



Media Release

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Shopping locally guarantees steady prices at the checkout

Grocery prices are steadily increasing while quality is decreasing, thanks in large part to the current flooding in Queensland agricultural regions.

The one guaranteed way to bypass these current price rises is to ensure consumers buy locally produced groceries.

Local farmers markets supply only locally produced food items, allowing consumers to be more selective in their choices.

Consumers have the ability to question the producers about all aspects of their produce, from methods of farming to what is in season.

Steve Ashley, Market Manager at Willunga Farmers Market says, 'Farmers markets provide the ultimate opportunity for consumers to buy produce unspoilt by the floodwaters currently pushing prices up across Australia.

'Prices are steady and the produce is all of the highest quality.

'Produce has often only travelled a few kilometres, compared to the items imported from interstate. It is also sold much closer to the date of harvest and has only been handled by the producers themselves.'

Bypassing the multiple middlemen also ensures prices remain steady as incidentals are removed, such as cost of transport and storage.

'Buying groceries direct from the producers is really the way to get the best value for money,' Steve says.

For the editor:

The Willunga Farmers Market is open every Saturday, 8am til 12:30pm, and provides fresh, locally grown produce.

The WFM is closed Saturday 22 January for the Tour Down Under.

For further information or to arrange an interview please contact Steve Ashley on 8556 4297 or info@willungafarmersmarket.com .