

3<sup>rd</sup> national  
farmers' markets conference  
22-24 august 2009

# market growth farmers' markets: one decade on



Glen Erin, 160 Glenfern Road, Romsey, Central Victoria  
Program and Registration Form



# Welcome!

## Market growth farmers' markets: one decade on

From its beginnings in the late 1990s the Australian farmers' market movement has grown significantly. At last count there were over 120 markets across the country... and rising.

This growth has seen thousands of farmers change the way they do business and, in many cases, redirecting their selling practices through farmers' markets has been the sole reason why families can continue to survive on their farm.

During this time there has also been a shift in the consumer mindset; more people are genuinely seeking to learn about the provenance of their food... something even our national food retailers have taken on board in their marketing and advertising campaigns.

Ten years on it is a pivotal time for farmers' markets in Australia.

What was once perhaps considered a novelty or fad has now become a genuine alternative avenue for people to do their regular food shopping and for farmers to sell the bulk, if not all of their produce.

With this growth comes new challenges and possibilities; so with our eyes firmly fixed on the future the Victorian Farmers' Markets Association proudly invites you to participate in the 3<sup>rd</sup> National Farmers' Markets Conference.

If you are currently connected with farmers' markets or considering becoming involved in this powerful food movement in the future,

take the unique opportunity to join this critical forum with speakers that celebrate a great depth of home grown experience and expertise amplified by a collection of international perspectives and shared global challenges. Meet fellow farmers' market enthusiasts and share convivial meals showcasing Macedon Ranges and regional Victorian produce.



## Conference program

### Saturday 22 August 2009 (optional)

Whilst some people will, of course, be busy at farmers' markets on Saturday, those who are available are invited to join us when we visit a city and regional farmers' market, followed by a spot of croquet before gathering for a casual evening meal.

- |        |  |
|--------|--|
| 8am    | Visit the Slow Food Farmers' Market at the Abbotsford Convent to see a city farmers' market at work.   |
| 10am   | Off to Lancefield to see one of Victoria's longstanding and proudly community owned farmers' markets in action.  |
| 1.30pm | Then head to Glen Erin in Romsey, where Victoria takes on the World in a friendly game of croquet, inspired by a glass of sparkling and snacks!  |
| 2.30pm | <b>Registration desk open</b>  |
| 7pm    | Join us for a shared dinner along with some great live entertainment to get us all in the mood for a couple of seriously good days of learning, sharing and networking. Participants are encouraged to 'bring a plate' to share from your farm, region or gathered at one of the morning's farmers' markets that will be included in a combined grazing feast. |



# Conference program continued

## Day One Sunday 23 August 2009

7:30am	Registration desk open
9am	<b>Welcome</b> Miranda Sharp, President Victorian Farmers' Markets Association
9:30am	<b>A funny thing happened on the way to the 21st century.</b> How the surprising rediscovery of farmers' markets is recreating inclusive, dynamic communities in an age of uncertainty. Richard McCarthy, Market Umbrella USA
10:30am	<b>This little market changed our life.</b> The Willunga Farmers' Market has not only changed the way we sell our almonds, but it has captured the heart of our local community. Jude McBain, Bluecottage Almonds & Chairperson Willunga Farmers' Market
11am	Morning tea
11:30am	<b>Sales tips that work.</b> What customers really want. What is service? Real service? And how do you deliver it? Debra Templar, Australian Retail Services
12pm	<b>More than just market day.</b> A panel discussion about how farmers' markets have developed and defined my business. Jane Seymour, Mount Zero Olives; Margaret Bridgart, Bridgart's Orchards; Anna-Kate Pizzini, Bultarra Salt Bush Lamb; Ed Biel, Wanaka Orchard & Shareholder and Chair Warwick Farm Trackside Farmers' Markets Pty Ltd
1pm	Lunch
2pm	<b>Real food please.</b> Why consumers are rebelling against industrial foods and searching for real alternatives. Sue Kedgley MP, Green Party of Aotearoa New Zealand & Chair Parliament Health Select Committee
2:45pm	<b>Why the hell not weekly?</b> A look at two very successful weekly farmers' markets in South Australia and why weekly farmers' are an option that must be considered. Zannie Flanagan, CEO Adelaide Showgrounds Farmers' Market
3:30pm	Afternoon tea
4pm	<b>Workshops.</b> Participants to choose one workshop to attend <ol style="list-style-type: none"><li>1 <i>Best on show.</i> Tips on presentation at farmers' markets to maximise sales. Debra Templar, Australian Retail Services</li><li>2 <i>VFMA accreditation system.</i> The nuts and bolts of how it will work. Tristan McLean, Consultant (VFMA)</li><li>3 <i>Are there 4M's in your market?</i> Learn whether your farmers' market's mission, management, marketing and measurement are aligned in an interactive session. Richard McCarthy &amp; Darlene Wölnik, Market Umbrella</li><li>4 <i>How do you perform at farmers' markets?</i> Time to review yourself. Carla Meurs &amp; Ann-Maire Monda, Holy Goat Cheese</li></ol>
5pm	Day concludes
7pm	Time for a drink. A chance to unwind and meet your fellow farmers' market enthusiasts
7:30pm	A Taste of the Region. Dinner showcasing the finest Macedon Ranges produce and wines

