



The Word Online 25 March 2008

Capital Region Farmers Market appoints Producers' Panel

Capital Region Farmers Market has recently appointed a Producers' Panel to provide advice in relation to products sold at the Market, assisting in maintaining the authenticity of the Farmers Market.

The Market Management Committee, run by the Rotary Club of Hall, agreed last month to form an advisory stallholders' panel consisting of 13 'informed' stakeholders who will meet fortnightly to discuss various authenticity issues.

Tony Howard, from the Rotary Club of Hall and Chair of the Panel, said the Capital Region Farmers Market Producers' Panel was introduced as an advisory board working with the Rotary Club.

"Stallholders have the expertise the Rotary Club generally doesn't have in terms of primary production or processing and we found that we needed to draw on these informed stakeholders for advice and guidance," Tony Howard said.

"The Panel members get direct feedback from other stallholders and the community every Saturday and they can report to us to ensure the Market is running smoothly and accordingly. It is a great way for the Rotary Club to listen to them and to be in tune," he explained.

Tony Howard said the Producers' Panel is the next step following the introduction of the two-shed policy last January to further enhance the Market's reputation as a genuine farmers market.

"The two sheds have made it much easier for customers to identify the exact source and producer of the products they buy. This new Producers' Panel will further ensure that customers are getting their products directly from the producers or from their approved representatives who have a thorough understanding and knowledge of the source of the produce they are selling," he added.

The Capital Region Farmers Market is a genuine farmer's market with over 100 stalls offering a diverse range of fresh food and agricultural produce straight from the producer to the customer including fruits, vegetables, meats, breads, organic and specialist products, eggs, coffee, nuts, honey, seafood, chocolate, wines and oils, flowers and more.

It is open every Saturday morning at the Exhibition Park (EPIC) from 8 am to 11 am.

All funds generated from the Market are fed back into regional communities and other projects chosen by the Rotary Club of Hall which founded the Market in 2004.

For more information on Capital Region Farmers Market, visit www.capitalregionfarmersmarket.com.au.