



FOR IMMEDIATE RELEASE

FEBRUARY 2007

Fruit and fennel to fight fire devastation at the Slow Food Melbourne Farmers' Market!

On Saturday, February 24th, The Slow Food Melbourne Farmers' Market (SFMFM) at Abbotsford Convent will again offer the best local farmers' produce, but this time, is working with the Country Fire Authority (CFA) to raise funds for the Victorian Farmers Federation (VFF) Disaster Relief Fund.

Victorian farming communities have been severely impacted by recent bushfires and ongoing drought. CFA plays an integral role within these communities. Fundraising for the VFF Disaster Relief Fund is one way CFA members help reduce the impact and severity for farming families.

With a philosophy that respects the relationship between the land and our food, SFMFM at Abbotsford Convent, together with CFA, is appealing to Melbournians to support the land and our farmers by attending the market, making a donation and leaving with a basket brimming with the best of fresh fruits, vegetables, meats cheeses and organic produce!

Recently awarded City of Yarra 'Community Event of the Year', the SFMFM, in the atmospheric grounds of the Abbotsford Convent, offers the opportunity to buy your produce from the person who grew the apples, reared the cattle or churned the cheese.

Encouraging a relationship with local food producers, rather than the detached supermarket transactions, the SFMFM is good for you, good for the farmers and good for the land.

According to Miranda Sharp (who has largely created Melbourne's Farmers' Market community), "The market promotes a connection to the land, and relationships between the producer and consumer. It makes life more enjoyable when you know the name of the bloke who grew your apples!

"On the 24th the market will raise will raise funds for Victorian farming families devastated by bushfires and drought. We urge everyone to come down, enjoy the fantastic atmosphere of the market, and support our farming families" Sharp said.

On Saturday 24th, come along, meet the farmers, do your shopping and help raise funds! The SFMFM at Abbotsford Convent takes place on the 4th Saturday of every month at St Heliers Street, Abbotsford (just off Johnson Street) from 8am-1pm.

-ENDS-

For more information, to arrange an interview or pic op, please contact:

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