, true home at last for WFM as well as a buzzing tourist attraction for the Fleurieu region – all due to fantastic Council and Government funding, capped off brilliantly with the Gala Opening by the Premier, The Hon. Mike Rann
- The Growth – hours and hours of endless sub-committee meetings: – the Site group, Code of Practice, Marketing and Events heralding the cycle of change with the logo competition, Strategic Planning and excellent Financial Management underpinning it all.

This all adds up to the immense growth and development of WFM, now established as the premier showcase of the finest Fleurieu produce and the best Farmers Market in the country.

The next cycle of growth of the Market promises to be just as challenging and exciting. WFM Members – give thought to joining the Committee and experiencing true community spirit at its best!

– Diana Bickford
Chair of the
Willunga Farmers Market

In the news...

More and more people are becoming concerned over the origin of their food, how it is grown, and issues of food miles and carbon footprints. Even the supermarkets are getting in on the act with TV ads having "market reports" stating where carefully selected produce is grown. Only Australian placenames have been featured so far!

Farmers market are the flavour of the month – please forgive the pun! – and WFM has been attracting its fair share of media attention over the last few months. Not surprising as Willunga boasts the first Farmers Market in SA and it's right up there as one of the best in Australia.

Last month we were featured on the SA lifestyle show *Sumptuous* and attracted an audience of 71,000 people – not bad for 5pm on a

Sunday afternoon. Filming has been taking place too both at the market and at growers' properties for a SA Health Dept initiative in collaboration with WFM and the Adelaide Showgrounds Farmers Market. A 30 minute film about the SA Farmers market movement and healthy food choices for consumers will be out later this year.

Magazine and newspaper articles keep coming too. The 3rd edition of the highly acclaimed magazine *Regional Food* produced by Fred Harden featured the market and its growers over 15 or so pages in an issue dedicated to the Fleurieu Peninsula. Recent customers at the market from as far afield as Cairns have mentioned those articles!

Celebrity chefs have been getting in on the action too. WFM recently

hosted Kylie Kwong on her food odyssey around Australia (see interview on front page). Simon Bryant from the Hilton and TV's *The Cook and the Cheff* fame has been featuring Fleurieu produce both on the show and at a recent Hilton Food Miles dinner. Bill Grainger from Sydney is tipped to visit soon and of course Cheong Liew has recently honoured us by becoming patron of the market.

Well what can we say- we're obviously doing what people want and what's more it's what our growers feel is right and work so hard for – supplying the best quality, freshest local produce grown in the most sustainable way possible. It's a fun experience for people as they reconnect with the land around them – and it shows!

AGM Notice

Wednesday, August 27,
6pm at the Waverley
Homestead, Willunga

All Willunga Farmers Market members are welcome to attend and nominate for positions on the WFM Committee. Anyone interested in nominating please contact Graham on 8556 4297 or wfm@internode.on.net or fill in your nominations on the form below. A great opportunity to be involved in your local farmers market!

Funny food facts from the fork...

Following on with the bread theme of this issue, taken from the internet:

"Early Egyptian writings urged mothers to send their children to school with plenty of bread and beer for their lunch".

"Breaking bread is a universal sign of peace."

"Bread is probably the one food eaten by people of every race, culture and religion."



Willunga Farmers Market Committee Nomination Form

I, _____

Membership number _____, would like to nominate the following candidate(s) to

stand on the Willunga Farmer's Market committee

1. _____

2. _____

3. _____

Signed _____ Date _____

Please return this form to the information stall or mail to PO Box 652, Willunga, SA 5172 (no later than 2nd August 2008)

Nomination Form

PRODUCER'S PROFILE

Bread is the king of the table

Have you ever heard the saying, "You can only sleep when the bread is cooked?" Well, for this mob of passionate artisans, they can only sleep when the oven is cool and farmers market is over! In this article, we happily applaud the weekly rituals of our bakers – mixing, kneading, rising, baking and presenting bread. An old quote reads that "Bread is the king of the table and all else is merely the court that surrounds the king. The countries are the soup, the meat, the vegetables, the salad but bread is king." (Louis Bromfield, American novelist, 1896) Here is a little snippet into the world of each of the market bakers.

