



MEDIA RELEASE

Friday 31 January 2025

Canberrans urged to eat their greens (and purples, reds, oranges too) in a bid to improve health and support local and regional vegetable growers off back of alarming research

Canberra's favourite farmers Market, [Capital Region Farmers Market](#), is throwing further support behind local and regional vegetable growers with the struggles they're currently facing and they urge Canberrans to do so too.

It comes as new research from AUSVEG was revealed yesterday, 30 January 2025, around the vegetable gap which is costing Australians, with the research revealing just one extra serve of vegetables a day could save Australian families money, support farmers and improve our health.

Capital Region Farmers Market Manager, Sarah Power, has commented on the research.

"Thankfully our market has experienced a strong start to 2025 however the last 12 months has certainly seen our local and regional growers comment on tougher conditions with increased costs of living and subsequent lower demand," Sarah said.

"How can we ensure we have access to our local and regional growers here in Canberra? Simply by buying that one extra serve of fresh vegetables from a local or regional grower, this would make a huge difference to the industry," she continued.

The AUSVEG research, issued by AUSVEG with the Outdoor Media Association and Health and Wellbeing Queensland, highlighted that 72% of consumers state affordability is impacting their consumption of vegetables, 93% of Australians aren't eating enough of them and that less than 1 in 15 Australian adults eat the recommended service of vegetables each day.

Compounding this further is the 'chicken and egg' effect of supply and demand. If affordability is affecting people's ability to purchase vegetables in the current climate, then growers have over-supply and cannot afford to stay in the vegetable industry.

Alarming yesterday's research showed that more than a third, 34%, of Australian vegetable growers are considering leaving the industry within 12 months due to rising costs and falling demand.

Sarah cited Michael Coote, CEO of AUSVEG, who yesterday underscored the urgency of this issue saying, "Australian vegetable growers are essential to ensuring consumers across the country continue to have access to the delicious range of produce that is crucial to national health and wellbeing. Sadly, we're facing a very real risk. The less growers we have in the industry, the less vegetable produce Australians will have to enjoy and benefit from as a nation. Just one extra serve of vegetables per person per day could add \$4.68 billion to the economy by 2030, add 12,841 jobs across the country and reduce healthcare costs associated with cardiovascular disease, cancer and type 2 diabetes by \$1.36 billion."

The Market has around 25 fresh vegetable growers currently registered to attend, with around 20 growers attending on average each week. Vegetable growers include Dilliro Vegetables, Wollondilly Produce, B& S Produce, Ingelara Farm, Majestic Mushrooms, Wei Rong Guo, Greenhill Farm, Harrison & Sons, Jafaris Produce and more.

Capital Region Farmers Market vegetable growers, Tobias, Beatrice and Laurence Koenig from Ingelara Farm - a biodynamic farm in Michelago growing a broad range of seasonal vegetables, - have experience talking with other vegetable growers about how it's harder to stay motivated with the increased cost, plus lower demand as consumers themselves struggle with rising costs.

"But there are ways to find more affordable and higher quality vegetables, like the Farmers Market, that can actually reduce total grocery costs. Our vegetables last longer due the freshness of the grower-to-Market approach, and they're always enjoyable raw or simply cooked which makes them easier to serve as snacks or meals," said Tobias Koenig.

"We are still the best place to buy the best and freshest vegetables direct from the grower. Shopping at Market can provide other benefits too including knowing that your vegetables are harvested only one or two days before market morning, getting to know your farmer, eating seasonally and knowing that your weekly grocery shop is directly supporting the important farming industry.

"Right now seasonal vegetables include amazing salad greens, pumpkins, potatoes, corn, varieties of capsicums and tomatoes and so much more. Come in and support growers," Sarah continued.

Capital Region Farmers Market is open most Saturdays of the year, from 7am – 11.30am. The Market is located at Exhibition Park in Canberra, Corner Flemington Road and Northbourne Avenue/Federal Highway Watson. For more information about the Market, visit www.capitalregionfarmersmarket.com.au and stay up to date on Instagram and Facebook.

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