



Media Release

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WFM celebrates economic impact on the local region

As Willunga Farmers Market (WFM) gears up to celebrate its ninth birthday, the long term economic impact on the township is setting records.

Receiving an initial \$10,000 in government seed funding in its first year of operations, **the not-for-profit organisation is now entirely self funded** with a total turnover of around \$750,000 in the nine years of operation.

Since the first market on Feb 23 2002, WFM has had 435 markets held since then (to Feb 5 2011).

Over the nine year operation of the market **more than 800,000 shoppers have been through the gates, spending more than \$40 million**, based on an average spend of \$50/person per visit.

This has resulted in a **flow-on to the local community of around \$100 million** based on a conservative 3 fold economic multiplier effect (Flinders University economics dept).

Sue Caporn-March, proprietor of *the green room on High Street*, a local Willunga cafe and eco-emporium, says her business has boomed since the opening of the market.

'When we first opened we were ordering 4 litres of full cream milk for the whole week, now we are using more than 20 litres in a weekend,' she says.

'My cafe has become a regular meeting place on Saturday mornings, and now people are coming through during the week because they originally came from the market. They know we are here now.'

WFM celebrates its ninth birthday on Saturday 26 Feb 2011.

The celebrations include a **cooking demonstration at 10:30am by special guest chef Simon Bryant**, who will be using fresh produce bought from the market that morning.

Everyone at Willunga Farmers Market is looking forward to celebrating this important milestone with you, and your continued support of the local community.

For the editor:

The Willunga Farmers Market is open every Saturday, 8am til 12:30pm.

For further information or to arrange an interview please contact Billy Doecke on 0416 174 375 or assistantmanager@willungafarmersmarket.com .