



FOR IMMEDIATE RELEASE
Wednesday 25 July 2018

MAKE A DATE FOR ROUND 2 OF FARM TO PLATE!

More than 100 people from across the region attended workshops during May and June to help bring Murray Regional Tourism's Farm to Plate Strategy to life, with the next round of workshops scheduled to commence on 31 July 2018.

The second round of workshops will present the key findings and concepts that came out of the initial workshops, and discuss the next steps towards strategy implementation.

The Murray Farm to Plate Program aims to improve the quality, authenticity and availability of locally produced food and beverage experiences for visitors and locals in the Murray region.

CEO of Murray Regional Tourism, Mark Francis, said he was thrilled with the results of the first round of workshops, and was looking forward to seeing the ideas and contributions built on in round two as we test the draft strategic directions identified.

"Culinary and Agri tourism is a huge opportunity for the Murray region, and it is pleasing to see so many farmers, producers, hospitality and industry stakeholders getting involved in the development of our Farm to Plate Strategy," Mark said.

"A project like this requires immense support from the industry, and the discussions at the first round of workshops demonstrated the keen interest and excitement around this concept. I encourage all interested people to come along to one of the second round workshops and have their say on this important project for our region," he said.

While each area has its own unique challenges and opportunities, a number of common themes emerged from the workshops.

"As an outcome of the round one workshops, we have developed a number of ideas and concepts that we want to take back to the industry to discuss in more detail,"

"Common themes that emerged from the workshops were education of consumers, chefs, food retailers and distributors; creating a better understanding in the community around seasonal produce; and developing local food experiences under a consistent brand."

"We are keen to get as much feedback as possible from the industry on the concepts we have developed, from those who attended the initial workshops, as well as anyone who may not yet have attended a workshop and would like an opportunity to be involved in defining the strategic direction of the project moving forward," Mark said.

The second round of workshops will be held at:

Tuesday 31st July, 1.00pm - 3.00pm, Jindera Community Hub
Thursday 2nd August, 10.00am - 12.00pm, Cobram Barooga Golf Club



Monday 13th August, 2.00pm - 4.00pm, Cadell on the Murray, Moama
Tuesday 14th August, 1.00pm - 3.00pm, Boo's Place Lakeside, Lake Boga
Wednesday 15th August, 8.30am - 10.30am, The Mill, Mildura

To register, please call (03) 5480 7110 or visit:

<http://www.murrayregionaltourism.com.au/industry-development/product-development/murray-farm-to-plate-program/>

Murray Regional Tourism is also inviting feedback through four separate online surveys tailored to different aspects of the farm to plate sector. Producers, Distributors, Food Service and Food Retail are each invited to investigate opportunities and impediments to the development of the local food and agricultural sectors.

People who complete a survey prior to Monday 6th August go into the draw to win a fantastic Murray produce hamper valued at over \$100. The hamper includes products from Rich Glen Olive Estate, Corowa Chocolate and Whiskey Factory, Trentham Estate, Morrisons Winery and Fosseys Gin.

Links to the surveys can be found at:

<http://www.murrayregionaltourism.com.au/industry-development/product-development/murray-farm-to-plate-program/>

The Murray Farm to Plate Program is a regional cross-border initiative and has been proudly funded by the NSW Government in association with the Victorian Government, Local Government partners, and Murray Regional Tourism.

Murray Regional Tourism (MRT) works in partnership with Visit Victoria, Destination New South Wales, Destination Riverina Murray, 13 Local Government areas and Regional Tourism to grow the visitor economy across the Murray region.

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