

Bream Creek Farmers Market

SHARING STORIES - LOCAL ACTION ON FOOD SECURITY

Determinant of
food security:

Food supply

Sub-determinant:

Access to local
affordable food

Location & year:

South-East Tasmania, 2012

Story teller:

Helen Whitaker, President of
Bream Creek Farmers
Market Committee



Summary/Description

The Bream Creek Farmer's market is a community-driven solution to food security issues. The local community used to have trouble accessing healthy and affordable food, and suffered high rates of food insecurity.

The Bream Creek Farmer's market opened in December 2012, and has increased access to fresh, local affordable food for people living in and around Bream Creek. The market is a place where small scale local producers can sell their produce.

There are currently 20-25 stall-holders at the Bream Creek Farmers Market depending on the season, selling everything from fruit and vegetables to pork and goat, and even locally brewed cider and whiskey. The committee also helps out with a 'community stall' each month where Bream Creek locals can come and sell their backyard produce.

Benefits and achievements

The farmer's market has grown over the past year. One of its biggest achievements is the sense of community it has brought to the area, with locals turning up every week to chat with stallholders and buy their groceries.

"People love coming, the community really get behind the market and support the stall-holders by coming down each week"

Stall-holders were willing to be part of something new, and this was essential in the success of the farmer's market.

"We put the word out and there was huge interest – we're country people and we just band together with things like this"
Helen Whitaker, President

Challenges

All of the members of the Bream Creek farmers market are volunteers from the local community, and dedicate a lot of time to the project. One of their biggest challenges is finding the time to organise the market around work, kids and other commitments. Luckily there have been lots of people who have got involved and been able to lend a hand.

“Once we started we realised it was going to be something huge. We put the word out and there was so much interest”

The committee also had to find a balance to keep the focus on ‘local food’, and maintain the project as a farmer’s market rather than broadening out to other handmade goods.

Promotion

The Farmers Market has been gaining momentum since it opened in December 2012. More stall-holders from the area are coming on board as word of the market’s success starts to spread.

The Bream Creek Farmer’s Market also released a cookbook in December 2013. The cookbook has been overseen by a local chef, and features recipes from stallholders and pictures by a local photographer.

Funding

The Bream Creek Farmers Market is supported by funding from the Food For All Tasmanians fund. Other groups collaborating with the Farmer’s market include the Dunalley Primary School, and the Dunalley Tasman Neighbourhood House. The market is working towards becoming financially self-sustaining as producers and stall-holders come on board.

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Information was compiled by **Population Health Services (DHHS)** in partnership with this initiative and the Department of Premier and Cabinet.

