



## MEDIA RELEASE

THURSDAY, AUGUST 18, 2022



### Adelaide Showground Farmers' Market voted Australia's Most Outstanding

The Adelaide Showground Farmers' Market (ASFM) was announced today as the 'Most Outstanding Farmers' Market' - Readers Choice' at the *delicious. Harvey Norman Produce Awards 2022* as voted on by the community.

For the first time ever, the *delicious. Harvey Norman Produce Awards* gave readers the opportunity to weigh in and help name Australia's top farmers' market. Readers were invited in February to put their favourite forward for the chance to be crowned the Most Outstanding in Australia.

Christine Robertson, the Executive Officer of the ASFM said "To be recognised nationally as the winner of this inaugural award and to know our customers made the effort to vote for us is truly an honour. It says just how much our local community loves and values the farmers' market and the opportunity to buy direct from SA growers and producers."

"This could not have happened without our amazing bunch of stallholders that show up every Sunday morning to sell direct to those living in and around Adelaide." She added.

The country's most prestigious food industry campaign was revealed today and ASFM Executive Officer, Christine Robertson is attending a ceremony in Sydney to receive the award on behalf of the Adelaide Showground Farmers' Market and the South Australia community.

Christine said "We have only been able to achieve this win because we have a supportive and proactive committee, a dedicated team of staff and volunteers, committed, high-quality stallholders, and a loyal customer base. We are very proud indeed of everyone involved in our community that made this possible"

"We must thank *delicious.* and the sponsor Harvey Norman for hosting the award program and for introducing this Inaugural Award that recognises the valuable contribution Farmers' Markets make in communities all over Australia". She added.

The Adelaide Showground Farmers' Market has grown considerably over the past 16 years and sees on average 3,500 shoppers attending every Sunday to shop with approximately 100 stallholders indoors and outdoors at our home site in the Adelaide Showground.

Christine said: "As South Australia's largest Farmers' Market we pride ourselves on not only supporting emerging small businesses and growers but most importantly connecting our customers with producers in a vibrant and activated community space. We want our customers to be able to engage with our farmers, so they know where the food has come from, how it is grown, and the best way to enjoy it, seasonally.

She added: "Although we are a Farmers' Market-based in a capital city, we are genuinely committed to delivering an authentic farmers' market experience because our stallholders are the real growers

and producers with many travelling from regional South Australia early Sunday morning to bring farm fresh seasonal produce to town.”

“We also want to see South Australian farmers and producers succeeding as sustainable businesses, which supports our local economy.” She added.

2022 marks the 17<sup>th</sup> year the Produce Awards have been delivered and focuses on Australia’s best producers with the full list of winners available at [delicious.com.au/produceawards](https://delicious.com.au/produceawards).

**MEDIA & IMAGERY CONTACT DETAILS:**

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## BACKGROUND

### ABOUT THE ADELAIDE SHOWGROUND FARMERS MARKET (700 words)

The Adelaide Showground Farmers' Market is held at the Adelaide Showground every Sunday from 8.30am to 12.30pm (except during the Royal Adelaide Show).

It's South Australia's largest farmers' market, with 3,500 visitors every Sunday enjoying our vibrant community atmosphere and supported by over 3,100 market members.

At the market the people selling the food are the people who grew it, baked it, caught it or made it. Stallholders' farms are inspected to ensure they meet rigorous market standards. From apples to zucchini, bread to beer everything is South Australian grown or produced.

Explore 100 stalls inside and out, bursting with fresh seasonal produce, direct from local farms weekly and find celebrity chefs like Masterchef's Poh at her JamFace stall, plus a great choice of hearty market breakfasts, fresh juices and great coffee.

Taste the difference when you buy fresh from the farm. Support the local families who grow the produce, milk the cows, make the cheese, catch the fish, bake the bread and make the pasta. A great relaxed morning out for all the family, often with live music, kids' entertainment and open every Sunday.

Enjoy the Adelaide Showground Farmers' Markets distinctive vibrant atmosphere full to the brim with fresh fruit and vegetables.

### MARKET DETAILS:

Website <https://www.adelaidefarmersmarket.com.au>

Phone (08) 8231 8155

Address: Adelaide Showgrounds, Rose Terrace, Wayville, South Australia

Enter via Rose Terrace and find the market in and around the Stirling Angas Pavilion  
(temporary location @ Leader St in the Showground – till the end of August)

Stallholders Approx 100 stallholders weekly (vary due to seasonality)

Avg Attend: Every week on average 3,500 people attend the Sunday Market

Cost Entry to the market is free

Membership 3,200 annual market members form part of our community

## WEBSITE - CONTENT

### INTRO

In 2022 the Adelaide Showground Farmers' Market (ASFM) was voted Australia's 'Most Outstanding Farmers' Market' - Readers Choice' in the delicious. Harvey Norman Produce Awards

NEXT SECTION...if space permits.....

For the first time ever, the delicious. Harvey Norman Produce Awards gave readers the opportunity to weigh in and help name Australia's top farmers' market by putting their favourite forward for the chance to be crowned the Most Outstanding Farmers Market in Australia - and the Adelaide Showground Farmers' Market (ASFM) won!

Our customers made the effort to vote which shows just how much our local community loves and values our farmers' market and the opportunity to buy direct from South Australian growers and producers.

We also know this win was only possible thanks to the support of our committee, volunteers, quality stallholders, and of course our loyal customer base.

As a market, we pride ourselves on supporting emerging small businesses and growers but most importantly connecting our customers with our producers in a vibrant and activated community space. Where our customers get to engage one on one with our farmers and producers, so they know where the food has come from, how it is grown, and the best way to enjoy it, seasonally.

Although we are a Farmers' Market-based in a capital city, we are genuinely committed to delivering an authentic farmers' market experience because our stallholders are the real growers and producers with many travelling from regional South Australia early Sunday morning to bring farm fresh seasonal produce to town.

It is important for us to see that South Australian farmers and producers succeed as sustainable businesses because this supports our local economy.

We are very proud to be part of such a loyal South Australian community and love meeting our customers every Sunday when the "Bell Rings".