

# MARKET POWER

## Discover how farmers' markets can grow your enterprise

Farmers' markets are now part of Sydney's foodscape – where shoppers flock in search of fresh food with a face, sold by hardworking producers who grow, rear, catch, make and bake it.

Authentic markets offer farmers and food artisans powerful business opportunities and direct access to hundreds of new customers seeking farm direct seasonal fresh food.

The **MARKET POWER** Regional NSW Workshops will introduce the benefits of farmers' markets and direct food marketing to farmers, growers and artisan food producers interested in participating and profiting from city-based farmers markets.

### WHO SHOULD ATTEND?

Are you a farmer, vegetable or hydroponic grower, orchardist, poultry farmer, olive grower; beef, lamb or pork producer; fisherman, aquaculturist, specialist cheesemaker, apiarist, nurseryman – or winemaker? Are you a hobby farmer, community gardener – or are you seeking to start a sustainable artisan food business?

Is your food enterprise located within a four-hour drive from Sydney?

Do you wish to explore new channels in the food supply chain? Better understand the benefits of direct 'farm-to-fork' marketing? Promote your food business to a new audience? Launch a brand? Test consumer response to a new product...or want to understand how farmers' markets can grow and diversify your business?

If you answered **YES** to any of these questions, this is a Workshop you should **NOT MISS!**

### WORKSHOP DATES

The **MARKET POWER** Regional NSW Workshops will be held in four locations:

#### ORANGE & CENTRAL WEST

7 October  
Orange Agricultural Institute  
Forest Road, Orange  
Host: Taste Orange

#### SYDNEY BASIN

13 October  
Mamre Homestead  
Mamre Rd, St Marys  
Host: Mamre Plains Ltd  
& Sisters of Mercy

#### SOUTH COAST

20 October  
Nowra TAFE  
Beinda Street, Bombaderry  
Host: Nowra TAFE College

#### HUNTER VALLEY

27 October  
Tocal College  
Tocal Rd, Paterson  
Host: Department of Industry  
& Investment NSW

### WORKSHOP FACILITATOR

Widely regarded as the catalyst of Australia's vibrant farmers' market movement, Jane Adams has conducted inspirational and educational farmers' market community workshops from Camarvon in the remote northwest of Australia to Byron Bay and beyond.

### INFORMATION + REGISTRATION

All workshops will be held from **10.30am – 2pm** on the nominated day. You are invited to attend the **FREE Workshop** (including a light regional food lunch) nearest you.

**Pre-registration is essential.**

Bookings and information Call (02) 9240 8717  
Email: sarah.mccann@shfa.nsw.gov.au

### WIN A 'CITY LIGHTS' HOTEL PACKAGE!

Attend any one of these workshops for a chance to win one night's accommodation (including breakfast and parking) at a luxury Hotel in The Rocks. Every workshop participant will be eligible for this generous offer to be drawn at the conclusion of each workshop.

Organised by:

[www.therocks.com](http://www.therocks.com)

[www.eveleighmarket.com.au](http://www.eveleighmarket.com.au)

