MEDIA RELEASE **Wednesday 18 November 2026**

Canberra's Summer Harvest kicks off this weekend with Cherry Day and National Agriculture Day

Canberra's cherries are glossy and ready, the stone fruit is blushing, and the Capital Region Farmers Market is preparing for its busiest season of the year, launching its annual Summer Harvest campaign this Saturday 21 November 2026, running through to the end of February 2027.

The season-long celebration brings fresh, local produce direct from farmers, producers, growers and makers to the Canberra community each Saturday at EPIC, and includes a string of special events designed to showcase the best of regional summer produce, from sun-ripened stone fruit and cherries to Christmas hams, seafood and all the trimmings for the festive table.

This Saturday's launch is a double celebration, marking both the start of cherry season with the Market's annual Cherry Day, and National Agriculture Day, a chance to recognise the farmers behind Canberra's food.

Capital Region Farmers Market Operations Manager, Sarah Power, said the Summer Harvest launch was one of the biggest mornings on the Market's calendar, both for shoppers and for the farmers and producers who rely on strong summer sales.

“Summer is peak season for so many of our growers. It’s when the cherries come on, the stone fruit ripens, and our seafood and smallgoods stallholders are getting ready for Christmas,” Ms Power said.

“Summer Harvest is our way of making sure the whole Canberra community knows what’s on offer, whilst giving our farmers and producers the best chance to sell their produce when it really matters.”

Cherry Day celebrations on Saturday will include cherry box giveaways, cherry-themed face painting and cherry produce throughout the Market, plus a free raffle for shoppers to win one of six 2kg boxes of cherries from local producers. Raffle tickets will be available from the customer service desk from 8am, with prizes drawn at 9am, 10am and 11am.

For National Agriculture Day, children can join a free guided farmer tour running throughout the morning, meeting the farmers who grow their food and learning what’s in season. Bookings are essential via the Market’s website.

The Market will also host the Landcare ACT and ACT Farmers Photography Competition on the day, celebrating this year’s Agricultural Day theme, Our farmers, our future. Entries have now closed, with photos exhibited at the Market from 8.30am and winners announced from 11am.

Ms Power said the Market was looking forward to welcoming the Canberra community for a big morning of celebration.

“It’s shaping up to be a wonderful morning for the whole family. There’s something for everyone, whether that’s winning a box of cherries, meeting a farmer on a tour, or just enjoying the start of cherry season with us,” she said.

Summer Harvest continues through to February 2027, with the Market’s last Saturday of 2026 at EPIC on 19 December, a special Christmas Eve Market on 24 December, and two Summer Pop-up Markets at Dickson College in January and February while EPIC hosts Summernats and the Royal Canberra Show.

Canberra and region media are invited on site this Saturday for photo and interview opportunities with local farmers and producers, with fresh cherries, the raffle draws and the farmer tours offering strong visual opportunities.

Capital Region Farmers Market's Summer Harvest will launch this coming weekend, Saturday 21 November, 7.00am – 11.30am at Exhibition Park in Canberra. Full Summer Harvest event details are available at www.capitalregionfarmersmarket.com.au

MEDIA BACKGROUNDER

Summer Harvest key diary dates

- Saturday 21 November: Summer Harvest Launch featuring Cherry Day and National Agriculture Day, EPIC
- Saturday 19 December: Last Summer Saturday of 2026 at EPIC
- Thursday 24 December: Christmas Eve Market, EPIC
- Saturday 9 January: Summer Pop-up Market, Dickson College
- Saturday 16 January: Market returns to EPIC for 2027
- Saturday 20 February: Summer Pop-up Market, Dickson College

About the Capital Region Farmers Market

The Capital Region Farmers Market is Canberra's original, biggest and best Farmers Market, run as a community project of the Rotary Club of Hall since 2004. Today the Market hosts around 100 stalls each week and welcomes around 5000 customers, with all proceeds fed back into regional communities and humanitarian projects chosen by the Rotary Club of Hall.

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