



DIGEST

The Adelaide Showground Farmers Market Members' Newsletter
Summer 2007

Hello! Welcome to the first summer edition of the Adelaide Showground Farmers Market. It has now been four months since we opened and on behalf of the ASFM Committee, our management team and all our producers, we hope you have had a wonderful summer break and we look forward to seeing you back at the Market soon. We are currently working on our members' program of offers and activities, and will keep you regularly updated as the program develops. We have some exciting plans!

Thankyou all for your support over these first few months. To date we have over 700 members! Our membership scheme is an integral part of the Market's future. Our weekly members' prize has been really popular and is our way of saying thankyou for your commitment to the Market. Congratulations to some of the following members who have been lucky enough to win prizes donated by our stallholders:

Ann Crocker – Rosie's Free Range Eggs
Leanne and Brenton Stewart - Olympus Flowers
Meredith Kaeshagen – Freibee's Honey
Michelle Fogarty – Adelaide Hills Hamper
Georgia Bone – Charlotte's Web Tickets
Taisser Ceric and Paul Photakis – Decorated Xmas Tree

Remember to get your card scanned each week to go into the prize draw and to wear your card to receive your discount!

Members' Views:

We are currently working with Professor Randy Stringer of the Waite Institute, to develop questionnaires that will help us to provide you with a better service. We would appreciate your participation and welcome your suggestions and ideas for making the Market better. Please feel free to email us if you have a good news Market story or a great photo. We will publish them on our website!

Here are a few tit bits to tempt the palate being served up over the next few months.

Adelaide Showground Farmers Market Masterclass Program February-June

When: Last Sunday of every month

Time: 10.30am

Where: Demonstration Kitchen

Tickets: Available for pickup or sale on the day at the Information Trailer

Bookings: Via email admin@asfm.org.au Book early to secure your place!

Ph: 82318155 or 0415162037

NB Members' price for the Masterclasses is \$11.00

January 28th

Kris Lloyd - 'A Cheese for all Seasons'

Kris will lead participants through a tasting of six goat cheeses starting with goat curd and ending with Woodside's acclaimed matured Edith.

Kris is the Chairperson of the South Australian Small Cheese Makers' Association established in 2005 and is the chief cheesemaker and the director of Woodside Cheesewrights, one of south Australia's most successful artisan cheese companies. A passionate advocate of her industry, Kris has a wealth of knowledge that she will share during the Masterclass. A Cheese for All Seasons will provide an insight into how to select, serve and match goat's cheese with both food and wine.

February 25th

Jacqui Hunter – 'Composting for City Slickers'

Permaculture garden designer Jacqui Hunter will present a masterclass on Bokashi, a Japanese composting system, ideally suited for city living. The Bocashi process is an innovative solution to kitchen waste, avoiding many problems and difficulties usually encountered in conventional aerobic composting. Originally developed in Japan and now spreading throughout the world, it is quick, clean and remarkably effective, using a mix of microorganisms to ferment food waste in a bucket. It is the sustainable answer to apartment and city dwellers who want to make a difference to landfill.

March 25th

Peter Lloyd – 'A Taste of Paris'

Fresh from the San Francisco Baking Institute and Paris bakery Peter will present a class on how to make real French Croissants.

Peter Lloyd has had a passion for food that began long before he chose to do a two week work experience stint with Cheong Lieu at the Grange Restaurant over ten years ago at the tender age of ten.

The following year he started at Russell's in Willunga, and after five years of working the oven there, he began managing the restaurant on their busy Friday nights. Since then, Peter has travelled the world working and studying to hone his baking and cooking skills. He will share with Masterclass participants the secrets of making traditional French Croissants with Paris Creek butter.

April 29th

Genevieve Harris – 'Preserving Flavour'

Genevieve, ASFM committee member and renowned chef and food writer will use seasonal produce from the Market to show how to preserve end of summer produce.

Genevieve is currently food and wine editor of Sumptuous Magazine and a regular contributor to the Advertiser's Food and Wine Wednesday supplement. Formally head chef at the Bathers' Pavilion in Sydney and Magill Estate in SA, Genevieve is committed to the idea of seasonality, freshness and flavour in her approach to her profession. In her Masterclass Genevieve will use the last of the summer produce to demonstrate some of her favourite recipes for preserving summer flavour throughout the year.

May 27th

Zannie Flanagan – 'The Good Oil – Fresh from the Press'

Zannie will present a tasting of new season South Australian olive oils and how best to use them.

Before starting the Farmers Market, project manager Zannie Flanagan spent fifteen years promoting and producing and judging olive oil. By the end of May, the 2007 olive oil season will be well under way with the new season's oil fresh from the press and at their very best. This Masterclass is designed to assist consumers find their way through the maze of labels and marketing hype surrounding this ancient medicinal and culinary staple and learn how to taste and cook with olive to get the best results for both your health and your culinary efforts.

June 24th

Margo Kellett – 'Southern Fleurieu – the new bottle on the block'

Marketing Manager of Minko Wines Margo Kellett will present a tasting of wines from South Australia's newest wine region to receive GI status. This vines in this new wine region that encompasses Cape Jervis,

Mt Compass, and Victor Harbour, are planted on undulating slopes and gentle hills that serve to enhance the beauty of the vineyards within this diverse landscape.

This region, known as a cool climate area, is quite distinct from any other and the quality of the region's wines made to date will almost certainly lead to further plantings and developments.

The climate is Mediterranean and very strongly influenced by the vast expanses of water surrounding the region. Thus temperatures are one to two degrees warmer than Adelaide in winter, but three to five degrees cooler in summer, with an average summer maximum of only 25° C (77°F).

The cooler climate is therefore reflected in the styles now emerging from wineries in the region.

Wines from the following vineyards will be tasted during the Masterclass - Allusion Wines, Duerden's Wines, Lady Bay Vineyard, Minko Wines, Mt Billy, Mt Jagged, Parri Estate, Trafford Hill Vineyard, Twin Bays and Victor Harbor Winery.

Sunday 4th February Aaron Roussos Cooks - Limestone Coast Trout

Sunday 11th February Valentine's Day – Food for Lovers

Join us in the Market demo kitchen to learn a few tricks in the art of culinary seduction!

Sunday 18th February Chinese New Year - Year of the Pig

Porkies in the Kitchen

Sunday 25th February Caravan and Camping Show – Bush Tucker Campcooking

Check the website for regular updates on what's happening in the kitchen.

Kids' Kitchen

Our series "Kids' Kitchen" continues to inspire and educate the next generation of food lovers!

Our kitchen has been made possible with the help of Electrolux, Natural Gas and Michael O'Brien Catering chefs and staff.

Market Volunteers – Your Market needs you!

If you would like to be more involved with your market please let us know!

We often need volunteers to assist for all sorts of activities and welcome our members' participation. See Julie at the Info Trailer.

That's it for now, see you at the Market!