

EASTLAND

Eastland celebrates local Yarra Valley produce with Melbourne Farmers Markets

First weekly farmers' markets in Melbourne's East

The new Eastland continues to champion Melbourne's epicurean spirit, hosting the [Eastland Farmers' Market](#) every Sunday from 9am till 2pm beginning Sunday April 24, 2016.

With a primary focus on the Yarra Valley, the Eastland Farmers' Markets will showcase the finest in regional produce in partnership with the [Melbourne Farmers' Markets](#) (MFM), the pre-eminent farmers' market organisation in Victoria. Adding to the already impressive culinary line up at Eastland, the collaboration with MFM will deliver a best in class experience for Eastern Melbourne.

Held along Melbourne Street and Town Square, the market will offer seasonal and organic fruit and vegetables, free range meats and eggs, honey, nuts, flowers and seedlings alongside a selection of artisanal products including cheeses, relishes, breads, jams and smallgoods. Establishing itself as the first accredited farmers' market in the region, the Eastland Farmers' Market will be a place for the community to access fresh food direct from producers in the local area and enjoy regional Victoria on their doorstep.

"Eastland has quickly established itself as the heart of the local community and the arrival of the farmers' markets means locals can enjoy the full spectrum of culinary experience at Eastland; picking up the best local produce and learning about its provenance direct from the growers," said Steve Edgerton, General Manager, Eastland.

Yarra Valley stallholders taking part in the Eastland Farmers' Market include [Benny's Berries](#), [Yarra Valley Free Range Pork](#), [Old Farm Happy Valley Free Range Eggs](#), [Garlic and More](#), [Allambee Flower Farm](#), [Yarra Valley Caviar](#), [Heathmont Honey](#), [Sisley Estate Preservative Free Wines](#), [Yarra Valley Dairy](#), [Timbarra Farm](#), [Chef's Fine Foods](#) and [Rayners Orchard](#).

In addition, [Paco's Tacos](#) by Frank Camorra will partner with [La Tortilleria](#) to create a traditional Mexican offering available from a pop-up within the market. "Farmers' markets are the inspiration for the way I cook," said Camorra.

Established in 2002, MFM is a not-for-profit social enterprise connecting urban communities and Victorian farmers. Their markets across Melbourne engage over 100 producers every week, introduce thousands of shoppers to locally farmed food and contribute in excess of \$4 million annually direct to Victorian farming communities.

Find out more by following MFM on [facebook](#), [instagram](#) and [twitter](#).

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