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	<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: 744** Market Date: 8 May 2022

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.

**Happy Mothers' Day to all our Market Mums.**

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**CONTACT DETAILS:** To contact market staff during office opening hours only:

- ASFM Office - 82318155 Tues - Friday 9.30am - 4pm  
**Messages left on this phone will not be accessed outside of these hours.**
- 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 Only 6am - 2pm** - Jacqui Holmes - Operations phone - 0419 105 228

**Emails:** [operations@adelaidefarmersmarket.com.au](mailto:operations@adelaidefarmersmarket.com.au) (checked Tues - Fri)  
[info@adelaidefarmersmarket.com.au](mailto:info@adelaidefarmersmarket.com.au) (checked all days)

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### **MARKET MUMS' DAY**

This Sunday, 8th May is Mothers' Day and we are expecting a **BIG** market. Early in the morning before the market opens, our team will drop off '**SHOP TO WIN**' entry forms to give your customers. Give one entry form only per customer that makes a purchase with you. Customers can enter more than once by shopping at multiple stalls. There will be pens and tables near the info stand for customers to use to complete their entry forms. Entries close at 11.30am. (Clear instructions will also be given to you on Sunday morning with the entry forms) We will be making a live cross to FiveAA and Michael Keelan at 7.35am if you would like to tune in.

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### **BOUNCE BOUNCE**

There will be a free bouncy castle for the kids this Sunday to keep the kiddies entertained while mums and dads can have coffee and something to eat. The bouncing and laughter will happen outside the Eastern end of the pavilion on the lawned area.

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### **SAMPLING**

As you know sampling has been allowed again for some time if provided under Covid handling requirements and protection and we encourage you to offer sampling on Mothers Day.

Some interesting facts about sampling. A 2019 study found shoppers who sampled a product were 11% more likely to buy it again during the course of a 20-week period. Sampling also had far-reaching impacts on other items offered by the brand, with sales jumping 6% in the same period. Previous studies also have shown sampling siphons business away from competitors. Link to study [here](#).

**Be Covid safe when sampling.** Put the samples into an individual container or have individual containers for service. Pre cut or served samples must be kept covered or behind a sneeze guard or keep the samples in an area where they will not be exposed to everyone. For liquids, small paper cups or compostable cups can be filled as the customer is sampling. Do not prefill. Staff are to use tongs to hand sample to customers individually. Each sample must be separate.

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### **POP UP MARKET AT THE ORPHANAGE**

We are excited to advise that we will be holding the market off site at The Orphanage again during the Royal Adelaide Show on Sundays the 4th and 11th September. Stall fees will be \$65 per site. We are hoping for a



great turnout of stallholders to keep our shoppers happy while the shows on. We will in the next few weeks be approaching you re attendance to build our list of participating stallholders.



### NOVA

The NOVA 91.9 and FiveAA commercials are up and running and sounding great. Roz is looking for stalls to be part of a \$100 hamper give away through NOVA later in May which will also be promoted on our social media channels and through our newsletter. If you're interested in having your product featured, contact Roz when she's at the market on Sunday, or email her at [rbecker@adelaideshowgroundfarmersmarket.com.au](mailto:rbecker@adelaideshowgroundfarmersmarket.com.au)



### PAYMENTS

It's really important that you pay your ASFM invoices on time. A number of you are letting payments slip behind and this has implications on our cash flow. All invoices need to be paid prior to the commencement of trade for the next month. Payments can be made by direct debit, by phone or at the info stand on a Sunday.



### UNTIDY SITES

At the end of a long market day, we know you want to get home as soon as possible. Some stalls however, in the process are leaving their sites untidy with discarded produce matter left behind. This is in direct breach of our lease agreement with the RAHS and incurs additional fees to the ASFM to clean up the mess left behind. When packing up, take a look around and pick up and remove any of your product that has made its way to the ground. **DO NOT** leave before making sure your site is clean and all waste removed and taken with you.

### **Stallholders Attending/Returning May 8**

4 Paws, 81 Acres, Adelaide Hills Berry Farm, Adelaide Hills Fresh Chestnuts, Coinda, From The Grain, Gentleman Jerky, Haaseford Farms, Milkless, OMGhee, Rohdes Free Range Eggs, Taronga Orchard Almonds, Whites Valley Jalapenos

### **Stallholders not Attending May 8**

Barmera Sweet Potatoes, Bone Appetite Barkery, DJ Citrus, EKO Fruits, Food Forest, Good Country Hemp, LOBO Cider, Lowan Park Produce, Buff Luv, Hillside Herbs, Merry Cherry, Naranja Orchards, Sacred Grove, Never Never Distilling, SA Bio Char & Honey, Varci Tonics,

8 May - Crystal & Gem Show

15 May - Bowerbird Design Market

22 May - Oz ComicCon & Gilles on The Grounds, Marian Procession

29 May - Body, Mind and Psychic Expo

5 June - Master Builders Sa Home Expo, Animal Expo, Mega Toy Fair



12 June - The Great Southern Slam  
19th June - Gilles @ The Grounds  
19th & 26th June - RM Williams Sale

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



Partly cloudy. Slight (20%) chance of a shower. Light winds. Min 10 Max 18

[Latest BOM Weather Forecast](#)

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