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Market lets customers know where their food comes from

Although the convenience of farmers' markets is a great advantage (Letters, October 30), the Capital Region Farmers Market's first objective is to provide genuine, fresh and high-quality produce to the community.

As has already been noted ("Market turbulence: vegie swindlers weeded out" (October 25, p1), we have introduced rules to ensure that we keep providing authentic home-grown flavour to our customers.

We introduced in January 2008 a policy to ensure that customers know exactly where the produce they buy has come from.

As part of the two-shed policy, the bigger shed is dedicated to producers selling their own products and the smaller one to producers as well as agents selling on behalf of approved producers. If a stallholder was found selling produce from another market, immediate action would be taken to

remove this produce.

In contrast to what was mentioned in Thursday's letter to the editor, 78 per cent of our stallholders are solely producers, 18 per cent are producers with nominated agencies and 4 per cent are approved agents only.

To ensure that a range of products is accessible for customers, genuine producers attending the market may come from a wider region as approved by the Market Committee.

For example, we welcome bananas from the NSW/Queensland border and fish from the South Coast.

Also, with modern agricultural techniques including tunnel greenhouses and hydroponics, it is possible to grow certain varieties of vegetables and fruits all year round.

**Roger Powell Chair, Capital Region
Farmers Market Committee, Rotary Club of
Hall**