



# MEDIA RELEASE

The Hon David Borger MP

Minister for Housing  
Minister for Western Sydney

## **Farmers' expand your market with free workshop**

8 October 2009

Minister for Western Sydney David Borger today urged Western Sydney producers looking to expand their market power to attend the region's first farmers' market workshop to be held on 13 October.

Mr Borger said the *Market Power Regional NSW Workshop* will introduce the benefits of direct food marketing for farmers, growers and producers looking to participate and profit from farmers' markets.

"The reinvention of fresh farmers' markets is a fantastic food movement concept that must be encouraged," Mr Borger said.

'I believe we must capitalise on the size and diversity of the region's agricultural sector by establishing new regional farmers' markets that bring fresh, healthy food direct to families and help create vibrant communities.

"Western Sydney is unique in that it is home to the largest growing population in NSW and accounts for 12 per cent of the total agricultural production in the State, so Western Sydney farmers' have a huge customer base right on their back doorstep.

The free three-hour workshop is open to all farmers who produce fresh food and flowers, - famers, horticulturalists, vegetable and hydroponic growers, orchardists, nut growers, poultry farmers, olive growers, beef, lamb and pork producers, fisherman, aquaculturists, specialist cheesemakers, egg producers, apiarists, game meat producers, flower growers and wine makers are all invited to attend.

Mamre Plains Ltd and the Sisters of Mercy will host the Western Sydney workshop at Mamre Homestead, St Marys on 13 October, on behalf of the Sydney Harbour Foreshore Authority and the Redfern Waterloo Authority. Jane Adams, Australia's farmers' market pioneer and expert, will run the workshop.

"All pre-registered workshop participants will enjoy a catered light lunch featuring regional produce and have a chance to win a luxury one-night 'City Lights' hotel package at a 5-Star Hotel in The Rocks." Mr Borger said.

To pre-register, contact Sarah McCann at the Sydney Harbour Foreshore Authority on 02) 9240 8717 or [sarah.mccann@shfa.nsw.gov.au](mailto:sarah.mccann@shfa.nsw.gov.au) . Full workshop details are available on [www.therocks.com](http://www.therocks.com) or [www.eveleighmarket.com.au](http://www.eveleighmarket.com.au) .

### **Media contacts**

Minister Borger's office: Paula Lawrence 9228 3555  
Debra Dawson, Sydney Harbour Foreshore Authority 9240 8761  
Jane Adams, Workshop Facilitator, 0417 733 715