## Day Two Monday 24 August 2009

9am	<b>The road travelled.</b> Experiences from 12 years of farmers' markets in the UK. Gareth Jones, FARMA
10am	<b>Trends in Australian food retailing.</b> Where do farmers' markets fit in the big picture? Martin Kneebone, FreshLogic
10:45am	Morning tea
11:15am	<b>Inspired in the field!</b> The celebrated 'National Producers of the Year' at the 2009 Vogue Entertaining Awards share their farmers' markets journey. Carla Meurs & Ann-Maire Monda, Holy Goat Cheese
11:45am	<b>Market insight: Challenges and champions.</b> An interactive conversation eliciting positive outcomes to common challenges at farmers' markets. A Q&A session intent on thinking outside the market square facilitated by Jane Adams, AFMA Chair.
12:30pm	Lunch
1:30pm	<b>Workshops.</b> Participants to choose one workshop to attend <ol style="list-style-type: none"><li>1 <i>Dealing with the media.</i> Practical advice for talking to journalists. John Lethlean, Weekend Australian</li><li>2 <i>Health check your market.</i> Is your market running as well as it could be? Gareth Jones, FARMA</li><li>3 <i>Running a sustainable association.</i> Tried and tested models from the UK Farmers' Markets Association. Rita Exner, FARMA</li><li>4 <i>What chefs want.</i> How to get your produce into restaurants. Chris Wade, Royal George Hotel</li></ol>
2:30pm	<b>Will the real 'fresh food' people please stand up?</b> Our panel of media experts will discuss why farmers' markets have a minuscule customer base compared to supermarkets and how they believe we can reach more consumers. John Lethlean, <i>Weekend Australian</i> ; Dr. Lawrie Zion, La Trobe University; Sam Tabart, Brand Architecture
3:30pm	Summary
4pm	Close

# Accommodation options

## Glen Erin at Romsey

160 Glenfern Road, Romsey  
• \$180 per night – double/twin includes breakfast  
• \$145 per night – single includes breakfast  
p: 03 5426 5187

Please note: the following accommodation options will take between 10-20 minutes travel time to the Conference venue.

## Glen Erin at Lancefield

200 Rochford Road, Lancefield  
• \$180 per night – double/twin includes breakfast  
• \$145 per night – single includes breakfast  
p: 03 5429 1041

## The Grange at Lancefield

50 Melbourne Lancefield Road, Lancefield.  
Hotel style accommodation.  
• B&B option - \$120 per night – single includes breakfast  
• B&B option - \$145 per night – double/twin includes breakfast  
• B&B option - \$170 per night – triple includes breakfast  
• Room only - \$105 per night – single  
• Room only - \$120 per night – double/twin  
• Room only - \$140 per night – triple  
p: 03 5429 1777

## Lancefield Caravan Park

30 Chauncey Street, Lancefield  
• \$100 per night – 1 bedroom - onsite cabin  
• \$130 per night (start at) – 2 bedroom – onsite cabins  
• \$20 per night powered and non-powered caravan sites and campsites available.  
p: 03 5429 1434

## Hesket House

1201 Woodend Romsey Road, Hesket  
• 8 double rooms - 1 with ensuite, the remaining with shared ensuites. @ \$160.00 per night.  
• 1 bunkroom which sleeps 5 - 6 people. (1 double bed + 4 single bunks) @ \$55.00 per person – per night.  
Includes breakfast daily.  
p: 03 5427 0608

## The Chisler

50 Showlers Road, Benloch  
• Self contained accommodation. Rates from \$120 per night (call for package options)  
p: 03 5429 2280

