



# Serpentine Jarrahdale Food & Farm Alliance Inc.

ABN 46 829 528 775

PO Box 84, Byford WA 6122

Monday, May 4<sup>th</sup>, 2020

Mr. Paul Martin

CEO, Shire of Serpentine Jarrahdale

6 Paterson Street

Mundijong, WA 6123

## Development of a local Farmers Market to aid and support the Recovery Process from the COVID -19 crisis.

Dear Mr. Martin,

I write on behalf of the Management Committee of the Serpentine Jarrahdale Food and Farm Alliance Inc. (SJFFA) in regard to a proposal to develop a Farmers Market, to be located at the SJ Community Resource Centre, Mundijong.

The SJFFA has been advocating for the development of a true Farmers Market within the SJ Shire since 2014 as part of the broader picture to improve the economic viability of the peri-urban agricultural area. Farmers Markets can serve multiple functions in a community some of which are to:

1. Create a regular opportunity for community members to congregate and take time to form social relationships with people outside of their normal realm of activity.
2. Provide an opportunity for people to become aware of the sources of locally produced food and other farm products. This helps urban people, in particular, to develop a greater knowledge of the value of the agricultural nature of the Shire in which they live.
3. Take the opportunity, post COVID-19 emergency status, and the burgeoning society awareness of the precariousness of food supply chains, to demonstrate the growing capacity of local food suppliers to meet the majority of our modern society food demands.
4. Develop an alternative source of income and general economic stimulus for farmers. Creating the capacity for farmers to diversify their economic base is critically important to longer term viability of small agricultural properties. Research indicates that small, diversified agricultural properties employ far more people than do larger, monocrop farms.
5. Provide the opportunity for other community-based, non-profit, groups to collaborate to provide a point of engagement for the larger community while sharing their areas of expertise, facilities and support capacities.

The SJFFA would appreciate the support of the Shire, in the post COVID -19 health crisis recovery stage, to take this opportunity to develop a community based, local Farmers Market. The expected costs associated with this would be approximately:

- Initial income support for a market manager who is responsible for the coordination of stall holders, associated market activities, engagement of suppliers, creation of market documents necessary for verification of authenticity of stallholders and suppliers, general support services plus management on the day of the market. This is estimated to be approximately \$500 per week. Over the longer term this income would be supported by fees charged to stallholders.
- Sundry supplies for creation of on-site signage, registration facilities, banking facilities, rental fees for use of various facilities and cleaning services is estimated to be \$100 per week.
- Initial creation of advertising materials by a skilled graphic artist, social media campaign, posters and flyers is estimated to be a one-off expense of approximately \$1,000.



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- There will also be a need for weekly erection of banners in strategic sites throughout the shire to inform the consuming public of the market and its location. 8 high quality, re-usable banners would cost approximately \$2,000 - a one-off expense.

SJFFA would provide support via wide exposure through its email newsletter (approximately 2000 people, social media (approximately 1,900), volunteers to support the market, gazebos and outdoor cooking facilities for the requisite 'social/sausage sizzle' type food on the day.

The SJ Community Resource Centre Inc. would contribute by providing the facilities of the building (toilets, hand washing, rubbish disposal) and cleaning after use of the facility. The centre also has sufficient necessary 'bunting' for segmentation of areas and a kitchen and volunteers to provide the requisite morning tea of a 'devonshire tea' and similar alternative, high demand breakfast options.

The SJFFA is currently launching a survey to all agricultural, special residential, farmlet and equestrian properties, with the support of multiple other agencies (Peel Harvey Catchment Council, Landcare SJ and Peel Development Commission and the SJ Community Resource Centre Inc.) through their mailing lists and social media. This survey is expected to gauge the interest of producers, throughout the Peel Region, in the development of a Farmers Market as well as determine the likely produce to be supplied to that market. It will also help establish the need for a market on either a monthly or weekly market. It is the preference of the SJFFA to establish a weekly market as it helps the consumer to develop the habit and knowledge of what is available and where they can purchase locally produced food.

The SJFFA and the SJ Community Resource Centre Inc. can also provide the additional benefits of providing educational opportunities to help community members increase their skills and capacity for greater resilience in times of need. These could be a range of activities such as:

- Workshops for improving individual health status to help improve people's underlying health vulnerabilities
- Teaching at-home vegetable growing activities, cooking skills, food preserving skills and knowledge of local foods
- Opportunities to learn self help skills such as Yoga, meditation and exercise classes

Why Mundijong and the SJ Community Resource Centre? There is no other equivalent facility and accessibility to volunteer support in the shire that can provide the requisite facilities of building, toilets and car parking in the Shire without unviable overhead costs.

Financial support in the realm of approximately \$10,600 would provide sufficient funds for the first 3 months of operation of a weekly market and enable ongoing stability for a very important community facility. Your consideration of this proposal would be greatly appreciated.

Sincerely,



Merri Harris

President, Serpentine Jarrahdale Food and Farm Alliance Inc.



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