

ABOUT THE CONFERENCE

THE PRESENTERS

Jane Adams is the Interim Chair of the Australian Farmers' Markets Association and a food and wine marketing consultant.

Richard Bennett is the Portfolio Manager, Horticulture Australia in Shepparton.

Sherry Clewlow, Food Lovers' Workshop, is a chef, food educator and dedicated farmers' market shopper.

Max Coster, an agribusiness researcher previously employed by Future Family Farms, DPI Victoria. He recently conducted the first significant research on Australia's farmers' markets and their impact on local communities.

Sarah Crooke, Gundowring Fine Foods, is a dairy farmer, microbiologist and board member of Dairy Australia. Sarah was a founding member of the Victorian Food Safety Council.

Vardy Hirst is the manager of the Willunga Farmers' Market, South Australia's first Farmers' Market, which operates weekly.

Pam Roy is the Director of Farm to Table Inc, Santa Fe, USA and previously managed the Santa Fe Farmers' Market.

Gawen Rudder is a food marketing consultant and advisory board member of Regional Food Australia.

Dr Barbara Santich, Associate Professor Gastronomy at Adelaide University, is a renowned proponent of regional food cultures, and prolific author.

Ian Thomas is the proprietor of Purely Free-Range, New Zealand's largest free-range egg producer and founding stallholder at the Hawkes Bay Farmers' Market.

Cassandra Traucki is the New Market Expansion Manager, NSW Department of State and Regional Development.

Mark Winne is an international food policy consultant and member of the New Mexico Food and Agriculture Policy Council. Previously Mark was Director of the Hartford Food System, Connecticut, USA.

CONFERENCE ORGANISING GROUP:

Jane Adams (Chair, AFMA), Jane Arnott (Orange Farmers' Market), Sophie O'Neil (Cardinia Ranges Farmers' Market), Noelle Quinn (Hume Murray Food Bowl), Miranda Sharp (Melbourne Farmers' Markets)

YOU SHOULD ATTEND IF

You are working actively in:

- Agriculture
- Horticulture
- Aquaculture
- Regional food and wine
- Food marketing
- Community economic development
- Local government
- Town planning
- Tourism development
- Community health, nutrition and food security
- Social research

You are...

- A Farmers' Market manager
- Seeking to start a Farmers' Market

And most importantly...

You produce food

- Farmers and food producers selling in Farmers' Markets
- Farmers and food producers seeking alternative sales channels

**EXPLORE THE CHALLENGES
SHARE YOUR KNOWLEDGE
AND BE A PART OF THIS
VITAL COMMUNITY MOVEMENT!**

FURTHER INFORMATION AND REGISTRATION:

Australian Farmers' Markets Association
www.farmersmarkets.org.au
Telephone (02) 9360 9380

or

Hume Murray Food Bowl
Telephone (02) 6058 2996

MARKET POWER

FARMERS' MARKETS: THE REAL FOOD REVOLUTION GROWS



2ND NATIONAL
Australian
Farmers' Markets
Conference

2005
27 - 29 AUGUST

LAKE HUME RESORT
ALBURY NSW

Hosted by:

Sponsored by:





FARMERS' MARKETS:

CONFERENCE PROGRAMME

THE REAL FOOD REVOLUTION GROWS

Be part of it....

The growth of the farmers' market movement in Australia has been prolific. Since the inaugural conference held in Bathurst in November 2002, the number of farmers' markets has swelled from thirty-odd to over 80 trading regularly in all states.

From Dubbo to South Gippsland, from Carnarvon to Burnie and Byron Bay – each market has its own identity but the purpose is universal. Farmers' markets put fresh food and the control of its production back into the hands of those who grow, rear and produce it, providing a viable alternative channel in the current highly concentrated food supply system. Farmers' markets offer consumers fresh, healthy food and another way of shopping that is not dominated by the industrial food heavyweights.

