

FRESH IS BEST IN THE MIDDLE OF EVERYWHERE

The Middle of Everywhere has quickly evolved into one of Victoria's premier "food bowls," boasting a vibrant community of passionate producers and local purveyors. Whether you are hunting for farm-gate freshness or unique artisan finds, there is a wealth of flavor and talent to discover.

How to Experience The Middle of Everywhere

- Visit the Source: Stop by local farm stalls to pick up the season's best produce directly from the people who grew it.
- Explore the Markets: Wander through bustling regional markets to find everything from organic veggies to handmade arts and crafts.
- Support Local Makers: Meet the growers and creators who give the region its unique character and flavor.

Pro Tip: Don't forget to bring a cooler bag! With the sheer variety of fresh dairy, meats, and greens available, you'll likely want to take a taste of Gippsland home with you.



This guide will give you a great source of information on not only our markets (both farmers and variety) but some of our great direct to public growers, producers and artisans.

Explore The Middle of Everywhere and support our local producers by visiting and purchasing some quality Gippsland fresh food.

All due care is taken when compiling this guide, however it is advised to contact market hosts and local producers before arrival to confirm operating dates/hours.



VISITOR INFORMATION

Central Gippsland Visitor Centre
Port of Sale

70 Foster Street Sale VIC 3850
Phone: 1300 368 864

Yarram Visitor Information Centre
Yarram Courthouse

9 Rodgers Street Yarram VIC 3971
Phone: 03 5182 6553

Maffra Visitor Information Centre
Maffra Courthouse

96 Johnson Street Maffra VIC 3860
Phone: 03 5141 1811

Website: www.themiddleofeverywhere.com.au

Social Media:

@themiddleofeverywhere



SCAN TO FIND
OUT MORE ABOUT
THE MIDDLE OF
EVERYWHERE

MARKETS & LOCAL PRODUCE



SHOP MARKETS IN THE MIDDLE OF EVERYWHERE

HEYFIELD COMMUNITY MARKET

JOHN GRAVES PARK - TEMPLE ST HEYFIELD

PH: 03 5148 3408

FIRST SATURDAY OF THE MONTH - 8AM -1PM

Variety market with a wide range plants, jewellery, cakes, and more.

ROTARY CLUB OF MAFFRA COMMUNITY MARKET

ISLAND RESERVE - McMAHON DRIVE MAFFRA

PH: 0409 030 918

FIRST SUNDAY OF THE MONTH - 9AM - 12:30PM

The Rotary Club of Maffra Market features local produce, arts and crafts and second-hand goods.

YARRAM SCOUT HALL MARKET

COMMERCIAL & CHURCH RD YARRAM

PH: 0459 428 196

FIRST SUNDAY OF THE MONTH 8AM -1PM

The Yarram Scout Hall Market is back with a wide variety of stallholders. Market is held monthly September to May.

ROSEDALE COUNTRY MARKET

PRINCE ST RESERVE - PRINCE ST ROSEDALE

PH: 0448 315 882

SECOND SUNDAY OF THE MONTH 8AM - 1:30PM

A monthly market that will showcase art, craft, produce and upcycled goods (vintage or retro). Market closes over Winter.

SALE SUNDAY MARKET

CANAL RESERVE - GRAND CANAL DR SALE

THIRD SUNDAY OF THE MONTH 8AM - 1PM

The Sale Sunday Market takes place on the third Sunday of every month. Each event is hosted in support of a different local charity or community club, ensuring that the benefits of the market are shared across various causes.

SALE PRODUCERS MARKET

SALE SHOWGROUNDS - SALE-MAFFRA RD SALE

PH: 0409 697 254

THIRD SATURDAY OF THE MONTH 8AM - 1PM

The Sale Producers Market features local art, craft and produce sellers. During the winter months, the market is held undercover.

GORMANDALE ART AND CRAFT MARKET

45 MAIN RD GORMANDALE

THIRD SATURDAY OF THE MONTH 9AM - 1PM

Long standing community market with a great range of stallholders, where you will find fresh produce, bric a brac and arts and crafts. Market runs from February to December.