## Farmers Arms Retreat

12-14 Dunsford Street, Lancefield  
• Self contained accommodation. Rates between \$155 - \$240 per night.  
p: 03 5429 2288

## Holgate's Hotel

79 High Street, Woodend  
• Hotel style accommodation. Rates between \$125 - \$175 accommodation packages are available.  
p: 03 5427 2510

There is a huge variety of accommodation to suit your needs and budget within the Macedon Ranges area. For more options and further information please contact the Woodend Visitor Centre on p: 1800 244 711 or email: [vic@macedon-ranges.vic.gov.au](mailto:vic@macedon-ranges.vic.gov.au)

# Registration form

**Delegate information** (please print clearly and use a separate form for each delegate)

Title: \_\_\_\_\_

First name: \_\_\_\_\_

Surname: \_\_\_\_\_

Position: \_\_\_\_\_

Business: \_\_\_\_\_

Postal address: \_\_\_\_\_

Phone B/H: \_\_\_\_\_

Phone A/H: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Preferred name for name badge: \_\_\_\_\_

Can we include your contact details on the final delegate listing?

Yes  No

**Registration fees** (includes GST. Please enter number of tickets required in appropriate boxes)

**Full registration** (includes 2 day conference, workshops, morning and afternoon teas, lunches and dinner)

VFMA members \$390  Non members \$440

**Part registration options**

Sunday only \$230  Monday only \$230

Sunday and Dinner \$280  Sunday Dinner only \$70

Dietary needs for Sunday Dinner: \_\_\_\_\_

**Workshops** (select one workshop only for each day)

**Sunday 23<sup>rd</sup> August 4pm**

- Best on show  
 VFMA accreditation  
 Are there 4 M's in your market?  
 How do you perform at farmers' markets?

**Monday 24<sup>th</sup> August 1.30pm**

- Dealing with the media  
 Health check your market  
 Running a sustainable association  
 What chefs want

**Optional dinner for Saturday night**

(bring your own plate; please tick what produce you plan to bring along and share)

- Veg  Bread  Meat  Cheese  Wine  
 Other options (please specify)

## Payment details

Payment must be included with this form. Cheques or Money Orders should be made payable to the Victorian Farmers' Markets Association.

**Credit card – can only be made with the cards listed below. All costs quoted are in Australian dollars and include GST.**

Please charge my:

Mastercard  Visa

Card no:

Expiry date:

Amount payable: \$

Cardholder name:

Signature:

Victorian Farmers' Markets Association  
ABN: 538 579 760 72

### EFT details:

Bank: Bendigo Bank

BSB: 633108

Account no: 129356499

If you are using the eft option please ensure you use your full name and membership number as your reference when transferring the funds. If you are not currently a member please use full name only.

## Cancellation policy

All cancellations must be made in writing to VFMA prior to 1st August 2009. The VFMA will refund your registration fee less a 40% processing and administration fee. There are NO refunds available after this date. Please sign alongside to confirm your understanding of the cancellation policy outlined.

Signature:

**Tear along perforation and return your registration form to:**

Victorian Farmers' Markets Association  
Abbotsford Convent  
C2 / 24, 1 St Heliers Street  
Abbotsford, Victoria 3067

Email: [conference@vicfarmersmarkets.org.au](mailto:conference@vicfarmersmarkets.org.au)  
Phone / Fax: 03 9416 2090

