

Home grown goodness at local markets

## A beautiful atmosphere at the markets



Lea Auerbach, manager of the Victor Harbor Farmers Market, pictured one winter's Saturday morning in the chase for fresh local produce.

## Support for fresh food growers

Home grown goodness in restaurants

The Fleurieu Peninsula prides itself on its fresh produce, and it seems restaurants, shops and markets are right behind our local growers.

According to Rachel McMillan (pictured), the owner and operator of Scoop, a specialist consultant in food seasonality, local businesses generally prefer to present produce to their clientele from the region, not only because of the high quality but it adds to the uniqueness of the Fleurieu Peninsula experience.

Rachel has worked closely with both growers and chefs in the region to deliver the freshest and tastiest produce all year round including fruits and vegetables, artisan cheeses, oils and olives since launching her business in 2004.

"There is absolutely no doubt that there is a huge demand for fresh local produce right across the Fleurieu Peninsula," Rachel said.

"It is also wonderful to see the support for local markets. People today are far more conscious of eating foods that have not been covered and grown on chemicals. Life today is about enjoying healthy, clean foods.

"Most chefs in the region, and now customers in the city, have been eager to take produce from the Fleurieu more than ever.

"People also have a far better understanding of seasonality. Once they would go to the markets and perhaps not understand why a certain fruit or vegetable was not available. These days they



know when the produce should be available by the seasons, and they take advantage."

The bottom line is that people are demanding a better go for local producers, and are willing to support them because their produce is generally far superior.

Rachel's business has a stall at the Victor Harbor produce markets, and like most of the others a good proportion of the produce is gone by 9am.

<http://www.scoopsa.com.au>

Lea Auerbach, manager of the Victor Harbor Farmers Market, said the market diehards were there eight o'clock sharp market day buying their fresh fruit and veg.

"It's later that the browsers arrive and wonder around the stalls, which is also great," she said.

"The Victor Harbor Farmers Market is special because we have about 600 members, who only need to spend an average \$8 a week to make their subscription fee (\$40 and \$30 seniors) work for them with the 10 per cent discount they receive.

"The atmosphere is just a beautiful thing. People really do love their market, and a lot has to do with the fact they are buying fresh fruit and veggies from local growers. They see them as the salt of the earth people.

"Our market is not just for foodies; I mean, it's nice to have your jams, sauces and so on which is so important, but a majority come here just for the raw produce. The growers are simply supplying what people need."

Lea has been in the job since late March, and was quickly surprised just how keen people were to buy quality home-grown produce at reasonable prices. "It's definitely a growing trend in more ways than one," she said.

"A demographer from KMG, a global advertising company, spoke at the Food SA Summit last April of how Goolwa and Victor Harbor were the fastest growing areas in this state, and personally I have no doubt the fresh produce people can buy across the Fleurieu Peninsula is part of the big attraction. We are very lucky."

The Victor Harbor Farmers Market, which is held weekly at Grosvenor Gardens, is enjoying its fifth year, and most weeks has 23 stalls selling fresh fruit, veggies, breads, biscuits, eggs and many other tempting delights including superb coffee in the chill of the morn. It's a natural experience. **CL**

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