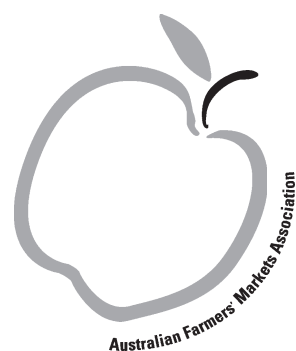
Recent research undertaken by DPI Victoria indicates an estimated \$20 million turnover passes through Australian farmers' markets annually with an economic impact of \$40 million, underlining the fact that farmers' markets are now recognised as a pivotal part of the food chain and a vital driver of regional economies. And these are just the loose leaves of the iceberg...

Farmers' markets are undoubtedly an integral component of local economic development, especially in regional Australia. They address critical issues like sustainable agriculture, regional development, business incubation, and revitalisation of both rural and urban communities, bio-diversity and food security.

Freshly dug muddy spuds, truly new season apples, yesterday's picked snap-fresh peas, organic lamb, rare breed pork, venison salami, wriggly eels, fresh ginseng, trays of double-yolkers, snowy fresh curd cheeses and stone fruit that tastes like it did when you were a kid. Our markets preserve the flavours and care of yesteryear in combination with modern tastes and diverse food cultures.

You are invited to participate in this critical forum – a significant opportunity for those active in or intending to join the Australian Farmers' Market movement. Come and hear local and international experiences, share your knowledge, meet your compatriots and ensure a healthy future together.

Add that to several convivial meals showcasing delicious produce from Australia's fertile rural landscape and the Hume Murray region, and you can see this is a forum you can't afford to miss.



DAY 1 SUNDAY 28 AUGUST

- 8.00am Registration
- 9.00am Welcome
Jane Adams, Chair, Australian Farmers' Markets Association
- 9.15am **KEYNOTE ADDRESS**
BECOMING A FARMERS' MARKET EGGSPERT
Ian Thomas, Purely Free Range,
Hawkes Bay, New Zealand
- 9.45am **REGIONALISM AND FARMERS' MARKETS: IMPORTANT**
INGREDIENTS IN LOCAL FOOD CULTURE
Dr Barbara Santich, Associate Professor of Gastronomy,
Adelaide University
- 10.15am **A MATTER OF HEALTH: SENSIBLE FOOD REGULATION**
FOR FARMERS' MARKETS
Sarah Crooke, Gundowring Fine Foods, Albury
- 10.45am Morning Tea
- 11.00am **THE VITAL PIECE IN THE JIGSAW: HOW FARMERS'**
MARKETS HAVE DEFINED AND DEVELOPED
MY BUSINESS
PANEL DISCUSSION
Byron Gray, Willowbank Farm, South Albury
Anne-Marie Monda, Holy Goat Organic Cheese, Daylesford
Bec Williams, Tullabung Premium Pork, Forbes
- 12 noon Discussion
- 12.30pm Grazers' Lunch
Fresh from the farms of the Hume Murray Food Bowl
- 1.30pm **WHEN THE EGG HATCHES: Farmers' Markets are ideal**
business incubators, but when is it time to move on?
PANEL DISCUSSION
Marilyn Lanyon, Simply Tomatoes, Boort
Anthony Sarks, Ricardoes Tomatoes, Port Macquarie
Cassandra Traucki, NSW Department of State
and Regional Development
- 2.15pm Discussion
- 2.30pm **MAKING THAT SALE: The customer view from the other**
side of the trestle table
Sherry Clewlow, Chef, educator and dedicated farmers' market
shopper
- 3.00pm Afternoon tea
- 3.15pm **AUTHENTICITY: WHY DO WE NEED IT? A look at best**
practice, definitions and accreditation schemes
Pam Roy, Farm to Table Inc, Santa Fe, USA
Richard Bennett, Horticulture Australia, Shepparton
- 4.00pm Discussion
- 5.00pm **WATERING HOLE & MELTING POT**
A time to unwind and reflect on the day.
Meet your compatriots and make the most of being together
- 7.30pm **AND ON TO DINNER...!**
HUME MURRAY PRODUCE ON SHOW
Executive Chef Peter Quinn, Lake Hume Resort
Wines provided generously by Brown Brothers