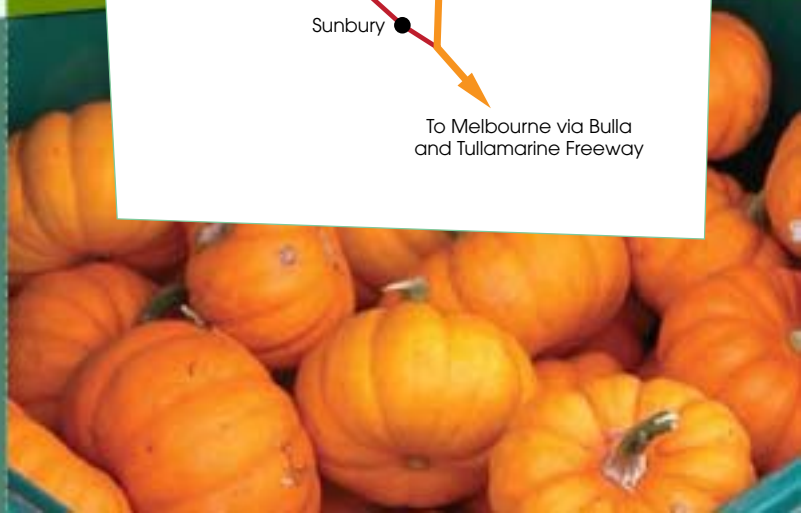
# Directions

## to Glen Erin at Romsey

Vicroads Country Directory reference: map 60, D7

- 1 Travel to the Tullamarine Freeway and drive towards Tullamarine Airport.
- 2 Drive past Tullamarine Airport towards Sunbury
- 3 Just before Sunbury, on the left hand side of the road is a brown winery sign indicating Romsey and Lancefield
- 4 Romsey Lancefield road – turn right
- 5 Travel 26km to Romsey township
- 6 Go through the town, north past the police station and ambulance station
- 7 Next is the 100km sign followed by a yellow and black cross road sign
- 8 Turn at the next left into Ochiltrees road, travel down 2km of bitumen road
- 9 Where the bitumen road joins a dirt road turn left into Glenfern road – you will see rows of vines
- 10 Turn left into the first gateway and make your way to the carpark near the building with a high roof.

**It will take you approximately 30 minutes from the airport. If in difficulty telephone 5429 5428 for directions (GLEN ERIN at ROMSEY formally COPE WILLIAMS)**



# Our guest speakers

**Jane Adams, Chair Australian Farmers' Markets Association (AFMA).** Jane is the principal of a marketing consultancy specialising in food, wine and hospitality. She is also a food writer and between meals has been instrumental in introducing farmers' markets to rural and urban communities in Australia and New Zealand.

**Ed Biel, Wanaka Orchard & Shareholder and Chair Warwick Farm Trampoline Farmers' Markets Pty Ltd.** Ed Biel has grown stone fruits on his Oakdale property for the past 23 years. Five years ago Ed, along with ten other farmers, took over the management and ownership of the Warwick Farm Trampoline Farmers' Market where he continues to sell an increasing amount of his fresh and value added stone fruits.

**Margaret Bridgart, Bridgart's Orchard.** West Australian Margaret Bridgart is an inaugural member of the award-winning Albany Farmers' Market. She and husband Keith have been producing and value-adding horticultural produce for over 25 years on their Denmark property. They currently supply people of their region crunchy tree-ripened apples and citrus fruits in season.

**Rita Exner, Executive Secretary National Farmers' Retail & Markets Association (FARMA).** Rita has been Secretary of FARMA for over 10 years, during which time the Association has grown hugely in its activities and membership. She has had a weekly column in *The Times*, and plans the affairs of FARMA with precision and drive.

**Zannie Flanagan, CEO Adelaide Showgrounds Farmers' Market.** Zannie was the driving force behind South Australia's first farmers' market established in Willunga and is currently the CEO of the successful Adelaide Showground Farmers' Market. As a 'food activist', Zannie supports community initiatives designed to help 'reclaim the food-chain'. She strongly supports farmers' markets and the establishment of edible gardens and school kitchens as key elements necessary to achieve this goal.

**Gareth Jones, Managing Agent, National Farmers' Retail & Markets Association (FARMA).** Gareth Jones started his career in business development initially working on marketing for large food and drink products before moving to a London advertising agency as head of fast moving consumer goods and retail. Gareth now works for FARMA to promote the UK local foods sector, aiming to get its voice heard where it matters.

**Sue Kedgley MP, Green Party of Aotearoa New Zealand.** Sue Kedgley has been a Green MP for the past decade. She is Green spokesperson on Food, Animal Welfare, Health and a multitude of other portfolios. She has campaigned in Parliament on many food issues including food safety, organics, encouraging local food production, better food labeling, better testing of food imports, school food, gardens in schools, food security, pesticide reduction and animal welfare.

**Martin Kneebone, Director Freshlogic.** Martin Kneebone has a detailed understanding of the Australasian food market and supply systems having worked in both the retail and supply sectors for the past 20 years, including working in corporate retail. Martin brings a detailed working knowledge of the sharp end of the food supply chain and will profile what is driving the food consumer.

**John Lethlean, Food Editor, Weekend Australian.** John is one of Australia's most celebrated and influential food writers. Recently John became co-editor of *The Weekend Australian Magazine's* Food+Wine section. Prior to this appointment he built his reputation writing for *The Age's* Epicure and A2 sections, *The Age Good Food Guide* and *Australian Gourmet Traveller*. In 2005 he was awarded Best Restaurant Critic at the bi-annual World Food Media Awards.

