

Digest

Issue 45, July 2010

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**Adelaide
Showground
Farmers
Market**

Farmer fresh to you!

Welcome to our July edition of Digest

Our new format is not the only thing that we are changing at the ASFM.

Over the next few months we will be implementing some organisational changes to help us manage the Market better during the next stage of our development. The changes will help improve the way we do business and the way we communicate with our members, customers and sponsor partners.

Some of the changes include investing in purpose built membership software, moving into a larger office space and we have employed a Communications and Customer Relations Assistant. The ASFM committee and staff are very excited about these changes as it heralds a new stage of professional development for the ASFM. We hope the new changes will make it easier for you to contact us and for us to serve you more effectively.

Last month our Market Manager Aerie, and I attended the NZ Farmers' Market conference held in Hamilton, NZ. The big topic of debate was how to authenticate growers and markets to ensure consumers could have faith in the origin of produce sold through 'real' farmers' markets. We currently visit all stall holders before they are allowed to enter the market but we feel we must do more to safeguard the reputation of the market as a whole and to ensure the ongoing trust of our customers.

Victoria and NZ are in the process of rolling out their authentication systems and the UK Farmers' Market Association already has a system up and running. Authentication is one of the issues the

newly formed SAFMA (SA Farmers' Market Association) will be considering over the next few months.

We are pleased to report that the New Zealanders and the British are keen to emulate our member based market model and we will all be working together in the future to ensure that any good ideas are shared between markets the world over.

Bernie Prince who manages the Fresh Farm Markets around Washington DC also attended the conference and described to us what it was like trying to open a new market next to the White House with the First Lady officiating. Customers were kept at bay while sniffer dogs and security marksmen ensured the site was safe!

Sadly not all news is good news. We would like to take this opportunity to say farewell to Jurgen and Ploi who's last day at the Market will be on July 11. They have been with us since we started in October 2006 and we would like to thank them for providing us with their fabulous cakes and baked goods during this time and for bringing a great sense of fun to the Market and wish them well into the future. We will miss them!

Finally we would like to thank Simon Bryant for donating his time to the Market in his capacity as Kids' Club Patron. At his request we will be making a donation to Animals Asia as a thank you to Simon.

In Memoriam Keith Holden

Many of you would have noticed that the Rosie's Eggs stall was empty last Sunday and we are sorry to announce that Keith who has kept us all laughing since the Market opened, passed away suddenly last Saturday. We send our condolences to the whole family. Rosie assures us she will be at the Market on Sunday 4th July. 'It's what Keith would have wanted', said Rosie.

Keith's funeral was held at the Eudunda CWA building in the main street of Eudunda on Friday and we were there to represent the market and our members and to say goodbye to one of the Market's great characters.

Adelaide Showground Farmers Market

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This month's program of events

- 4 July** **Members' prize**
An Inman Valley Free Range Chicken
Kids' Club
10.00am Edible Garden—Planting Asian Greens
Demo kitchen
10.00am Paul Wood from *My Kitchen Rules*
11.00am Crowne Plaza
- 11 July** **Members' prize**
Thermomix Tempter Basket which includes
· Fresh dukkah
· Additive free, home baked brioche
· Children's easy, play dough
· Simply delicious quince paste
· Superfast, fresh curry powder
· Bamboo Tea Towel, Shopping Bag & List
Kids' Club
Culinary Magic with Lee Harrison
Demo kitchen
10.00am Thermomix making Super fast scones, served with freshly whipped cream, homemade butter and quince paste, leek & potato soup and decadent, additive free hot chocolate
11.00am Amanda Daniel from 2 B: Ethical
- 18 July** Mushroom Festival
Members' prize
Gilbert St Hotel Cookbook
Kids' Club
Mushroom Mania
Demo kitchen
10.00am Simon Bryant
11.00am Grant Schooling from the Gilbert St Hotel
www.gilbertsthotel.com.au
- 25 July** Royal Society for the Blind—Guide Dog Puppies in Training
Members' prize
\$25 voucher from Red Cupboard
Kids' Club
Cooking with Kate—Roast pumpkin soup and sesame bread sticks
Demo kitchen
11.00am Hilton Hotel Young Gun Chefs
Who's in this month—fortnightly stalls
The Food Forest: 11th and 25th July
Dickins' Delights: 4th and 18th July
Spice Girlz: 11th and 25th July
Wild Fox Wines: 4th and 18th July
Wilke Estate Wines: 11th and 25th July

See you on Sunday!

What's hot this month

On the 4th of July Inman Valley Poultry join us, at last, with their free range ducks and chickens. They will be situated next to Australian Capers.

SA Composters will be near the entrance to the Market with compost and will be giving advice on Amari Garden Tank set up and providing general gardening advice. Members will receive 10% discount on all products.

ASFM Mushroom Festival—Mushroom soup, cooking with mushrooms, mushroom beds and the Mushroom Man!

Join the team to celebrate the Mighty Mushroom on the 18th of July!

RSB Guide Dog Puppies will be at the Market on the 25th of July. Now's your chance to be seduced—become a Guide Dog trainer!

Be warned they are very cute!

Zannie receives AM

It's an honour to announce ASFM CEO Zannie Flanagan has been awarded a Member of the Order of Australia on 1 July 2010.

This award is in recognition of the service Zannie has provided to the SA food industry, particularly for promoting regional produce through farmers' markets and for the olive oil industry.

Congratulations Zannie!

Appointments to the Order of Australia confer recognition for outstanding achievement and service. The Member of the Order of Australia is awarded for service in a particular locality or field of activity or to a particular group.

Web in-sites

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