



MEDIA INFORMATION
March 2017

AUSTRALIA'S FARMERS' MARKETS JUST A CLICK AWAY!
www.farmersmarkets.org.au

There are 180-plus farmers' markets trading regularly in parks, sheds, showgrounds and schools across Australia, a buoyant paddock-to-plate link in Australia's healthy food chain. These farmers' markets support the livelihoods of small farmers and artisan food producers from Boyanup to Byron Bay and beyond.

And now farmers' markets are even easier to find.

The new Australian Farmers' Markets Association (AFMA) website offers shoppers and farmers an easy search facility to find their nearest markets. It also provides an understanding of AFMA and its commitment to grow the authentic farmers' market sector nationally.

'AFMA is the peak national body advocating the benefits of farmers' markets – to farmers, communities and shoppers. The new website sits at the core of AFMA's communications and provides great resource for all our stakeholders,' said AFMA spokesperson, Jane Adams.

Resources on the AFMA website include Model Rules designed to assist new-start markets, and existing markets seeking to align with AFMA's principles. The site also provides an easy market finder facility and links to state farmers' market associations. It also offers free download copies of the *Farmers' Market Food Safety Guide* developed in conjunction with FSANZ.

The website is constantly updated with sector news and useful resource materials and links to the AFMA Facebook page. www.facebook.com/farmersmarketsaustralia

For further media information and/or images please contact:

AFMA:
Jane Adams
E: info@farmersmarkets.org.au
M: 0417 733715
www.farmersmarkets.org.au