



## MACKAY ISAAC WHITSUNDAY FOOD AND AGRITOURISM

# You are invited to attend Regional Food Value Chain Partners Forum

Presented by

**Rose Wright**

From the

**Mackay Isaac Whitsunday Farm to Plate Project**  
Special Guest Speaker

**Australian Celebrity Chef**

**Matt Golinski**

**Monday, 15 June 2015** Peppers @ Airlie Beach from 1 pm - 4 pm

**Thursday 18 June 2015** @ MECC from 9 am - 12 noon

Cost to participate \$0.00

Includes: Refreshments, value chain resources and a regional produce sample bag

**RSVP by Thursday 11 June 2015**

**Please phone Amanda Lavarack (07) 4898 6811**

or email [amanda.lavarack@dsg.qld.gov.au](mailto:amanda.lavarack@dsg.qld.gov.au)

Senior Economic Development Officer, Department of State Development

### Who should attend?

Retailers of food, butchers, bakers, green grocers, food processors and manufacturers, food distributors and transport and wholesaler companies. Any business providing services that link farm to plate, who would like to focus part or all of their business on the trade, distribution and promotion of regional food is welcome to attend.

### What will I gain from the forum?

The day will focus on the business opportunities evolving from the development of a regional food system and the establishment of a regional food council to promote regional trade and market our local food to locals and visitors alike. The forum will provide an opportunity to share insights and identify new opportunities to create a regional value chain focusing of food production and consumption. Discussion will also focus on how to overcome some of the challenges of using and distributing local produce on a consistent basis.

### Why is this being offered?

This forum is part of a larger project. The past year has seen a focused effort to develop the Farm to Plate movement in the Mackay Isaac Whitsunday Region. Significant planning and development activity has been underway to stimulate the region's food culture and develop food tourism. Much of the work thus far has centred on getting producers ready to engage with tourism and hospitality industry. Work is now underway to engage our region's chefs and the general public.

One of the critical links to success is the engagement and partnership with value chain businesses such as yours. We need your support to ensure our region's farm to plate program is successful, and in turn, the participating businesses that engage and embrace the farm to plate philosophy, will be featured and celebrated as critical partners in our regional food system.

Our aim is to build our region's reputation as a high quality food region, to help build resilience in the regional economy, reconnect our community to locally grown produce and attract visitors to stay, play and dine.

The local food movement has gone from strength to strength, creating both opportunities and challenges for the food service and retail sectors. We recognise that accessing quality regional produce, consistently and cost effectively can be challenging. This forum is about building relationships and making it easier for your business to tap into the local food movement.



