



Barwon Fair Food Network  
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Trading as **Pako Farmers Market**  
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## Media Release

Barwon Fair Food Network is excited to launch Geelong's newest farmers market, the Pako Farmers Market, right in the heart of Geelong West, off busy Pakington Street. We are thrilled to be working collaboratively with farmers and the community to create a regionally based farmers market that supports regenerative farming practices and sustainable operations.

Market produce will be direct from our region's farmers and the food will be amazing. We offer lamb, beef, chicken, eggs, dairy, grains, fish, vegetables, fruit, honey, nuts, oils, cheese, kimchi, preserves and more. We will also be serving fresh coffee, and brunch food.

The Pako Farmers Market operates on the 2nd and 4th Saturdays of every month from 8am to 1pm. Come for breakfast, brunch or lunch and collect nutritious food full of flavor from our region with your weekly shop. We are accredited with the [Victorian Farmers Markets Association](#). This means that every stallholder at our market is the actual farmer, grower or maker of the food you're buying, or is a direct employee.

Pako Farmers Market is located at Ashby Primary School, with a gold coin donation at entry going to the Ashby Primary School's food garden program and to food-farming projects of the Barwon Fair Food Network.

### Quotes

"The Pako Farmers Market is an important development in our regional food system, providing a marketplace for regional producers and speciality makers that use regenerative, organic and biodynamic farming practices. The farmers market brings together producers providing local sustainable food and provides an opportunity for the community to buy direct, learn more about local foods and support the regional economy. "

- Suzette Jackson from Bioregional Australia Foundation, BFFN Committee President

"The addition of the Pako Farmers Market is a great win for local farmers and producers like me. Farmers Markets are the best for selling our local produce because the full retail value is returned to the farmer - but more importantly, we get to directly engage with the consumer and that relationship grows with every market. Well done Barwon Fair Food Network and Pako Farmers Market - it's going to be great "

Chris Balazs from SageFarm, BFFN Committee Vice President





Local • Seasonal • Direct

### **About Pako Farmers Market**

The Pako Farmers Market is a community market, managed by the [Barwon Fair Food Network](#), a non-profit incorporated association. Barwon Fair Food Network gratefully acknowledges Melbourne Farmers Markets who have contributed generously, sharing their experience to assist in the establishment of the Pako Farmers Market including establishment funding from the Geelong Farmers Market Feasibility Study

[Melbourne Farmers Markets](#) undertook the '*Geelong Farmers Market Feasibility Study*'.

Melbourne Farmers Markets gratefully acknowledge Regional Development Victoria for the \$30,000 funding contribution towards the Geelong Farmers Market Feasibility Study and establishment of the Pako Farmers' Market.

We acknowledge the hard work by the committee of Barwon Fair Food Network, the partnership and provision of the market site by Ashby Primary School, the commitment of regional farmers and specialty makers and the support of the Geelong community. Our 2017 dates are: October 14, October 28, November 11, November 25, December 9, December 23.