



## **MEDIA RELEASE**

**March 2015**

### **NATIONAL FARMERS' MARKETS 'BOOTS FOR CHANGE' CAMPAIGN KICKS OFF IN APRIL**

The Australian Farmers' Markets Association (AFMA) **BOOTS FOR CHANGE** national awareness campaign symbolised by the simple act of pulling on BOOTS – gumboots, work boots, riding boots, tap boots, cowboy boots, fashion boots – before shopping in local farmers' markets has attracted wide national support.

Forty-eight farmers' markets in all states are hosting 80-plus **BOOTS FOR CHANGE** Market Days during **April 2016**. Some markets are donning their boots once to support their local farming families, while many weekly markets will boot-up every market day during April.

All **BOOTS FOR CHANGE** Market Days will celebrate Australia's hard-working farming families and engage communities in conversations about the benefits of paddock-plate food supply, farmers' markets and local, seasonal eating.

**BOOTS FOR CHANGE** is a national activation of a 2015 ABC Heywire Youth Innovation Summit project.

'Farmers' market managers and their local communities have embraced the idea with gusto, because everyone has a pair of boots. This simple act of solidarity with our farmers and food producers clearly has broad appeal,' said Jane Adams, AFMA spokesperson.

'It is the first time an ABC Heywire Youth Innovation Summit concept has been activated on such an ambitious national scale.'

Boots will be walking into farmers' markets all through April from Manjimup in WA, to Toowoomba in QLD.

And shoppers will encounter plenty of boot action while doing their paddock-to-plate shopping – Best boot parades, boot painting, boot scooting classes, chef in boots, boot planters.

'There is such obvious synergy between farmers' markets and the Heywire Regional Youth Summit Boots For Change idea. And so many opportunities to link boots – muddy country or clean city boots – to an awareness campaign focussed on family farms, food production and rural youth,' said Jane Adams, AFMA spokesperson.

The first **BOOTS FOR CHANGE** market days will unfold from **2 April** when Adelaide Hills (SA) Albury Wodonga (NSW/VIC), Finley (NSW) Geraldton (WA) Carlton (VIC), Golden Plains (VIC), Gawler and Willunga (SA) kick up their boots. See the attached schedule or [www.bootsforchange.org.au](http://www.bootsforchange.org.au) for the full list of markets participating in the campaign.

The official launch of **BOOTS FOR CHANGE** will be held at the **Orange Farmers' Market** during **FOOD Week** on **9 April** at North Court, Orange.

Orange Farmers' Market has been trading since 2002, a flagship farmers' market that has become an integral part of community life. Over 70 stallholders sell a vast array of locally grown seasonal food including vegetables, meat, eggs, cheese, nuts, honey, olive oil, wine, cider and beer.

'As one of Australia's very first farmers' markets, we are thrilled to host the official launch during FOOD Week,' said market manager, Cath Thompson.

'Orange and the Central West region is a bountiful food bowl. This market has provided fresh, low food mile produce to the community for 14 years and made an immense difference to the livelihoods of our local farmers.

'We expect many more shoppers at BOOTS FOR CHANGE Market Day, because FOOD Week attracts hundreds of visitors to Orange.'

Market shoppers and stallholders across Australia will wear boots, recycle old boots in novel ways, and compete in boot inspired competitions, fun and educational activities that will link back to and focus on food, farming and integrative youth programs in these rural communities.

**BOOTS FOR CHANGE** partners include Blundstone Australia, Bruny Island Cheese Co – whose brand marque just happens to be a pair of white Blunnie boots, and food and agriculture specialist market research company, Colmar Brunton.

Shoppers at farmers' markets keen to support the initiative should check their local market's website or go to: [www.bootsforchange.org.au](http://www.bootsforchange.org.au) for the latest news on **BOOTS FOR CHANGE** Market Days during April.

**FURTHER BOOTS FOR CHANGE INFORMATION + IMAGES:**

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## BACKGROUND

AFMA adopted the **BOOTS FOR CHANGE** project from the Heywire 2015 Regional Youth Summit supported by the Foundation for Rural & Regional Renewal (FRRR) and ABC Heywire.

The campaign aims to support grassroots family farming and rural youth, and activates the innovative ABC Heywire idea developed by a group of young rural women led by Emma Mott from Bega, NSW.

There are over 160 farmers' markets trading regularly in all states and AFMA has reached out and engaged these markets to bring to life the vision of the Boots for Change Heywire group.

### **FARMERS' MARKETS PARTICIPATING IN BOOTS FOR CHANGE** *and the list is still growing*

**WA:** Esperance, Geraldton, Kalamunda, Manjimup, Manning, Margaret River

**SA:** Adelaide Hills, Adelaide Showground, Gawler, Mt Pleasant, Victor Harbour, Willunga

**VIC:** Clunes, Eltham, Euroa, Eynesbury, Golden Plains, Melbourne Farmers Markets group (8 markets) [www.mfm.com.au](http://www.mfm.com.au); Mooroopna; Tallarook; Wodonga/Albury

**NSW:** Albury/ Wodonga, Bangalow, Bega, Bungendore, Byron Bay, Carriageworks, Finley, Kiama, Lismore Produce Market, Moruya, Murwillumbah, Nethercote, Orange, Tamworth

**TAS:** Farmgate (Hobart), Kingston, Harvest Launceston

**QLD:** Blackall Ranges, Dagon, Gympie, Toowoomba

More details: [www.bootsforchange.org.au](http://www.bootsforchange.org.au)

#### PARTNERS:



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