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New policy for Capital Region Farmers Market assists customers

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5 views

The Capital Region Farmers Market, which is held at Exhibition Park every Saturday morning, will introduce a new policy from 12 January to ensure customers know exactly where the produce they are buying was grown.

The policy will see the Market's sellers split into two groups – one shed for producers selling their own products and the other for those selling on behalf of approved producers, such as neighbours.

Managed by the Rotary Club of Hall, the Market is a genuine farmers market, selling a wide range of products including fruit, vegetables, meats, breads, organic and specialist products, eggs, coffee, nuts, honey, seafood, chocolate, wines and oils, flowers and more.

The Market has 90 to 100 stalls and is open every Saturday morning from 8 am to 11 am.

Tony Howard from The Rotary Club of Hall says that the new two-shed policy will further enhance the Market's reputation as a genuine farmers market.

"We've listened to feedback from our customers and there seemed to be a genuine need for greater transparency about producers," Tony said.

"The two sheds will make it much easier for everyone to identify the exact source and producer of the products they buy. In the larger producer shed, customers will be able to speak directly with the actual growers themselves.

"The source of all products in the shed for producer representatives will have to be approved and every stallholder will still have a thorough understanding and knowledge of the source of the produce they are selling. This shed will also include genuine producers who are acting as agents for other producers as well as selling their own produce," he said.

The Capital Region Farmers Market, established in March 2004, provides Canberra residents with a source of regional and seasonal produce and promotes agri-business opportunities for regional farmers by providing them with an avenue to sell their fresh produce direct to local residents.

All funds generated from the Market are fed back into regional community and other projects chosen by the Rotary Club of Hall.

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