Beach Organics Bread

Sole baker, Barry Beach, the flour must be stone-ground, fresh and certified organic or bio-dynamic. Barry only hand-kneads and says that his most popular bread is his "certified organic wood oven stone-ground, light wholemeal sourdough". The joy of these breads is that they differ from day to day, loaf to loaf and batch to batch, quite unlike their homogenized, mass produced counterparts. Barry chooses his "chocolate, pecan sourdough wood oven dessert bread" as his quirkiest, and his most popular specialty bread. In Barry's opinion the best thing about having a stall at the market is "undoubtedly having direct contact with consumers, and these consumers have a genuine interest in my product and my story."

Flour Power Bread

Maryke and Matt of Flour Power Bread started at the market in February 2007. Matt, who is the baker of the duo, says, "I love to make bread with integrity - making organic local bread".

The couple use certified organic flour, and their flagship bread would be their Egyptian Gold also known as Kamut. The flour is grown and milled at Tarlee and is high in protein, amino acids and iron. Flour Power's quirkiest bread would have to be their "Olive Loaf, only because you get 20 olives in each loaf! – No kidding!" Maryke explains. The couple declare that they "Love, love, love baking bread and the knowledge that people all over Adelaide (and beyond) enjoy eating it".

Happy Foods Australia

The Clappis family is a great example of their brand, Happy Foods, they all seem to be very happy! The baker is known in the district as Andy, and he gets the job done with his prized family helpers. Anna explains the flour making process which makes their

Happy Bread so special. "We believe the organic wheat which our flour mill sources is the best flour available to us, because it is such a "pure product". The family use their Willunga Hill rainwater which is triple filtered to .5 microns and sterilized by ultra violet. The reason, Andy says that "magic flour deserves the best aqua."

The Clappis Family have the greatest delight just observing people walking away from their stall, "...with our fresh hot bread and just breaking chunks off and eating it with nothing else".

John Downes Bread

The flour that John uses is from "organic flour, made from the best type of wheat".

His routine is simply baking all day Friday, from 8am to 8pm. John explains his 'Casalinga' is his flagship bread, it is described as a classic crusty white bread of Europe. John's quirkiest bread includes "each of them - they are all individuals!" John states that baking completely satisfies his 'kneads!' A word of advice would be to hang out for the Easter period for John's fruit buns – they are just incredible!

Soul'y Bread

Our passionate artisan, Julie Stuttard loves to bake bread. Baking from age fifteen, Julie's experience was gained from different cultures. This experience has given Julie a great basis from which to produce the bread she now bakes. Julie has been the baker since 2003; and David has been the face of the stall, with a few extra special helpers. In the wonderful stone bakery, she adheres to the superstitions handed down from baker to baker through the ages. Her rules in the bake house include: 1. Do not allow cats to jump over a rising dough. 2. Swearing in a bakery is bad luck. 3. No bees are allowed in the bakery as this brings bad luck! Soul'y Bread uses flour which is organic, fresh and local. Julie's flagship would consist of a generous size sourdough or sourdough rye loaf, the bread is free form (hand molded), and it has a dense texture as all true rye breads have, and of course organic flour is used. Congratulations on your recent certification!

Please enjoy one last note from Carmen McRae (a jazz vocalist and pianist) "Blues is to jazz what yeast is to bread. Without it, it's flat." Thank you to all who make and eat bread, and continue to do so.



Slow Food®
Fleurieu Peninsula

Winter Events 2008

> 2008 Olive Harvest

Celebration at McLaren Vale

Olive Groves, Sunday 6 July

Slow down for a long Sunday Lunch hosted by Lloyd Brothers Olive & Wine Company with food by Rigoni Cucina Italiana at McLaren Vale Olive Grove. Celebrate Winter and the 2008 Olive Harvest with a tour of the grove and press hosted by Sam Temme running through the process of making Extra Virgin Olive Oil, pickling Kalamatas and how they make their handpicked Single Vineyard Wines. Enjoy Italian flavours matched to Lloyd Brothers Wines. Only 40 seats so please book as soon as possible. Slow Food members are being offered the first right of acceptance at this magnificent limited-numbers event. Unsold places will go sale to the general public at the end of the month. **Price:** \$65 per head Slow Food Members / \$70 per head non-members

Time: From 12 Noon at McLaren Vale Olive Grove, 34 Warner Road McLaren Vale

Bookings: 8323 8792 or mail@olivegroves.com.au

> 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. (**Only 6 seats left**).

Price: Nil, bring along some wine to share

To register your interest: tori@producers.net.au

> 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.

Price: \$90 (30 places)

Further information and

Bookings: info@chapelhillwine.com

