



Digest

Issue 41 March 2010



Keeping it hot! Chilli Festival 14 March



Welcome to all the new ASFM members who have joined us for the first time this year. As most of our members know, ASFM is a showcase for fresh, regional and seasonal SA produce and is a place where farmers and producers sell their goods direct to consumers.

The ASFM supports small family farms, agricultural diversity and consumer choice. Our customers have access to freshly harvested fruit and vegetables and quality, locally made produce at affordable prices. At farmer's markets, producers maximise their profit margins by selling direct and receive instant feedback from customers about product quality and preferences. Farmers' markets also boost local employment opportunities.

With the establishment of the ASFM, ten part time jobs have been created and the Market has also provided opportunities for community members to offer their services as volunteers which are greatly appreciated by us all. Your choice to shop with us makes a difference and helps South Australians feed South Australians!

Over the next few months the management team will continue to improve our systems, stallholder mix and product quality to ensure we **bring you the very best food from around the State**. As a result, you will see some changes to the Market's product range and stallholder mix. Some changes will be due to seasonal growing cycles but other changes will be made to ensure ASFM authenticity and competitiveness is in line with our Rules and Responsibilities, our Constitution and the Trade Practices Act.

We welcome our **new Market Manager Aerie Wildy** who joined us in early February. Aerie grew up in the South East, and comes to us with extensive experience in event management and systems' development. She also has a passion for food and cooking. We wish Erica, our manager for over 2½ years, good luck as she starts her new management position with the Adelaide Hills Farmers Market, now operating weekly in the heart of Mount Barker.

This month we welcome new stallholders Roger and Jo-Ann from **Aay's Organic Fresh Herbs** in Murray Bridge and Bob Heath from **Najobe Park Red Angus** near Strathalbyn, with his grass fed Red Angus beef. March also sees the return of **Willabrand** offering their fresh figs, and **Kalangadoo Organic** with their fabulous organic apples from the South East.

On Sunday 21 March, we also welcome **Bradd Johns**, the executive chef from the soon-to-be-opened **Crowne Plaza**. This Michelin-starred restaurant chef has returned to Adelaide from London to take up his new position and will add extra spice into the Demo Kitchen activities each month.

We thank **Simon Bryant** for his continued patronage of the **Kids' Club** and look forward to seeing him in the Demo Kitchen with the Kids during our annual Chilli Festival on 14 March. Look out for the Chilli Trail (follow the chilli flags), and **Al Valodze** who will be playing some cool and spicy rhythms throughout the Chilli Festival.

ASFM MEMBER PARKING CARD OFFER

We have noticed that many of you are now taking up the offer of the parking card. Valid until 30 December the card is still good value at \$37.50.

10% VISITOR VOUCHERS

We offer members' guests a visitor's voucher when you bring your guests to the Market. Just bring them to the Info Stall and ask our friendly staff for a day visitor sticker for them to receive 10% discount.



WEB IN-SITES

www.asfm.org.au

[EU Tries to ban imperfect fruit and vegies!](#)

[Join us on Facebook](#) and become a fan!

[Autumn Edible Garden](#) Check out Kate's autumn harvesting and planting guide on our website.

SUNDAY MAIL

Welcome to Ruby who is now selling the Sunday Mail on site, near the outside doors to the pavilion.

WHAT'S HOT THIS MONTH

The **Keeping it hot! Chilli Festival** is on 14 March at 10am with **Simon Bryant** and the **Kids' Club** making spring rolls with a special sweet chilli sauce, there's chilli tasting and the Chilli Trail. Sonya from **Chocoholics Synonymous** will again make her fabulous Chilli Chocolate Cake for sampling from the Demo Kitchen.

Bradd Johns from **Crowne Plaza** is in the Demo kitchen on March 21. The **Hilton Hotel** boys are back on 28 March with their Masterclass.

Kalangadoo Organic return with their new season's organic apples, **Willabrand** is back with fresh figs, and new Red Angus beef producer **Najobe Park** will be inside opposite **Bushmins**. New stall, **Aay's Fresh Herbs** with their organic bunch lines, tomatoes and Chinese greens is situated in stall number 61 next to **Hillside Farm** strawberries. And be quick if you want to buy **Ruby Spoon's** fresh raspberries! They're top quality and in limited supply.

This weekend, **Sophie Piron** is back to keep to update us on the free home sustainability assessment scheme and will be in the Demo Kitchen to answer your questions at 11am.

And finally, don't forget to pick up your **WOMADelaide hampers** on Sunday morning before heading off to Botanic Park!

THIS MONTH'S PROGRAM OF EVENTS

7 MARCH

[Members' prize](#) [The HWY](#) voucher valued at \$50 for use in **The HWY** Bistro and Lounge

[Kids' Club](#)

10.00am

Edible Garden Planting autumn peas with Diana Bickford **and Life! Be in it** activities

[Demo kitchen](#)

10.00am

11.00am

Adam from **The Passionate Foodie**

Sophie Piron Green Home Sustainability Assessments update and info

14 MARCH

[Members' prize](#)

Chilli Bush from **Hillside Herbs**

[Kids' Club](#)

10.00am

Simon Bryant cooks with the Kids for the Chilli Festival
Spring Rolls with Sweet Chilli Sauce!

[Demo kitchen](#)

11.00am

Thermomix Chilli Sauces and Pastes using Market produce

21 MARCH

[Members' prize](#)

B.-d. Farm Paris Creek voucher valued at \$25

[Kids' Club](#)

10.00am

Culinary Magic! with **Lee Harrison**

[Demo kitchen](#)

10.00am

11.00am

Grant Schooling from the [Gilbert St Hotel](#)

Chefs from [The HWY](#)

28 MARCH

[Members' prize](#)

[The HWY](#) voucher valued at \$50 for use in **The HWY** Bistro and Lounge

[Kids' Club](#)

10.00am

Easter Cooking with Kate

[Demo kitchen](#)

10.00am

11.00am

[Hilton Hotel Masterclass](#)

[The HWY](#)

WHO'S IN THIS MONTH – FORTNIGHTLY STALLS: **The Food Forest** 14 and 28 March

See you on Sunday and don't forget to scan in, to win one of our great weekly prizes!