LONGFORD COMMUNITY MARKET

LONGFORD REC RESERVE - SOUTH GIPPSLAND HWY

FOURTH SUNDAY OF THE MONTH 9AM - 2PM

The Longford Market features a great range of locally made, grown and sourced producers, growers, makers and bakers. Market may be moved locations during winter months.

STRATFORD SCOUTS MARKET

MARKET GREEN - TYERS STREET STRATFORD

FIFTH SUNDAY OF THE MONTH 9AM - 2PM (WHEN OCCURS)

The 1st Stratford Scouts Group host a fantastic market on the fifth Sunday of the month when occurring. There is always a great range of stallholders for visitors to peruse.

SHOP FRESH IN THE MIDDLE OF EVERYWHERE

MYRTLEBANK ROAMING FARM

1030 MAFFRA-SALE ROAD MYRTLEBANK

OPEN 7 DAYS 7:30AM - 7:30PM

PH: 0414 599 273

MRF is a paddock-to-plate farm, with a roadside shop and online store. The team produce free-range eggs, grass-fed cattle, and sheep—raised right on the farm.

BOB'S GARDEN FARM SHOP

28 DESSENTS ROAD HIAWATHA

OPEN SUNDAYS 11AM - 2PM

PH: 03 5185 1235

Gardenfarm is a working permaculture farm who offer a range of produce organic free-range eggs, fruit, vegetables, lamb and beef among other things.

KINGFISHER CITRUS

55 NAMBROK ROAD NAMBROK

OPEN FRI 2PM - 5:30PM AND SAT/SUN 10AM - 2PM

PH: 0409 415 742

Expanding from its citrus roots, the brand now produces premium, small-batch condiments and preserves. Their process remains strictly artisanal, utilizing home-grown produce.

THE HUNTING GROUND

3/102 YORK STREET SALE

OPEN MON-FRI 7AM-4PM & SAT 8AM-1PM

03 5144 4709

The team at The Hunting Ground source an amazing array of produce, preserves, and so much more to bring you a curated choice to make your next meal something special.

THE THINKIN' TREE FLOWER FARM

MUSTON'S LANE HEYFIELD

OPEN 7 DAYS 9AM - 5PM

PH: 0423 046 002

Whether it's a special occasion or just because you can, native Australian flowers are a perfect way to celebrate.

AL'S KITCHEN

10 SOUTH GIPPSLAND HIGHWAY SALE

OPEN 7 DAYS A WEEK 8:30AM-5:30PM

PH: 03 5144 4675

Al's Kitchen produces a great range of preserves and sauces. The Kitchen pantry is open 7 days a week.

LAZZARO BROS

90 YORK STREET SALE

OPEN MON-FRI 8AM-6PM & SAT 8AM-1PM

03 5144 2128

At Lazzaro Bros you'll find fresh fruit and vegetables, specialty groceries and deli items.

WA-DE-LOCK CELLAR DOOR

76 TYERS STREET STRATFORD

OPEN SUN-FRI 8:30AM-5:30PM & SAT 8:30AM-5PM

03 5145 7050

Wa-De-Lock prides itself on a fantastic selection of local Gippsland produce, with a wonderful choice of wines, cheeses and other assorted produce.

FLOODING CREEK FUNGI

AVAILABLE AT LOCAL MARKETS OR WEBSITE

0438 201 514

From harvest to your plate, you know you're getting the most nutritious and delicious mushrooms around when you purchase your favourite fungi from Flooding Creek.

THE GOURMET SHED

CENTRE ROAD LOCH SPORT

OPEN SATURDAY AND SUNDAY FROM 10AM

0409 793 098

Homemade relishes, chutneys, fresh lemon curds, jams, marmalade and savoury butters, and baked sweet slices.

DOOLAN'S FARM SHOP

1117 NAMBROK RD DENISON

FARM GATE ALWAYS OPEN

A vibrant selection of produce always available at the farm gate. produce available includes crisp cucumbers, zucchini, and earthy potatoes, alongside sweet, sun-ripened plums and freshly cut flowers.