



A community project of The Rotary Club of Hall 

MEDIA ALERT

Wednesday 10th November 2021

Canberrans invited to score the season's first cherries as interstate farmers and producers return to Market

After what has been a very challenging few months for everyone, Canberra's [Capital Region Farmers Market](#) is happy to be welcoming back all interstate farmers, growers and producers who were impacted by border closures and associated Covid-19 restrictions. And what better way for them to be welcomed back than for the launch of the 2021 cherry season.

"Even though we remained open as an essential service, we had so many farmers, growers and producers quite heavily affected. Now they're all returning, and many of our other restrictions have also lifted, meaning that our Market can now return to operating how we did pre-lockdown, albeit with some extra safety precautions," said Capital Region Farmers Market Manager, Sarah Power.

Sarah explained that many aspects that provide Market customers with such a great vibe on a Saturday morning, such as staying and eating, visiting with family or meeting up with friends, were prevented over the last few months. Now customers are invited to stay and eat, and enjoy the Market as part of their Saturday morning weekly routine. And she wants to lure them back with the launch of the 2021 cherry season.

"Next week is the start of our cherry season and we want to welcome back as many of our customers as we can to celebrate this festive time of year," Sarah continued.

"Our region is fortunate to be near some of the greatest cherry-growing districts in Australia, and our cherry growers [Hill Lock Orchard](#), [Drive In Orchards](#), [Torry Hill Orchards](#), [Thornbrook Orchard](#) and [Willayoung Orchard](#) will have the most delicious cherries on offer from Saturday 20th November, and in the weeks to follow.

"Our customers have the chance to win the first boxes of cherries of the season. We have 15 boxes on offer for our Market friends to win. And we invite you all to come in and buy your cherries from local region growers. They don't come any tastier!" Sarah continued.

On 20th November to launch cherry season, Market stallholders will also have a range of fresh cherry products on offer. Thornbrook Orchards will have cherry jam and cherry sauce, [Claystone Meats](#) will be creating cherry sausages as well as a rolled cherry stuffed lamb and beef roast, and Sweet Amilia will have sour cherry jam tarts, made with jam from Thornbrook Orchards.

“It’s going to be a cherry-filled day!

“We also want to thank the local community for supporting our farmers, growers and producers over the past few months in what was a very difficult time. The impacts were far-reaching and your support has meant so much. We continue to operate as a safe open-air Market, with Covid safety as a high priority, and hope you can join us in welcoming back your favourite stallholders, trying something different from our new stallholders, stocking up for your Christmas produce, and of course getting stuck into the cherries.” Sarah concluded.

Canberrans are invited to have a very merry cherry season and win one of 15 boxes of cherries on offer from the Capital Region Farmers Market growers. There are two ways to enter, either online at www.capitalregionfarmersmarket.com.au - there are five boxes of cherries which will be drawn from the online entries on Friday 19th November, winners must collect in person at the Market on Saturday 20th November. Or, go into the draw in person at the Market on Saturday 20th November. Just head to the dedicated cherry stall and display and leave your details to receive a raffle ticket. Winners will be drawn every half hour from 7.30am. All winners must be there in person to receive their box of fresh cherries. For more information visit www.capitalregionfarmersmarket.com.au

PHOTO OPPORTUNITY FOR MEDIA

Media are invited to Market to see the first cherries of the season giveaway, and to interview local region growers.

What: Launch of the cherry growing season at Capital Region Farmers Market.

When: Saturday 20th November 2021.

Where: Capital Region Farmers Market, Exhibition Park in Canberra, Flemington Road Mitchell. Head through the main entry and find the cherry stand and display located at the entrance to the Market, next to the ATMs.

Time: First box of cherries drawn 7.30am, then every half hour until 11am.

RSVP: Please advise if you wish to attend.

MEDIA CONTACTS: For more information, please contact Lauren Griffiths, Threesides Marketing, on 0417 409 264 or

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