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Growers News is a joint publication of The Gloucester Project and Gloucester Farmers Market. All information is provided in good faith but no responsibility is held by either organisation for how this information is used.



GROWERS NEWS

The Gloucester Project
Food Bowl Initiative

Issue #3

January 2010

Farmers Market



Meetings of the working group for Gloucester's new Farmers Market have been held with lots of ideas emerging. It was decided to start the markets on **13th February 2010** to give growers time to plan their products and also give organisers time for promotion and development of a suitable site. Billabong Park has been offered by Gloucester Council with improved facilities for stall holders. Stall holders will be able to drive to their site and either unload or work from their vehicles. Improved electricity supplies are currently being investigated.

Producers can hire a stall site for a small fee (unpowered \$25; \$30 with power). All stall holders will need public liability insurance and it is recommended that where appropriate, product liability.

Sites can be booked online or at the Gloucester Visitor Information centre. The Farmers Market website is evolving and already there is a lot of information for anyone interested.

www.gloucesterfarmersmarket.com.au

A number of stall holders have registered for the markets and others have agreed to participate. So far the markets have a fresh bread/bakers stall; herbs and herbal products; plants; fruit and vegetables; preserves; goat products. A number of producers have been approached to sell their local products. These include beef, eggs, fish and poultry. Small edible livestock will be able to be sold at

the markets. Anyone selling live poultry, rabbits and other small animal stock will need to comply with RSPCA cage and other standards. All this information is available on the farmers market website.

Community Stall

We already have some excellent vegie and fruit growers in the Gloucester area, but there has not been much opportunity for them to find an outlet for their surpluses. To encourage small growers and provide an outlet for small quantities of produce, a community stall will be available for growers to sell their excess fresh produce.



For example if someone has excess tomatoes, cucumbers or other vegetables but not sufficient or consistency to warrant paying for a stall and insurance they can leave their products at the community stall.

Details for registering for the community stall are available and forms can be downloaded from The Gloucester Project's website ...

www.thegloucesterproject.org.au
and the Gloucester Farmers Market website...

www.gloucesterfarmersmarket.com.au
or contact Terry Hardwick 65588104

Here's a great opportunity to get your produce to appreciative consumers, and make a few dollars at the same time.

Market Gardening: A Start-up Guide

Market gardening, which entails the intense production of high-value crops, gives farmers the potential to increase their income from a few acres. It is also of interest to people looking at agriculture as an alternative lifestyle. This publication provides an overview of issues you need to be aware of as you consider undertaking market gardening, and suggests helpful resources.

<http://attra.ncat.org/marketing.html#business>

Finding Land to Farm: Six Ways to Secure Farmland

This publication highlights some common ways to lease or own land. It outlines important considerations about each of these leasing options and paths to ownership.

<http://attra.ncat.org/marketing.html#business>

How do you compare apples and oranges? By their nutritional value.
- Marshall Elizer

Growing Hints & Facts

# DAYS FROM PLANTING TO PICKING		# DAYS FROM PLANTING TO PICKING	
asparagus	2 year old crown	leek	95-150
broad bean	90-120	lettuce	45-80
bean, bush	55-60	mizuna	40-60
bean, climbing	58-95	onion	65-140
beetroot	58-65	parsnip	65-160
broccoli	68-110	pea, climbing	95-110
brussels sprouts	90-120	pea, bush	56-78
chinese cabbage	40-65	pumpkin	80-120
cabbage	70-90	radish	28-65
capsicum	68-95	rhubarb	1 year crowns
carrot	65-80	rockmelon	80-120
cauliflower	70-155	shallot	60-120
celeriac	120	silverbeet	50-68
celery	80-120	spinach	39-50
chilli	70-80	squash, button	46-60
collards	60-80	squash, winter	90-115
corn, sweet	70-80	tomato	85-120
cucumber	56-70	turnip	44-65
eggplant	70-90	watermelon	80-100
endive	70-100	zucchini	50-63
gourd	80-100	coriander	30 leaf;70 seed
kale	50-65	parsley, italian	78
kohl rabi	50-65	parsley, curly	70-85

JOIN TGP

for only \$10 a year membership you.....

