

"Building an Appetite"
Initiatives to grow your Food
Sector



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Regional Cuisine Aims & Projects

- Raise awareness
- Marketing and promotion strategies
- Participation in a multitude of food festivals promoting regional product
- Promotion of the regional as a culinary food destination and Create new tourism product ie Agribusiness or Technical Tourism

Regional Cuisine Aims & Projects

- Develop grower and producer networks and clusters:
 - For collective sales and marketing
 - Supply chain development
 - To reduce isolation
 - Develop Marketing and distribution linkages

Regional Cuisine Aims & Projects

- Co-ordination of local agribusiness initiatives
- Create greater demand for product leading to greater price return.
- Farmers Markets
- Kitchen Incubator with shared commercial kitchen

Regional Cuisine Aims & Projects

- Training for growers, producers and the hospitality sector such as getting into export, exhibiting your product, barista courses,
- Value adding possibilities for existing food producers and manufacturers via a food processing incubator with shared commercial kitchen

Regional Cuisine Events

Regional events eg. Farmarama, Taste of Byron, Sustainability Expo, Lismore Herb Festival

Events outside the region eg. Feast of Sydney, Gold Coast Food Festival, Native Foods Expo' Food Media Club

Trade shows Fine Foods, Good Food Show

Faciliate Overseas Trade Shows

Japanese Trade Missions for growers/
producers

Marketing/ Promotion / Awareness Raising

- Regional Cuisine newsletter
- Regional Cuisine webpage
- Regional Cuisine Brochures & information packages
- Development of recipes using local produce
- Weekly radio spots
- Media Coverage

Network Clusters

Essential Indulgence Network

- ◆ Engage network broker and Identify participants for network project
- ◆ Conduct series of workshops on network building and business planning
- ◆ Assist networks participants to proceed to export
- Replicate network model for other growers/producers interested in group marketing, both for export or domestic markets

Marketing and Distribution Linkages

- ◆ Regional Cuisine Advisory Forum
- ◆ Statewide website marketing & retail outlet
- ◆ Encourage use of common brand, under RC umbrella
- ◆ Establishment of a marketing and distribution arm for local product under the Regional Cuisine logo

Farmers Markets

- series of workshops with Jane Adams
- conducted public meetings
- secured funds & engaged consultant to conduct a scoping study
- formed steering committee
- provided assistance to various groups
Byron, Tweed, Clarence

Value Adding Kitchen Incubator

- Limitations to industry growth in the Northern Rivers. Including:
- Lack appropriate processing facilities,
- Lack of a cooperative approach to marketing
- Lack of collective support for a regional identity or brand consistent with the lifestyle, tourism and environmental attributes of the Northern Rivers

How is a Kitchen Incubator Complementary?

- Meet market demand through value adding to existing product grown in the region,
- Develop pathways and improve the ability of the regions' producers and manufacturers to match production.
- Build the capacity of the region in small business management

How is a Kitchen Incubator Complementary?

- Provide support, via an on site Food Technologist in food safety laws. The introduction of the proposed Food Act will have a major impact on home-based businesses and will force many to close down.
- Currently Hazard Analysis and Critical Control Points (HACCP) is voluntary but this may change

How is a Kitchen Incubator Complementary?

- Allows easier ramping up of production to meet the economies of scale needed to compete in an internationally competitive market.
- The region promotes its image as a 'clean green' environment and the introduction of a kitchen incubator and shared commercial kitchen is consistent with these messages