DAY 2 MONDAY 29 AUGUST

- 8.00am **BREAKFAST DISCUSSION**
AFMA: The Next Steps Explored
- 9.00am Welcome
Jane Adams, Chair, Australian Farmers' Markets Association
- 9.05am **KEYNOTE ADDRESS**
THE BIG PICTURE ON LOCAL FOOD: A global look at
alternative community food systems
Mark Winne, New Mexico Food & Agriculture Policy Council,
Santa Fe, USA
- 9.50am Discussion
- 10.00am **STATE OF THE NATION: The Growth of Australia's**
Farmers' Markets
Max Coster, Agricultural Researcher, Bendigo
- 10.30am Morning Tea
- 10.45am **MARKET MODELS: Varying Approaches and Issues facing**
Market Managers
PANEL DISCUSSION
Peter Arnold, Regional Farmers' Markets
Megg Hannes-Patterson, Lancefield Farmers' Market
Trevor Sargent, Hastings Farmers' Market, Port Macquarie
Graeme Stephenson, Burnie Farmers' Market
Miranda Sharp, Collingwood Children's Farm Market
- 11.45am Discussion
- 12.00pm **IT'S SATURDAY - COMMUNITY WILLUNGA:**
A Case Study
Vardy Hirst, Manager, Willunga Farmers' Market
- 12.30pm Discussion
- 12.45pm Grazers' Lunch 2
Fresh from the farms of the Hume Murray region
- 1.45pm **CHANGES IN THE AISLES: How can Farmers'**
Markets penetrate mainstream shopping habits?
Gawen Rudder, Food Marketing Consultant, Sydney
- 2.15pm Discussion
- 2.30pm **CONCURRENT WORKSHOP SESSIONS**
Four practical workshops for market operators and vendors.
- W'shop 1: CSA FARMS & COMMUNITY GARDENS**
Pam Roy, Farm to Table Inc, Santa Fe
Spokesperson, Albury Community Garden
- W'shop 2: FAIR FOOD: Starting a Community Food Security Project**
Mark Winne, New Mexico Food & Agriculture Policy Council,
Santa Fe, USA
- W'shop 3: MANAGING MANAGER BURN-OUT**
Facilitated by Jane Arnott, Orange Farmers' Market
- W'shop 4: "ORGANIC", "SCARCE", "RARE"**
Terminology just for sales, or for substance?
Fiona Chambers, Fernleigh Farms, Ballarat
Di McDonald, Rhubarb grower, Nagambie
Fiona Routledge, Organic Fix, Koonwarra
- 3.30pm Workshop Reports, Discussion and Closing Remarks
- 4.00pm Close

PRE CONFERENCE DAY SATURDAY 27 AUGUST 2005

(OPTIONAL)

- 8.30am Hume Murray Farmers' Market,
Gateway Island, Lincoln Causeway, Albury, Wodonga.
- Noon Afternoon at leisure or exploring the region.
7pm Communal relaxed dinner at Lake Hume Resort. This will be a 'bring a plate' situation- from your region or gathered from this mornings Hume Murray Farmers' Market.
Please note that this program may be subject to change without notice.



The Australian Farmers' Markets Association is a not-for-profit organisation that seeks to facilitate a network of authentic sustainable farmers' markets across Australia.





REGISTRATION FORM

DELEGATE NO.

DELEGATE INFORMATION *Please print clearly and use a separate form for each delegate.*

Title: _____ First Name: _____ Surname: _____

Position: _____ Business: _____

Postal Address: _____

Phone Business Hours: () _____ Home: () _____ Fax: () _____

Email: _____

Special Dietary Needs: _____

Preferred Name for badge: _____

Can we include your contact details on the final delegate listing? Yes No

REGISTRATION FEES *(Includes GST)*

- Full Registration: \$440.00
All conference sessions and workshops. Conference handbook. Conference dinner, lunches and afternoon teas.
- Sunday Only + Dinner \$280.00
- Sunday Conference Only \$220.00
- Dinner Only \$65.00 pp for accompanying partners _____ No. of tickets

WORKSHOPS *Please indicate which workshop you wish to attend:*

- Workshop 1 **Community Supported Agriculture (CSA) Farms and Community Gardens**
- Workshop 2 **Fair Food: Starting a Community Food Security Project**
- Workshop 3 **Managing Manager Burn-out**
- Workshop 4 **"Organic", "Scarce", "Rare"**

PAYMENT DETAILS

Payment must be included with this form. Cheque and Money Orders should be made payable to the **Australian Farmers' Markets Association**

CREDIT CARD *(Can only be made with the cards listed)*. All costs quoted are in Australian Dollars and include GST.

