



FRESH THOUGHTS FMNZ ISSUE 34 March 2009



A good idea for keeping the ordinary fresh. A painter can be made by looking at the "ordinary" and bringing it on the picture. The book is the best one at the artist's table, and also painted from time to time.

Annabel Langbein loses her Virginity at a Farmers' Market Well, her "fresh food virginity" that is! Annabel's experience involved a man selling peaches and a moment of epiphany which redefined what fresh, ripe food should taste like. Annabel is making it her mission to spread the word on fresh food through her new book "Eat Fresh". She says the closest you can get to fresh food without growing it at home is shopping at farmer's markets. Indeed Farmer's markets around the country are hotbeds of sinful delight, if the looks on the faces of customers are anything to go by. Eye-rolling ecstasy as the sweetest cherry tomatoes pop in your mouth, racing heart rates as brave souls try new chilli varieties, and orgasmic moments as the sweetest table grapes flood your taste buds.



Back down to earth - if that's all a bit racy for you, Langbein also reminds us that it's the "little things we do every day that makes a difference and can make us feel more connected". "You can see how an industrialised food chain has needed to evolve but actually if you simplify your food to eating what's fresh and in season, and what's local, then you're probably going to end up feeling healthier and you're going to save the planet a bit more," she says. Buying from your local farmers market each week is such a powerful statement for such little effort, it reminds us that doing the right thing can also be enjoyable.



Desperate Housewives The very retro cover of the current issue of The Listener magazine leads with the story "Why home cooking is suddenly hot". The article itself suggests that there is a resurgence in home cooking as people choose to stay home rather than going out and spending money. Kapiti Coast chef and caterer Ruth Pretty has certainly noted this increase and interest and believes the sharing aspect of baking or cooking a meal for others is what makes it so important when times are tough. She also mentions she prefers to buy produce from farmers markets and her top tip is to buy seasonally. She advises getting a seasonal [vegetable poster](#) from Horticulture NZ. This is a great resource for everything from information for your customers to a check list of what is available (or not) at your farmers market).



FMNZ Bags and Merchandise - Special price for members - are you using all of the resources that are available to your markets to promote and encourage the weekly shop? FMNZ has a members only special - [green FMNZ bags](#) for \$1.60 (exc gst and delivery) cash on delivery basis with all orders over 100. This allows your market to earn extra dollars, to promote and encourage producers to return every week to your markets. We still offer our use now and pay later deal that allows markets to sell bags with no upfront cost. We also have available books such as the FMNZ Market Guide book at \$6, Dinner in a Basket for \$24 and Market day for \$24. The new year is a great time to have these titles available at your market as people are looking for that something a little bit special and also allows your market to make extra dollars



Successful Seedling - As farmers markets grow and become established they often act as epicentres for like-minded people who move onto other projects in their communities which involve food. Growing food in schools is becoming more and more popular and Maggie Barry reports on an outstanding success story in a recent [Listner article](#) A South Auckland school has found that gardening can transform the lives - and diets - of its pupils. Families describe their backyards as "heaven on Earth" The project aims to improve children's health and wellbeing by providing them with vegetables and the knowledge and enthusiasm to grow their own. It's a wonderful article with some fabulous photos and conversations with the children themselves, so the original article is well worth tracking down at your local library.