**Richard McCarthy, Executive Director, marketumbrella.org.** Richard is a community development specialist based in New Orleans where he serves as executive director of the organisation he co-founded in 1995 and its flagship Crescent City Farmers' Market. This farmers' market operates twice a week in two different locations, year round with a combined annual economic impact of US \$6.9 million. It also features many social and economic innovations: a local currency and philanthropic fund, senior and youth outreach to low income shoppers, and a traveling roadshow of commercial fishers transitioning from industrial to boutique practices.

**Jude McBain, Blue Cottage Almonds & Chairperson Willunga Farmers' Market.** In 1993 Jude and her husband moved to the country to take up growing almonds in the historic almond growing area around Willunga, south of Adelaide. In mid 2001 she joined the organising committee to start up the Willunga Farmers' Market and has been a stallholder since the first market. Last year she became Chairperson of the Willunga Farmers' Market.

**Tristan McLean, Consultant, Victorian Farmers' Markets Association (VFMA).** Tristan McLean worked within FARMA's accreditation when he managed the Edinburgh Farmers' Market for three years before moving to Australia. Over the past 18 months Tristan has been instrumental in the research and development of a new accreditation scheme for Victorian farmers' markets which will be launched in 2009.

**Carla Meurs and Ann-Marie Monda, Holy Goat Cheese.** Carla Meurs and Ann-Marie Monda produce organic chèvre at Sutton Grange Organic Farm. Having gained experience on farms in Australia and overseas, Ann-Marie and Carla's cheese-making skills reflect respect and care for the natural environment. The wellbeing of their goat herd and integrated holistic farm management takes priority in the crafting of their award-winning cheese.

**Anna-Kate Pizzini, Bullarra Salt Bush Lamb.** Anna-Kate Pizzini grew up in the Riverina just north of Echuca. She worked in marketing and advertising for 10 years, but in 2006 returned to the country to help run the family business. Anna-Kate and her twin brother Robert now own and manage Bullarra Australian Saltbush Lamb, a gourmet lamb company that supplies farmers' markets, gourmet butchers, delis, restaurants and has just commenced to export. It all started with their first farmers' market in February 2007.

**Miranda Sharp, President Victorian Farmers' Markets Association (VFMA).** Miranda's 20 years at the stoves, behind a market stall and as a food writer feels like work experience for her real job: becoming involved in farmers' markets. The broad experience in the food industry left her with one conclusion - we have to look after our farmers and local producers or we simply won't have a local food industry. It is this conviction that instigated the Melbourne Community Farmers' Markets, which Miranda coordinates on behalf of four not-for-profit community groups.

**Jane Seymour, Mount Zero Olives.** Jane Seymour of Mount Zero Olives is a biodynamic olive grower and olive oil producer from the Wimmera region running a family-owned business committed to sustainable agriculture and respect for the environment.

**Sam Tabart, Brand Architecture.** Sam Tabart is the Managing Director of Brand Architecture providing digital and marketing strategy solutions. He has worked in marketing communications since 1995 on both the client and agency side for multinationals including Vodafone, Mercedes-Benz and Air New Zealand. He loves shopping at his local farmers' market and cooking whatever is in season.

**Debra Templar, Australian Retail Services.** One of Australia's leading retailing experts, Debra Templar just hates bad customer service and stupid business practices. So... she's on a mission to change them. She doesn't just want to improve how we do business for the customer's sake but also that we, as business owners, sell more, increase our profits and love our businesses back to life!

**Chris Wade, Head Chef, Royal George Hotel.** Traditionally French trained, Chris Wade has spent much time overseas working with some of the world's great chefs such as Gordon Ramsay, Marco Pierre White and Curtis Stone. He now resides in regional Victoria as head chef at the acclaimed Royal George Hotel, Kyneton.

**Dr. Lawrie Zion, Senior Lecturer, Journalism Coordinator, La Trobe University.** For much of the past two decades Lawrie Zion has worked in the media, including nine years at ABC Radio. After subsequent stints in print and online media, he wrote the successful documentary *The Sounds of Aus* chronicling the story of the Australian accent. Now a Senior Lecturer at La Trobe University, where he coordinates the journalism degree program, Lawrie also has a small chestnut farm near Icy Creek in West Gippsland, Victoria.