



I am very excited to announce my appointment as the CEO of the Adelaide Showground Farmers Market.

As an enthusiastic advocate of real, local, seasonal, fresh food of providence I have been following the development of farmers markets for 30 years. I see this appointment as the pinnacle of my ethical foodie career.

Founded five years ago by visionary Zannie Flanagan, and loyally supported by sponsors, the Adelaide Showgrounds Farmers Market is the State farmers market. Zannie invited individual farmers to direct sell and communicate with their city neighbours, defining our States food cultural identity. Zannie built an Adelaide and State food institution, introducing city people to our farmers, cheese makers, bakers, meat and egg farmers. These are the artisan food producers of the State.

I find it inspiring when I hear shoppers asking farmers about how and where they grow their vegies, and love hearing people get cooking tips - finding out how to cook a variety of new produce. Whether it is how to prepare an artichoke or steam a stuffed whole curly endive, every farmer has a recipe. Every stallholder has a passion for his or her product. It is an honour to represent the Market's grass roots food producers.

With the words "nutrition" and "economy" headlining the news, and the ideals of sustainability and carbon neutral driving our daily lives, it is no surprise that the ASFM is booming. Demand for food direct from the grower has increased over the last five years making the market a vibrant social shopping affair, where individuals

and families come to meet for ethical coffee and shop for nutritional economy. Community driven retail is sustaining rural small food producers across the State. The Market is looking to support more true food producers to supply the growing demand for seasonal fresh food.

Everyone is invited to our 5th birthday party on Sunday the 2nd of October. Simon Bryant is teaching the kids how to make the perfect sausage roll in the Kids Club. The Market will be celebrating everything spring has to offer: lush greens, seasonally creamy cheese, farmers happy with sunshine and families with frosted cake. See you there.

Amanda Daniel
CEO Adelaide Showground Farmers Market