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 Adelaide Farmers' Market Showground	South Australian Produce Direct From Local Growers and Food Producers	
	Adelaide Showground, Rose Tce, Wayville	Open Sunday, 8.30am - 12.30pm

MARKET MATTERS

Issue: 699 Market Date: 20 June 2021

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In order to reduce paper usage, we encourage you to read Market Matters in your browser.

Dear Stallholders,

IMPORTANT NOTES FOR THIS WEEK:

NOTICE STALLHOLDERS MEETING - 1pm Sunday 27 June, inside the Stirling Angas Pavilion, Demo Kitchen

COVID CHECK-IN: This week, each stall will be provided with a small laminated copy of our Covid Check-In QR Code that you can keep on your membership lanyard, or in your till, cash box or your wallet so that each week you and your staff can automatically check-in on arrival.

Please keep this somewhere safe and make sure it's with your stall each week so everyone working on your stall can check-in easily.

According to SA Health, all stallholders and their staff must Covid check- in by either scanning the QR Code available or signing in at the information desk. Please make time to do this prior to the market opening each week until further notice.

STALLHOLDER RUBBISH: All stallholders are responsible for disposing of their own rubbish off-site. Please do not place stallholder rubbish in the bins provided for customers.

10c RECYCLE BINS - As of this Sunday there will be Scout Recycling bins for 10c refundable containers scattered around the market. They are clearly visible by their YELLOW lids.

A letter from the ASFM Committee Chair, Mr Alex Palin



Dear Stallholders,

As the weather turns ever more wintery, I am pleased to say this has been no deterrent so far for our market shoppers. The number of shoppers at the market each week seems to be very strong, and the atmosphere around the market is bustling and positive.

Thanks to the work of the management team and all of you presenting your produce and goods each Sunday, we currently have over 3,200 market members, which is an increase of 17% versus last year. The number of stalls on average we have at the market each week is also up by 14% versus last year. We can somewhat gauge interest in the market by looking at our engagement across social media platforms, and again I am pleased to say that we are seeing incredibly positive results versus last year. On Instagram and Facebook the number of people who follow the market is up by 61% and 11% respectively, and our mailing list is 25% larger.

In the next month or so we will be advertising on TV with a commercial that was shot a while back at the market, I hope that you will share our excitement for this. It is very exciting to once again be able to get on the front foot in proactively growing the number of people visiting the market and thus potentially becoming your customers.

In my mind there is no doubt that our new location has played and continues to play an important role in developing the market. We know that there was overwhelming positive support for making the change permanent, and it is now slowly starting to feel like home.

Each year, regardless of our position in the Showgrounds we need to vacate for a number of weeks while the Royal Show is on. This is no different this year, and we had been planning to be away from our usual spot for three weeks, with the market on the 29th August held outside only at the Leader Street car park, and the 5th and 12th of September at Orphanage Park.

Last week the Showgrounds was asked by the State Government to accommodate a central Covid vaccination hub in the Goyder Pavilion through to 31st January 2022. Unfortunately, this will have a knock-on effect on other events they are holding and on the Stirling Angus and Kings Way spaces.

Whilst not finalised, the committee wanted to give quick and transparent news of this development to you.

At this stage the impact is that for the two markets immediately prior to the already planned 29th August market at Leader Street, we will hold our market at Leader Street using the car park and pavilion. There will also be one market in October (24th) where we will again need to hold our market at Leader Street using the pavilion and car park.

While it is disappointing for us to require additional weeks away from our usual space, we recognise the difficult position the Showgrounds are also in, and that they are working very collaboratively with us to try and minimise the impact. With the first two weeks immediately preceding an already planned move to Leader Street and then the Orphanage Park, we are trying to minimise any additional impact to you.

For the impacted weeks we are planning to reduce site fees back to the 2020 levels that would have been paid at Leader Street, and the Showgrounds will be funding this reduction by way of compensation for the disruption, as

well as providing assistance with the logistics of the moves.

Following the market on Sunday 27th June we will hold a stallholder meeting by which time I hope to have more clarity on the firmness of this information and give you the opportunity to raise any questions you may have. I hope to see you and speak with you there.

Looking ahead to this weekend, the weather currently looks to be clear and sunny, and with the Gilles at the Grounds Market on as well, we should be in for another busy market. I wish you the best for your trading and look forward to seeing you there.

Kind Regards

Alex Palin



ASFM Committee Chair



CONTACT UPDATES: To contact market staff:

Tues – Friday (9.30am to 4.30pm)

- ASFM Office - 82318155
- Operations phone - 0419 105 228
- Christine Robertson - Executive Officer 0414 843 567

Saturday or After Hours - Christine Robertson - Executive Officer 0414 843 567

Sunday - Operations phone - 0419 105 228

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SECURITY

Disappointingly there has been an incident of significant theft from within the Stirling Angus Pavilion. Stallholders are reminded that NO stock or items of value should be kept onsite unless securely locked away.

Anyone that needs access to the Pavilion at any time outside of Sunday Market hours will need to collect and sign for keys from the ASFM office and return them and sign out within an agreed time.

We also ask that you do not encourage or allow anyone who is not a stallholder or stallholder staff to remain in or enter the pavilion after 12.30pm.

Returning/Fortnightly Stallholders

81 Acres Pastured Pork - Bickleigh Vale Farms - Cooina - Do Bee Honey - Milkless - The Prawn Store
- Ragini Spice – **NEW outside stall** - Riverside Sheep's Dairy - Rohdes Free Range Eggs - Varci Tonics
- Yummy Veggies

Stallholders NOT attending 20 June

4 Paws Premium Doggie Snacks – Barmera Vineyard - Barossa Honey – Bone Apetit Barkery – Dinko Tuna – Food Forest – Ginny Pig - SA Biochar & Honey – Veggie Bag Volunteers – Whites Valley Jalapenos



UPCOMING SHOWGROUND EVENTS

- 17 - 27 June - RM Williams Sale
- 20 June - Gilles @ the Grounds
- 4 July - Gilles @ the Ground
- 23 - 25 July - Beer & BBQ Festival
- 8 August - Science Alive, Gilles @ the Grounds

[Read More About This Week's Market](#)



Partly cloudy. Light winds. Min 7 Max 16, Chance of any rain: 10%

BOM Weather Forecast

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