

# Digest

Issue 44, June 2010

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*Farmer fresh to you!*

## The day the French farmers came to Paris

In an attempt to raise awareness of agricultural issues, the Young Farmers' Union of France recently staged a giant farmers' market on the Champs Elysees in the heart of Paris. Over two million people visited the agricultural artwork that included pigs, cows, fields of wheat and flowers.

The Young Farmers union of France, that represents 55,000 farmers under the age of 35, installed mini-fields the size of six soccer pitches along a kilometre stretch of the avenue to showcase farm production from lavender to livestock.

The two-day event was held over a long weekend and cost 5.2 million Euros to stage and even more surprisingly the money was raised through private donations. Visitors were able to sample food from all over France and the butchers of Paris cooked a massive BBQ to feed the visitors.

Our own little market has been very busy over the last few weeks with record numbers recorded for this time of the year. The cooler weather has obviously inspired many to head for the kitchen to prepare warm and comforting winter fare.



It seems that the latest season of Master Chef is again having an effect on the buying habits of some of our customers. Who had heard of micro herbs before this series and believe it or not you can buy them at the Market from Salad Greens and Kitchen Herbs!

Goodwood Community Bank Bendigo Branch join us again on 6 June to celebrate our four year partnership. The staff and committee of the bank will be at the Market presenting the ASFM with a cheque for our market bags. Miss Piggy (Bank) will be back again with balloons and lots of giveaways for the kids.

You may have noticed that Murray Valley Cheese is no longer at the Market. Unfortunately due to financial difficulties the business has had to be sold. We hope that the business will continue under new ownership and be up and running again soon. We send our best wishes for the future to Alex and his family.



Above: the giant farmers' market lining the Champs Elysees in Paris.

Left: Miss Piggy on her last visit to the ASFM

## Adelaide Cabaret Festival

Congratulations to Stephen Wood, Chris Miller, Carolyn Holyoak and Kerry Kasmeris who all won tickets to the Cabaret Festival.

The Festival runs from 11 June until 26 June and programs can be found at the Info Tent.

## Australia's Biggest Morning Tea

Thanks to everyone who contributed a gold coin donation in exchange for a cupcake or muffin cooked by Kuhl Kooking and the Kids' Club. We raised \$575 for the Cancer Council of Australia!

Adelaide Showground Farmers Market

PO Box 38 Goodwood SA 5038 T: 08 8231 8155 E: admin@asfm.org.au www.asfm.org.au

## ASFM surveys & free coffee

We are again asking our members to assist us by completing our online customer surveys. One is for ASFM customers and the other is for people who have never been to the Market. The surveys will give us an opportunity to find out how we can better serve our customers. Please take the time to fill out the customer survey, and if you know any one who hasn't been to the Market yet ask them to fill out the non customer survey. Once you have completed the survey, please print out the last page of the survey and bring it to the Info Tent and you will receive a free coffee voucher that can be redeemed at one of our coffee outlets.

Click here for the **Customer Survey** or the **Non-Customer Survey**.

Your help with this project is greatly appreciated and will help the growth of Farmers' Market throughout the state.

## This month's program of events

- 6 June**      **Goodwood Community Bank Day**  
**Members' prize**  
\$50 voucher donated by The HWY  
**Kids' Club**  
10.00am Edible Garden—preparing and planting our winter garden & Life. Be In It.  
**Demo kitchen**  
10.00am The HWY  
11.00am Adam from The Passionate Foodie
- 13 June**      **Members' prize**  
A voucher donated by Hardings Fine Foods  
**Kids' Club**  
Culinary Magic with Lee Harrison's presents 'Oils and emulsions, mayo and lava lamps'  
**Demo kitchen**  
10.00am Thermomix  
11.00am Amanda Daniel from 2 B: Ethical
- 20 June**      **Members' prize**  
Voucher donated by B-d. Farm Paris Creek  
**Kids' Club**  
Simon Bryant and the kids prepare Caesar Salad  
**Demo kitchen**  
10.00am Simon Bryant  
11.00am Grant Schooling from the Gilbert St Hotel
- 27 June**      **Members' prize**  
\$59 Voucher donated by the Hilton Hotel for lunch for two at the Hilton Brasserie  
**Kids' Club**  
Cooking with Kate—Burgers and buns  
Horse SA presents 'How to look after your pony'.  
**Demo kitchen**  
10.00am Hilton Hotel Young Gun Chefs  
11.00am Jonathan from Australian Caper Company
- Who's in this month—fortnightly stalls**  
The Food Forest: 13th and 27th June  
Cooinda Proprietors: 13th and 27th June  
Dickins' Delights: 6th and 20th June  
Spice Girlz: 13th and 27th June  
Cottonville Farm: 13th and 27th June

## See you on Sunday!



## What's hot this month

We have more new stallholders and new season's produce this month to add supply and variety to the Market mix. **Fat Goose Fruits'**, **Cooinda** and **Andonopolous'** have new season's navels, mandarins, lemons and limes just in time to help fight those winter colds and flus.

Visit Silvia, the **Honey Lady** at Stall 52, next to Virgaras and try her bee pollen and herb and spice honey.

**Italia Pasta Fresca** joins the Market with their full range of pasta products (including ravioli) and sauces. They will be inside next to Australian Capers.

If you haven't tried **Red Cupboard** soups yet Steph will have her soups available for tasting. Take home a pack of four 300ml soups, great for taking to work each day.

**Dickens' Delights** join us fortnightly, bringing their delicious nut toffees to the Market for the first time. Delicious and addictive! Check below and on the website to see which week they're in and find them at Stall 10 next to Hardings' Fine Foods on the eastern side of the pavilion.

**Minniribbie Berkshire Pig Farm** is our latest addition to the Market's meat suppliers. Try their superb free range pork and bacon produced on the Eyre Peninsula. Find them in the Pavilion between Mountain Fresh and Warrakilla.

## Web in-sites

[Join us on Facebook!](#) Become a fan and tell your friends about us!

Find more info and photos on the farmers' market in Paris [here](#).

Find out [more](#) about micro herbs used on Master Chef.

[Learn more](#) about the UK food organisation Sustain. A dynamic not for profit that advocates food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the working and living environment, promote equity and enrich society and culture.