- are supporting a community driven not for-profit-organisation
- doing something practical towards climate change
- are helping promote Gloucester as a significant food bowl for the nation
- will get discounts for seeds
- will get discounts on TGP nursery plants and seedlings
- will receive a regular members newsletter
- will have access to free information, research and resources about growing in the area

.....and much more!

visit TGP website

www.thegloucesterproject.org.au

Number of days for seed to germinate

(under optimum conditions)

Beans	5-10 days
Beets	7-10 days
Broccoli	5-10 days
Cabbage	5-10 days
Carrots	12-18 days
Capsicum	9-14 days
Cauliflower	5-10 days
Corn	5-8 days
Cucumber	6-10 days
Eggplant	6-10 days
Lettuce	6-8 days
Okra	7-10 days
Peas	6-10 days
Parsley	15-21 days
Radish	3-6 days
Spinach	7-12 days
Squash	4-6 days
Tomato	6-12 days
Turnip	4-8 days
Watermelon	6-8 days

Bush Tucker

There many varieties of Australian plants that are currently being grown in the Gloucester region. Each issue we will include one variety and some examples of how they can be used.

The Bush Tucker industry is steadily growing and there are opportunities for new growers to invest in this industry.



Do not taste until next day - taste is disappointing when just made until all the flavours go through).

WARRIGAL GREENS PIE

RICE BASE

Rice (extra tasty if rice is cooked in coconut cream)

(use coconut milk powder and add it to the rice as it is being cooked)

Greased dish - use an oval dish 27 cm x 19 cm and 5 cm deep or similar.

4 eggs, beaten with 1/2 cup milk
grated cheese
blanched warrigal green leaves

Put a layer of rice into the bottom of the dish, patting down firmly until layer is about 2 cm thick

Cover rice with a thick layer of grated cheese

Then place a layer of blanched Warrigal Greens so cheese is completely covered.

Pour over the eggs beaten with milk . Add another layer of grated cheese to finish off.

Cook in a microwave oven for 5 minutes on high and 10 minutes on medium. or in regular oven until cheese is golden

Delicious both hot and cold. Can be garnished with lemon myrtle leaves and flowers and native hibiscus blooms.

WARRIGAL GREENS

Plant Description

Botanical Name: Tetragonia tetragonoides

Common Names: Warrigal Greens, NZ spinach This is a herb with arrow shaped leaves.

Usage

Warrigal Greens have a spinach flavour. Their uses are as for spinach & Asian greens. They are also used in quiches and stuffings.

Like some other edible plants, Warrigal Greens have a high oxalate concentration. Only leaves and young stems should be eaten and these both should be blanched for 3 minutes to remove soluble oxalates, and the water discarded.

DIP

Shallots, chopped, tossed until tender in olive oil

Warrigal greens, blanched
2 x 250 g cartons of low fat cottage cheese

any native pepper or any other native herbs available can be used)

1 x 250 g carton of low fat sour cream

2 tablespoons lemon juice
pinch sugar

Process all ingredients.

Chill overnight.

Q: What kind of vegetable likes to look at animals?

A: A zoo-chini!

Q: What is a zucchini's favorite game?

A: Squash!

The Tucker Garden Patch



is an initiative of The Gloucester Project (TGP), and is located at the corner of Fairbairns Rd and The Bucketts Way Gloucester. The Tucker Garden Patch is TGP's first site and is part of a network of growing areas that TGP plans to develop. The Tucker Garden Patch is a practical demonstration, educational and working site to...

- ✧ encourage and support local growers
- ✧ highlight sustainable techniques for growing fruit and vegetables under changing climate conditions
- ✧ develop business plans to assist local growers and attract new growers to our region
- ✧ gather and share information about suitable crops for the region
- ✧ trial and research new crops for the area
- ✧ demonstrate efficient methods of water usage
- ✧ develop techniques for growing and encourage nutritional foods
- ✧ provide a supportive venue for all ages to learn about growing
- ✧ enhance people's skills towards self sufficiency
- ✧ provide information about the importance of food miles and a low carbon footprint*
- ✧ demonstrate the economic benefits of increasing local food production



The site will be open to bus groups, schools, tourists, research & work experience groups and anyone interested in learning how to improve their knowledge about growing. No one technique will be emphasised. The site will be used to demonstrate as many types of gardening as room allows.

The garden is run by TGP management committee and supported by Friends of the Tucker Garden Patch. TGP is a not-for-profit organisation developed by volunteers. Excess produce will be sold to local community members through the Gloucester Farmers Market and food outlets with excess being onsold to markets and business further afield. Any monies raised will be used to help develop the Tucker Patch.

***Food miles** is a term which refers to the distance food is transported from the time of its production until it reaches the consumer. It is one component used in assessing the cost of food production and distribution. With increasing costs of fuel, electricity and transport TGP is encouraging the principle of local production and distribution to minimise costs and the carbon footprint. A **carbon footprint** is "the total set of greenhouse gas (GHG) emissions caused by an organization, event or product".

