



**EVELEIGH FARMERS' MARKET**  
**28th Feb Saturday - Weekly 2009**

**ARTISANS' MARKET - Monthly Sunday 1 March**

**MEDIA RELEASE**  
**12 February 2009**

**EVELEIGH MARKET IS BURSTING WITH  
FRESH FOOD AND ARTISTIC FLAIR**

**Eveleigh Farmers' Market,**  
**Saturday 28 February, 8am - 1pm**

**Eveleigh Artisans' Market**  
**Sunday 1 March, 9am - 2pm**

Sydney's newest market destination is gearing up for a big weekend - with the 2009 season launch of the weekly Eveleigh Farmers' Market and the monthly Sunday Eveleigh Artisans' Market.

On Saturday 28 February over 80 farmers are expected to unload fresh produce that has been picked, plucked and packed only hours before the bell rings at 8am to herald the commencement of market trading in the custom-renovated railway workshop at the historic Eveleigh Railyards, near Sydney University, in Darlington.

Shoppers with an appetite for locally grown farm fresh produce sold by the grower can expect to fill their trolleys and baskets with saltbush lamb, organic beef, free range eggs and poultry, honey, new season olive oils, an array of seasonal vegies and stonefruit, goats cheese, artisan bread, shellfish, roasted nuts, and baked goods. Keen home gardeners will be able to buy vegetable seedlings and potted herbs, and there will be wine for tasting and sale from several small family wineries from the NSW Hunter Valley, Mudgee and Hilltops regions.

The prelude to the weekly Eveleigh Farmers' Market, Sydney's first undercover all-weather market venue, attracted over 5000 shoppers who flocked to shop for the festive season.

Enthusiastic stallholders claimed it was the best farmers' market they had participated in so far. Cherries from Young sold out before 11 am, Country Valley dairy sold over 100 tubs of award-winning yoghurt, Dynamic Herbs from Glenorie cleared over 400 pots of fresh herbs and tomatoes, Drovers Choice Saltbush Lamb sold 30-plus portioned carcasses, and the Rodriguez family sizzled over 80 kilos of Spanish sausages.



'The feedback from the inaugural market underlined both the need and appetite for a regular market, which is why we elected to trade weekly, continued Denny Hall.

'Farm commitments mean that not all producers will be attending every week, but that adds to the sense of discovery for shoppers, she added.

'The planned two-month interval has allowed producers to instigate planting schedules to meet the strong consumer demand for seasonal food.'

The vast permanent Eveleigh Market site is located at **243 Wilson Street, Darlington** and housed in the refurbished railway workshop at the heritage listed Eveleigh Railyards, a focal inner-city destination that also encompasses the emerging Carriageworks arts and cultural precinct creating a core community facility of the major Redfern Waterloo urban renewal project.

Eveleigh Market seeks to uphold the principles of farmers' markets, to provide consumers with authentic farm produce sold directly by food producers, or their family or farm staff. Collaborative 'farm-share' participation will be permitted whereby a group of neighbouring or district farmers choose to operate a joint stall.

'Eveleigh Market provides a unique destination for Sydney's residents and visitors to shop and buy fresh food with a face,' said market spokesperson, Denny Hall.

'It is intended to make Eveleigh Market Sydney's landmark non-elitist open air food shopping opportunity, with broad appeal to local residents and Sydneysiders seeking alternative food sources, who choose to support hard-working farmers and their families.

'The success of the Christmas Market vindicated our belief that residents of Sydney's inner-west encompassing Chippendale, Newtown, Leichhardt, Stanmore, Camperdown, Surry Hills, Alexandria and Redfern and Waterloo strongly embrace this vibrant local food market,' said Denny Hall.

The undercover Eveleigh Market is Sydney's only 'rain, hail, shine' market venue.

'From the outset we focused on the requirements of farmers to ensure that the market is both financially and environmentally sustainable for all involved,' continues Denny Hall.

Eveleigh Market collects its own rainwater for onsite use. All green and other waste will be recycled. Expect too, to encounter vendors selling worm farms, live poultry, seeds and seedlings – all part of the greater food chain.

As the Market expands the intention is to embrace and develop other community networks with organisations including Community and School Gardens, Permaculture, local Indigenous community groups, and complementary food education and community health programs.



Special events and programs will focus on sustainability, urban agriculture and children's food education.

Transport options for shoppers include parking at nearby Sydney University and the Australian Technology Park, and a 'Park & Ride' shuttle bus. The nearest station is Redfern.

On **Sunday 1 March 2009** the vegetable crates, refrigerated trucks and trestles make way for the complementary **Eveleigh Artisans' Market** that will showcase a diverse and exciting collection of high quality art, sculpture, design, ceramics, glass, home wares, fashion, craft, toys, clothing, and Indigenous artwork created by local artists and designers.

The focus and emphasis of the Artisans' Market will also be on authenticity and it will foster both originality and sustainability.

Its conception echoes the worldwide popularity and growing demand for direct-from-the-artist-to-you handmade, high quality and affordable art and design.

'The Artisans' Market provides an unparalleled opportunity for emerging young artists and designers to showcase their talents. In time, it will become a unique Sydney shopping destination,' predicts Denny Hall.

Original artists, craft practitioners and designers are all welcome to submit their work.

In addition to the artisan stalls, there will be a café, food stalls, fresh roast coffee and flowers.

Check [www.eveleighmarket.com.au](http://www.eveleighmarket.com.au) for market dates and vendor information.

## **EVELEIGH MARKET**

**243 Wilson Street**

**Darlington NSW**

**FOR FURTHER INFORMATION + ELECTRONIC IMAGES ON REQUEST**

**Denny Hall**

**Business Development Manager**

**Telephone** (02) 9209 4220

**Mobile** 0413 888 003

**Email** [d.hall@atp.com.au](mailto:d.hall@atp.com.au)