Please charge my: Mastercard Visa Bankcard

Expiry Date: / /

Card No.

Amount Payable: \$ _____

Cardholder Name: _____

Signature: _____

Australian Farmers' Markets Association: ABN 52 892 840 282

DELEGATE NO.
OFFICE USE ONLY
DATE RECEIVED: / /
NAME ON CHEQUE:
AMOUNT RECEIVED: \$
RECEIPT NO:

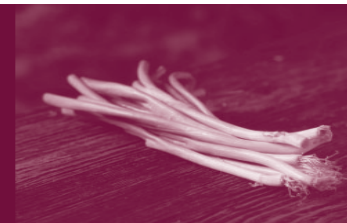
CANCELLATION POLICY

All cancellations must be made in writing to Hume Murray Food Bowl. A refund on the conference registration fees will be made (less a 20% processing fee) on any cancellations received in writing by the 1st August 2005. There will be no refunds for cancellations after this date although substitute delegates are accepted. Please sign alongside to indicate your acceptance of the cancellation policy outlined above.

Signature: _____

Send Registration Form and Payment to:
Hume Murray Food Bowl
PO Box 515
Albury 2640

Note: Cheques paid to Australian Farmers' Markets Association





CONFERENCE INFORMATION AND ACCOMMODATION

ALBURY WODONGA

Albury Wodonga is beautifully placed on Australia's greatest river, the Murray, on the border of New South Wales and Victoria. With a regional population of 120,000 Albury Wodonga is a rapidly growing tourism and business hub enjoying the best on offer from north-east Victoria and southern New South Wales. With four distinct seasons and rich and fertile soils, this region produces food and wine of great diversity.

The Hume Murray Food Bowl is a network of growers, value-add producers, restaurants, cafes and wineries which has supported and promoted food and wine growth and excellence throughout the region. The Hume Murray Farmers' Market runs fortnightly at Gateway Village on the banks of the Murray, a showcase of regional produce; vegetables, free range eggs and poultry, buffalo, venison, trout, Murray cod, sourdough breads, cheese, wine, honey, apples, chestnuts, pears, berries, asparagus, citrus, olives and oils, and more.

GETTING TO ALBURY WODONGA

Albury Wodonga is 5.5 hours south of Sydney; 3.5 hours south of Canberra and 3 hours north of Melbourne. Albury Wodonga has access by air, road and rail.

AIR: Regional Express (REX) Phone: 13 17 13 or Qantaslink Phone: 13 13 13
For Flight Enquiries and Assistance: Albury Travel Phone: 1800 800 039

COACH: Greyhound McCaffertys Phone: 13 14 15

RAIL: Countrylink Travel Phone: 13 22 32
V Line Phone: 13 61 96

LAKE HUME RESORT

Lake Hume Resort, which is the Conference Venue, is offering delegates terrific rates for a flexible range of accommodation options. On-site facilities include self-contained cottages (studio, two, three and four bedroom) and motel accommodation. Accommodation bookings need to be made directly with the Lake Hume Resort. Please advise when booking if you would like to be placed in a share cottage with other delegates (own room). This will be a great way to keep individual costs down and catch up with friends from around Australia.

Room rates: From \$32 - \$46 per room per night (single or double) in a shared three bedroom cottage to \$52 per room per night (single, twin or double) in motel accommodation. Alternatively, a cottage (sole occupancy) is \$92.50 per night. Please ask for Charmaine when making bookings or email her on: conferences@lakehumeresort.com.au

LAKE HUME RESORT
Riverina Highway, Albury
Phone: 02 6026 4444
Fax: 02 6026 4572
Email: conferences@lakehumeresort.com.au
Web: www.lakehumeresort.com.au

For details about other accommodation in Albury please contact Destination Albury Wodonga
Phone: 1300 796 222



2005

