

SYDNEY FOOD FAIRNESS ALLIANCE
Food Summit 2009
HUNGRY FOR CHANGE

Good Things
Come in
Small Parcels



Presented by
Jane Adams

THIS LITTLE PIGGIE...

'This little piggy went to market

This little piggy stayed home

This little piggy had roast beef

This little piggy had none.

And this little piggy went...

'Wee wee wee' ...all the way home...'

PIGGIE TAKE 2

This little piggy went to market...

- 11+ Farmers' Markets in Sydney
- New starts
- More trading weekly
- Increase enquiry level
 - Market establishment
 - Farmers
- Consumer Demand
- Real Meal Deal



PIGGIE TAKE 3

This little piggy went to market

- **Eveleigh Farmers' Market**
 - 4000 shoppers weekly
 - 70 stalls
 - Undercover
 - Community participation
 - Real Estate ads
 - Ministerial TV news

PIGGIE TAKE 4

This little piggy stayed home...

- Changing social values
- Environmental awareness
- Reconnecting with food + family
- Shop + cook ... seasonal + fresh
- Country of origin labelling
- Read All About It...
- Master Celebrity chefs and croquembouches
- Mini chefs



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PIGGIE TAKE 5

This Little Piggie Had Roast Beef...

- Wagyu Burgers + Waistlines
- Nutrition
- Education
- Community Capacity Building
- Networks
 - Community + School Gardens
 - Box Schemes
 - Permaculture + Compost

PIGGIE TAKE 6

This Little Piggie Had None...

- Survivability + Sustainability
- Urban agriculture
- Preserve urban fringe food land
- Generation X + Y
- Community Integration
- Food Security + Food Banking

IN THE TROUGH

And This Little Piggie Ran...

to book a stall at farmers' market

- Cash
- Maximum Profit Margins
- Supply Chain Control
- Market Research
- Excess + Blemished Crop
- Value-added produce opportunities
- Commercial + Social Networks
- Low entry barriers
- Create + Build Brands
- Business Incubators

PIGGY BANK

AFMA + DVD

www.farmersmarkets.org.au

MARKET POWER WORKSHOP

E: sarah.mccann@shfa.nsw.gov.au

www.eveleighmarket.com.au

www.therocks.com

www.warwickfarmtracksidemarket.com.au

Thank You!



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