



Market Matters July 2009

Welcome to the first official newsletter for the Mansfield Farmers' Market. Our market launch is on Saturday 26th September and planning is full steam ahead! The market will be held every 4th Saturday year round (except for January) at the Mansfield Primary School. Entry is through the Highett Street gates (just near the football oval).

Why a Farmers' Market for Mansfield?

Why not? Having moved from Melbourne in 2006 and missing the fresh food market lifestyle that we had there, we decided that we could start a market in Mansfield. Planning started almost 2 years ago and now we are only 2 ½ months off launch!

Who are we?

The Mansfield Farmers' Market is run by Allison and Will Walker of Walker Events. Although a privately run business, Walker Events is proud of supporting events that support the community of Mansfield.

What is a Farmers' Market?

The Mansfield Farmers' Market will follow Victorian Farmers Market Association (VFMA) guidelines which means that we will be looking for suppliers who grow (or produce) their own products. This means that as a consumer you will be able to ask the person who is selling the products exactly how it was produced or grown and where it came from. There will be some (but not many) stalls that vary from these guidelines and it will be clearly marked which stalls these are. The most obvious of these stalls will be our fresh organically grown, Fair Trade coffee!

What is new?

For our first market – everything! Our webpage is constantly updating with new suppliers. So far we have several different types of meat (lamb, beef, mutton and pork) which are all locally grown. There is also a stall (as there will be each month) from the Mansfield Primary School student garden. We will be encouraging all the schools in the district to sell their garden produce in the hope that the funds can create a self supporting school garden program. There has been interest from some local wineries, cheese producers and jams and spreads. Keep checking the “producers and suppliers” tab at www.mansfieldfarmersmarket.com.au for the latest list.

What is there to look forward to?

We hope that the Mansfield Farmers' Market will continue to grow and become sustainable. We envisage a community event that people look forward to, with great fresh food, music and social interaction. Good food creates conversation and our Farmers' market promises good food.