

# Passion for regional SA

By PETER BRADY

COMPLETING a five-year strategic plan to underline sustainability across the business model is a priority for new Adelaide Showgrounds Farmers Market chief executive officer Amanda Daniel.

She believes continuous engagement with stakeholders is crucial to creating solid links between regional growers and consumers.

A chef by trade with an impressive track record, Ms Daniel was born and raised in the Barossa.

She has travelled and worked in Europe and the United States, forming a belief early on about the ethical nature of regional food.

"I've always believed in the concept of farmers' markets, and I guess travel and experience across a lot of cultures convinced me even more of their importance," Ms Daniel said.

"We are going through a growth period at the market, and working out how we maintain this in an ethical way is very important.

"There are 96 sites and we get fresh applications all the time, although that can be seasonal, so there has to be a focus on sustainability of service and tightening links with regional SA."

Ms Daniel, who established the restaurant 1918 at Tanunda in 1992 on the concept of using regional produce, says concentrating on authenticity runs parallel to meeting consumer demands.

"Our members (there are more than 2000) see value in shopping at the market on a weekly basis – it's no longer just a good day out," she said.

"Our surveys reveal that taste is important to them, they want quality, to support regional producers, and they enjoy the social experience of shopping."

Ms Daniel paid tribute to the market's founder Zannie Flanagan.

"She built an Adelaide and State food institution, introducing city people to our farmers, cheesemakers, bakers, meat and egg farmers: the artisan food producers of SA," she said.



*Amanda Daniel says surveys reveal that taste is important to farmers' market consumers. "Price is not in the top bracket of their priorities, especially when they know money is going back to the regions," she said.*

Ms Daniel said she was excited about expanding the business.

"Demand for food direct from the grower has increased during the past five years," she said.

"Community-driven retail is sustaining small, rural food producers across the State. Our farmers' market is looking to support more true food producers to supply the growing demand for seasonal fresh food.

"It is an honour to represent the market's grassroots food producers."

• Market turns five p9

# Festive cheer at Christmas twilight markets

IN the lead-up to Christmas, farmers' markets around the State are holding twilight markets to capture last-minute shoppers and offer those caught-up in the Christmas rush a chance to enjoy a leisurely evening at their local market.

The Willunga Farmers Market held its first Christmas twilight market last year and it was a big success, pulling in the largest crowd in its nine-year history.

"Many stalls had a line-up of shoppers before the 5pm opening time, with some selling out of stock before the halfway point," said Billie Doecke, assistant market manager.

"We sold what we would normally sell in four hours in just 45 minutes. We normally sell 85 trays of strawberries in one market, but we sold close to 150 trays at the Christmas twilight market.

It was our best market in the whole eight years we have been at Willunga Farmers Market."

Brenton Sherry of Hillside Strawberries said he had to ring the farm and get them to bring another truckload of strawberries to meet the demand.

Ms Doecke said the twilight markets are as much a chance to secure fresh produce in time for Christmas as they are a social event.

"The atmosphere is really festive, with everyone enjoying the perfect weather and local musicians. It's not only a destination to buy your groceries, it is also an event and a place to catch up with friends."

## Night out

- The Adelaide Showground Farmers Market, the largest such in the State, will hold a twilight market on Thursday, December 22, from 4pm to 8pm and again on Thursday, December 29th, from 4pm to

8pm, in time for New Year's Eve.

- The Victor Harbor Christmas Twilight market will be held on Friday, December 23, from 4pm to 8pm, at Grosvenor Gardens, Victor Harbor.

- The Willunga Farmers Market will be open on Christmas eve on Friday, December 24, from 5pm to 8pm.

## Day out

- The Adelaide Hills Farmers Market will hold its Saturday morning market on December 24 from 8am to 12pm at Mount Barker.

- The Barossa Valley Farmers Market will hold its Saturday morning market on December 24 from 7.30am to 11.30am.

- On December 27, the Limestone Coast Food Group will hold a post-Christmas farmers market at Robe, near the visitor information centre.



▲ Willunga farmers market assistant manager Billie Doecke gets a fresh start every day.

◀ Jane Richey with Barry Beach from Beach Organics sell certified organic wood-fired sour dough breads.

# Starting fresh at five

AT its fifth birthday party, the Adelaide Showground Farmers Market thanked its sponsors and introduced new CEO Amanda Daniel. The market has grown from 60 stalls to nearly 100 today. Founder and former CEO Zannie Flanagan received honorary life membership at the event. *Stock Journal's* **PAULA THOMPSON** was there.



Stall-holder 'The Passionate Foodie' Adam Bishop and market CEO Amanda Daniel.



Sandra Brown, Unley, and City of Unley councillor Peter Hughes, came to support their local market.



The event had fabulous wines to toast the market's success. Pictured are Wild Fox Organics Wines' Margaret Pritchard and Howard Vineyard's Sophie Northcott.



ASFM took the opportunity to thank its sponsors. Pictured are Bendigo Community Bank Goodwood branch manager Annette Seeliger (the bank is one of the sponsors); market finance manager Diana Jukes; and Jim's Test and Tag's Manfred Seeliger who has helped with electrical work at the market site.



Adelaide Film Festival associate director Adele Hann and ASFM committee member Julie Walker.



The Adelaide Magazine editor Jim Plouffe caught up with ASFM treasurer Milton Perryman.



Market founder and former CEO Zannie Flanagan and market chairperson Anne Duncan at the celebrations.



ASFM finance manager Diana Jukes, ASFM marketing manager Aerie Wildy and Sumptuous Magazine's Genevieve Harris.