

food and wine festivals and events around the world



C. Michael Hall and Liz Sharples



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***Development, Management
and Markets***

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**C. Michael Hall
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- 1 The Queen Victoria Market, Melbourne. Based on a permanent site the weekly markets have become a major tourist attraction as well as a significant shopping opportunity for locals.
- 2 Singapore has increasingly been using food and food events to promote itself to international visitors and reinforce its heritage and identity. Picture shows a banner in Bugis Junction shopping and hotel complex that is used as part of a food festival promotion.
- 3 and 4 The outdoor waterfront markets of Helsinki are an important part of the culture of the city as well as an important visitor attraction in the summer months. In autumn it is possible to purchase herring as well as other seasonal produce from the back of fishing craft. The markets are co-located with a permanent indoor market building.
- 5 The autumn local farmers and organic market of Umeå in Sweden is an important community event as well as a means of supporting local producers.
- 6 and 7 Vancouver's Granville Island Public Markets help make the island one of the major tourist attractions of the city as well as being a fresh food source for the local communities. Although a permanent market with around 50 permanent stallholders, the market also has more seasonal stalls as well, including a farmers' truck market in July and a gardeners' truck market in May. To emphasize the seasonal nature of produce special themed events and promotions are also held during the year.



- 8 The Waipara Valley Farmers' Market held at Pegasus Bay Winery in north Canterbury in New Zealand is a seasonal market which insists on that stallholders sell local produce similar to UK definitions of farmers' markets. Although such an approach helps ensure that the market is genuinely local in character and reduces food miles, it may also restrict the range of produce offered.
- 9 The Lyttleton Farmers' Market in New Zealand is a successful year-round market that has developed in conjunction with the gentrification of the port town. Although a number of its stallholders would not qualify under UK or Californian definitions of farmers' markets, it continues to attract custom for its excellent range and quality of produce.
- 10 The Otago Farmers' Market, New Zealand is a year-round Saturday market that utilizes a car park at a railway station that no longer has scheduled passenger services and therefore helps utilize existing public infrastructure.
- 11 Stall selling ostrich burgers at the Stirling Farmers' Market in Scotland. Markets are a very good mechanism to educate consumers and sell customers local but otherwise exotic foods.
- 12 Preparing fresh chickens on the meat floor of the Macau markets. Macau is increasingly promoting its food culture to visitors as a means of broadening its attractiveness to tourists.
- 13 This picture shows the busy Via dei Dolci (Sweets and Spirits Lane) at the Salone del Gusto in 2006. Photo is from the Slow Food Movement Archives.
- 14 Delegates from around the world attending the Terra Madre in Turin in 2006. Photo is from the Slow Food Movement Archives.
- 15 Stalls at Wallington Food and Craft Festival, Northumberland, England in 2007. Photo produced by kind permission of the National Trust Wallington/Peter Sword.
- 16 Early morning visitors to the farmers' market in Newcastle upon Tyne, England. Photo produced by kind permission of Newcastle upon Tyne City Council.

- 17 A colourful Christmas food Market in Nice, France in 2005. Produced by kind permission of Keith Sharples Photography.
- 18 A local wine festival at Clermont L'Herault, Languedoc, France. Produced by kind permission of Kathy Sharples.
- 19 Visitors to the Ludlow Marches Food and Drink Festival, Shropshire, England, enjoying a spot of wine sampling. Photo produced by kind permission of the Ludlow Marches Food Festival committee.
- 20 The Ludlow Marches Food and Drink Festival has a wonderful setting. This photo shows the marquees in the Outer Bailey of the town's historic castle situated at the end of the market square. Photo produced by kind permission of the Ludlow Marches Food Festival committee.

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