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

# MARKET MATTERS

Issue: **721** Market Date: 21 November 2021

If you wish to read Market Matters as a PDF, [click here](#)

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

Dear Stallholders,

[CASH Theft](#)  
[Membership DRIVE](#)  
[December](#)  
[Twilight MARKET](#)  
[SAFOOD Awards](#)



#### [CASH Theft](#)

Sadly there has been a major theft of cash from an outside stallholder last Sunday, believed to have happened at pack up time. We urge you to make sure your cash takings are secure at **ALL TIMES**. Do **NOT** leave cash unattended or the cash tin out of your sight or in reach of anyone external to your stall.



#### [Membership DRIVE](#)

This is an important time of the year for membership sales and we need all stallholders to help us turn shoppers into members. On Sunday we will be issuing stickers that we would like stallholders and their staff to wear to promote membership. There are five different stickers with different messages, but all directed at encouraging people to start a conversation with you so you can promote membership. We will issue them each week during the current membership drive. A reminder, please do **NOT** give membership discount to those that are **NOT** members. Membership funds are vital for the operations of the market.



## DECEMBER

In December, we will be running a number of promotions to bring new customers to the market each week over the lead up to Christmas. We are keen to promote the market as a destination for gifts, hamper fillers and pre orders for Christmas meals. Please advise us asap what you will be promoting in your stall for Christmas so we can add it to our list to help promote. If you need help with great photographs, please shout out to us ASAP and we will help. Please email your suitable products lists to [rbecker@adelaidefarmersmarket.com.au](mailto:rbecker@adelaidefarmersmarket.com.au) pronto.

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## Twilight MARKET

If you haven't let us know you will **NOT** be attending the Twilight Christmas Market on Thursday 23 December, you have now been issued an invoice along with your 2022 Membership renewal. Last year's Twilight Market was a huge success and we are hoping to build on that this year with live entertainment, carolers, a liquor license, bouncy castle along with an outdoor entertainment area and many more stalls that last year. Email [crobertson@adelaidefarmersmarket.com.au](mailto:crobertson@adelaidefarmersmarket.com.au) if you have any questions or catch her Sunday at the market.

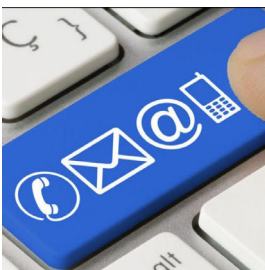
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## SAFoodAWARDS

In case you haven't heard, the market won the Service Provider Award (<15FTE) at the SA Premier's Food and Beverage Awards last Friday night. Very proud moment for the team and the market. Congratulations also to Dinko Tuna for winning the Sustainability Awards (<15FTE) and Continental Taralli Biscuits for taking out the Consumer Awards (<15FTE). Congrats also to all the stallholder finalists in other categories, Feather & Peck, Fleurieu Milk and The Prawn Store. Well done everyone.

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**CONTACT DETAILS:** To contact market staff: **Tues – Friday** (10am to 4.30pm)

- ASFM Office - 82318155
- Operations phone - 0419 105 228
- Roz Becker - Marketing & Communications - 0482 615 750
- Christine Robertson - Executive Officer 0414 843 567

### **Saturday or After Hours -**

Christine Robertson - Executive Officer 0414 843 567

**Sunday 6am - 2pm** - Jacqui Holmes - Operations phone - 0419 105 228

**Email:** [operations@adelaidefarmersmarket.com.au](mailto:operations@adelaidefarmersmarket.com.au)

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### **Returning/New/Fortnightly Stallholders**

Cooinda, Hillside Herbs, Milkless, Rohdes Free Range Eggs, The Prawn Store, Varci Tonics, White's Valley Jalapenos

### **Stallholders NOT attending 21 November**

4 Paws, 81 Acres, Barmera Sweet Potatoes, Bone Appetite Barkery, Eating Kindly, Haaseford Farms, LOBO Cider, Riverside Dairy, SA Bio Char, Sacred Grove, The Food Forest,

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19 - 21 November - Science Alive  
21 November - Gilles @ The Grounds  
24/11 - 4/12 - Festival of Orchestra  
28 November - Bowerbird Design Market  
3 - 24 December - Santa's Wonderland  
5 December - Gilles @ the Grounds  
19 December - Gilles @ the Grounds  
23 December - ASFM Twilight Market  
26 December - NO Market  
2 January - ASFM as usual

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



Cloudy. Medium (40%) chance of showers, most likely in the morning. Winds southeasterly 15 to 20 km/h turning southerly 20 to 30 km/h during the morning. Min 13 Max 20

[Latest BOM Weather Forecast](#)

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