

Mission

To provide the people of Parramatta and Western Sydney with a regular food market venue to purchase high quality, authentic local, seasonal NSW-grown produce directly from growers and artisan food producers.

Definition

A Farmers' Market is a predominantly fresh food market that operates regularly within a community, at a focal public location that provides a suitable environment for farmers and food producers to sell farm-origin and associated value-added processed food products, and plant products, directly to customers.

Primary Objectives

To develop Parramatta Farmers' Market (PFM) into the pre-eminent metropolitan Sydney farm-direct food market and a destination providing residents, workers and visitors with the opportunity to purchase fresh locally and regionally grown food directly from producers.

Additionally, to celebrate the cultural diversity of Parramatta and to activate the heart of the city as a vibrant, open-air community space.

Core Values

Parramatta Farmers' Market core values are based on the following supporting objectives:

- Authenticity
- Produce Origin
- Sustainability and Value
- Cultural Diversity
- Food Focus
- Community Health
- Education

Objectives

Authenticity

An authentic Farmers' Market relies on the fundamental principle that the growers and artisan food producer stallholders sell the produce they grow or make directly to market shoppers. To achieve this primary objective, produce from agents, wholesalers, and resellers will not be accepted.

Recognising geographic distance and growers' on-farm activity, Parramatta Farmers' Market allows collaborative farm and regional groups to jointly sell fresh produce, whereby there is always one representative farmer or farm employee of the group in attendance at every market, selling on behalf of the group participants. All funds received from the collaborative sale of produce are to be returned directly to individual participant producers. All 'share-farmers' produce is to be clearly designated to the individual producers.

Produce Origin

Produce offered for sale at Parramatta Farmers' Market is to be sourced within NSW, with preference given to Western Sydney and Sydney Basin grown produce. The market is intended to be a showcase of NSW horticulture, agriculture, wild catch seafood, aquaculture and floriculture. All artisan value-add products will ideally include ingredients sourced from other market stallholders, NSW or be Australian-origin foodstuffs. Artisan foods processed with a majority of imported ingredients (eg flavoured Spanish olive oil) will not be permitted for sale.

Exceptions may arise if specialty produce is not available from within the state, in these instances PFM market management may permit participation of other stallholders, provided that stallholder is the producer or on-farm employee of the producer.

Sustainability

Parramatta Farmers' Market is committed to recycling all waste products – paper, glass, plastic and green waste through recycling initiatives.

Paper bags, cups and plates are to be used, except where the product is wet such as seafood, and where food safety and food service requirements specifically may require non-paper containers.

Sustainable farming and organic practices are supported. All organically certified producers must display certification on market stalls.

It is also intended that market shoppers will be offered fresh local and seasonal food at competitive prices.

Cultural Diversity

Parramatta Farmers' Market is an inclusive market providing the opportunity to showcase multiple cultures and their foods.

Food Focus

Market trading activity, promotion and educational activities will celebrate food in all its expressions – from the farmers and primary producers who grow, rear and catch, to artisans who value-add, and cooks who create.

Community Health

Parramatta Farmers' Market will provide a pivotal community destination and the facility for the sale and purchase of farm direct and value-added NSW grown fresh food. The market seeks to provide a viable alternative link in the local food supply chain to ensure improved availability of locally grown produce to Western Sydney residents, thereby improving nutrition values, food security and reliability of access.

Education

Parramatta Farmers' Market is intended to offer comprehensive learning opportunities for the community to participate in food and nutrition education through sampling, cooking / chef demonstrations, and other educational activities, especially for children.

Throughout the year the market will showcase seasonal, regional produce that may include produce promotions, community meals, and shopper activities.

Parramatta Farmers' Market will liaise with existing community food and health projects and programs including community gardens, school gardens, and nutrition education campaigns.

Parramatta Farmers' Market can allocate a Community Stall per market to interested NFP Community Groups to sell locally grown food, or promote relevant food and nutrition projects.

In particular, the Market will liaise closely with local schools and multi-cultural, groups to develop learning partnerships between the Market and these groups.

For further information

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