Evaluating a Rural Enterprise

By Preston Sullivan and Lane Greer
 NCAT Agriculture Specialists
 Published 2002
 ATTRA Publication #IP041

This publication is for people who already live in rural areas and want to add new enterprises to their operations. Evaluating Your Resources

Before committing to a new enterprise, there are always fundamental questions that ought to be addressed. These may be practical (What are the business/management skills of those involved?), organizational (Does everyone involved agree on how the business should be run?), or philosophical (Does everyone involved know, understand, and agree on the objectives, both short- and long-term?). The following are typical of the kinds of questions suggested in the sources we reviewed.

Marketing

- * Where am I going to sell the products?
- * Who is the customer?
- * What is the size of the potential customer base?
- * Where do the customers live, and how will their location influence my selling to them?
- * What are the customers' needs and desires?
- * Am I going to sell directly to consumers?
- * Am I going to wholesale to the commodity market?
- * What are the seasonal price fluctuations I can expect?
- * What are the quality standards that I must meet?
- * How many hours will it take to research direct markets?
- * Are there legal or food-safety considerations?

Personal

- * Do I have time to devote to this new enterprise?
- * Does the workload correspond with the time of year I want to work?
- * Will the new enterprise complement my current enterprises?
- * Do I have written objectives describing the desired outcome?
- * Do I have the skills and experience necessary to do this?
- * Do I like to supervise people?
- * Have I managed a business before?
- * Do I have enough personal energy to do this?
- * Can I count on my family members for support?
- * Do I care what the neighbors think about my new enterprise?
- * Why do I want this enterprise?

After you have determined that the enterprise is something you really want to do, consider these additional questions (for land-based enterprises):

Land

- * What is the water drainage like?
- * Are the soils suitable?
- * What is the seasonal rainfall pattern?
- * What will happen to my enterprises during a flood or drought?
- * Are these plants or animals adapted to this climatic region?
- * Are there water resources available for irrigation or for watering livestock?

* Do I want concurrent uses for the land such as wildlife conservation, fishing, or hunting?

Buildings and Machinery

- * Do I have adequate facilities?
- * What additional machinery will I need?
- * Can I rent or borrow machinery or storage facilities?

Labor Needs

- * How much labor will be required?
- * What is the source of labor?
- * How much will it cost?
- * Is seasonal labor available?
- * Will I need housing for my workers?
- * Does this enterprise use existing labor in off-seasons?

Financial Assessment

After you have answered the above questions, you'll have a better idea of what costs will be involved in a new enterprise, and that information will help you determine the profit potential.

to read more go to

<http://attra.ncat.org/attra-pub/evalrural.html>

How to Become a Market Grower Start a Market Gardening Business or Small Farm

Sally Odum

Earn money as a market grower, gardener or farmer. Market gardening can be lucrative. Article gives ideas on niche markets and sales avenues.

Start a small farm business

A market grower engages in the intense production of high value crops on a smaller scale than a commercial farm. The market gardening business is often operated as a side business by farmers who have large scale farm crops too. Market gardening could be a side business or a full time business, or an alternative agricultural lifestyle.

Simply, market gardening involves the commercial production of vegetables, herbs, flowers and / or fruits on a scale smaller than a farm. People who grow in this manner are typically called a market gardener or market grower, not a farmer. Other terms might be specialty grower or truck farmer. According to Wikipedia.org, the word farmer "usually applies to a person who grows field crops, has orchards, vineyards, or market gardens, and does so with the prospectus of selling the produce as food."

Choose your market and products carefully

Many local markets already have arrangements

with other growers. If you chose to plant a vineyard, for example, make sure you can get a contract with grape juice manufacturers or a winery prior to investing the cost and energy necessary.

Places to market your products

- * Operate a roadside stand
- * Tailgate sales
- * Restaurants – If you plan to market to restaurants, you might visit the head chefs prior to planting so they can tell you what they are interested in buying locally. That way, you will learn what is in demand and what would not sell.
- * Wholesale markets
- * Farmer's Markets or Growers Markets
- * Subscription sales (Also known as Community Supported Agriculture. This is where people subscribe to the service of receiving a basket of fresh seasonal produce from you every week. Often, the subscriber pays half or all of the season's subscription fees up front.)
- * Grocery stores and Natural Food Stores
- * Ethnic specialty stores
- * Flower shops
- * Offer "Pick Your Own" – If you choose this route, your garden's physical location should be easily accessible for the public.
- * Herbalists
- * Aromatherapists
- * Vegetable Co-ops – A cooperative of people who join together to buy healthy, usually organic foods from local farmers. It is similar to subscription sales.
- * Farm to School Program for school lunches

Important things to think about

As with any business start up, you will have a better chance of succeeding if you begin with a business plan. Your business plan should reveal:

- * What is your business, service or product?
- * Why is there a need for your business, service or product?
- * Who is your customer going to be? Write down a description of the typical customer who will want what you sell.
- * What needs to be accomplished? When does it need to be accomplished?
- * How much money is it going to cost?
- * What are the associated expenses?

Read more at Suite101: How to Become a Market Grower: Start a Market Gardening Business or Small Farm

http://vegetablegardens.suite101.com/article.cfm/how_to_become_a_market_grower#ixzz0bk2IXHDo



Report by Lyn Stewart

E-mail lynstewart@netspace.net.au

Hungry for Change, shaping food policies that are fair and sustainable. That was the title of the recent food summit in Sydney. I was lucky enough to be one of the 220 people who attended on Day 1 (22nd October) and can attest to there being an extraordinarily diverse group of people attending. I met agricultural science academics, media people from the ABC program Landline, nutritionists (both government employed and free-lance consultants, food writers, farmers, health promotion officers from NSW Health and local government policy people to name just a few. At the end of Day 1 about 60 people stayed to work on the summit's Declaration. This was delivered to a small cross-party group of MPs at NSW State Parliament on the afternoon of Friday 23rd October. On the second day of the program 60 people were taken on farm visits and to food projects in the greater Sydney area.

The conference was organized by the Sydney Food Fairness Alliance, a rather large group of not for profit organizations with common goals around food security and sustainable agriculture. The food summit's guest speaker was Jeanette Longfield from Sustain UK. If you don't know of Sustain already it is worth looking at their website to see how forward thinking, and acting, they are. The link is <http://www.sustainweb.org/>. Basically Jeanette Longfield told us we should not spend all our energies and precious time trying to get policy because the struggle for the inevitable requirement of an "evidence base" for "best practice" can slow passionate people to a standstill. Better to make the political contacts needed for some immediate action and run with the opportunities as they arise, even if they seem short of the target. In other words she advocates action ahead of policy.

Still the organizers of the Food Summit were bound to go in the direction of trying to get government policy to address the multiple issues around food security and sustainable food production for Sydney's growing population. The summit's Declaration looks to be a useful start and if it does not bring government action at least it is a statement with a lot of clout and very quotable. Good luck to all concerned. A very worthwhile outcome of the summit. Below is the first page of the three page Declaration. The full text can be accessed at <http://sydneyfoodfairness.org.au/>

A Declaration from the events of the NSW Food Summit, 2009

Food Policy Council

Concerned community members and agencies call for the formation of an independent Food Policy Council (FPC) with state-wide responsibility. The Food Policy Council to be

responsible for implementing the following recommendations.

The Hungry for Change Food Summit calls on the New South Wales government to adopt an integrated whole of government approach to planning around food systems.

1. Plan for food

1.1. All policy areas need to place a priority on the food system to enable provision of a safe, adequate, culturally appropriate and affordable food supply.

1.2. Water policy needs to ensure equitable and sustainable access for food production and ecosystems.

1.3. Minimise and recycle food and food production waste.

1.4. Empower and resource local governments to support regional food systems.

1.5. Listen, involve and achieve solutions with communities, including those seldom heard, such as indigenous Australians.

2. Ensure sustainable food production and distribution systems

2.1. Protect rural and urban land for sustainable food production.

2.2. Ensure resource management strategies are focused on protecting and retaining the economic viability of sustainable food production.

2.3. Reward food producers for growing local and sustainable food, including organic.

2.4. Ensure food producers receive a fair and equitable return for their produce.

2.5. Develop and support structures and strategies that encourage local food distribution systems.

3. Secure Access to Good Food for All

3.1. Support strategies for affordable, healthy and safe food for all.

3.2. Resource creative, local initiatives in sustainable food production and distribution.

3.3. Provide targeted support for disadvantaged groups to access good food.

4. Safeguard Future Food and Future Health

4.1. Reduce the ecological footprint of food production and distribution.

4.2. Drive corporate and social responsibility within the food systems.

4.3. Support appropriate technology, training and workforce development for the food system.

4.4. Apply precautionary principles to the adoption of new technologies in the food system.

4.5. Develop and support regional food enterprise.

4.6. Public food procurement contracts and accreditation guidelines predominantly require quality, wholesome food.

5. Ensure quality food in society

6. Include information on food and food systems in both school education and community-based programs.

7. Food labelling and marketing support healthy and sustainable food choices.

8. Celebrate cultural and social aspects of food diversity.

9. Protect and retain the landscape value and environmental services of agricultural land for health and social amenity.