

Media Release

The Hon Jaclyn Symes MLC

Leader of the Government in the Legislative Council

Minister for Regional Development

Minister for Agriculture

Minister for Resources



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HELP FOR VICTORIAN FARMERS AND PRODUCERS TO SELL ONLINE

Victorian farmers and producers will be helped to expand their customer base by facilitating online markets and building business resilience and skills thanks to support from the Victorian Government.

Minister for Agriculture Jaclyn Symes today announced the \$1.5 million E-Commerce and New Marketplace Transition Package, part of the Agriculture Workforce Plan which is helping the agriculture sector through the coronavirus pandemic and beyond.

Online farmers markets or marketplaces primarily selling Victorian agricultural produce will be able to apply for grants to help new and existing producers with the cost of onboarding, online marketing and registration fees.

Marketplaces can also apply for funding to help cover the costs of freight and logistics, reducing delivery fees for consumers buying Victorian fresh food and goods online.

A training program will also be provided to help farmers and producers with their e-commerce skills, supporting them to implement an effective e-commerce strategy as part of their ongoing operations.

Boosting accessibility to online markets for Victoria's farmers and producers is crucial due to the pandemic limiting sales to the hospitality sector, reduced numbers of people able to visit farmers markets as well as less tourists travelling in the state.

Key online marketplaces that sell Victorian produce and agricultural products will be contacted directly by Agriculture Victoria about the package to make sure they know what help is available.

The E-Commerce and New Marketplace Transition Package complements Visit Victoria's "Click for Vic" campaign, encouraging Victorians to support local producers and food by buying online.

Businesses can find out more about the funding and other support available through the Agriculture Workforce Plan at agriculture.vic.gov.au/agworkforceplan.

Quotes attributable to Minister for Agriculture Jaclyn Symes

"Staying at home should be no barrier to enjoying fantastic Victorian produce like cheese, wine and small goods, through our vibrant online marketplace community."

"Victorian agriculture is such an important part of our economy and appeal – this direct support will help farmers and producers reach more customers and boost their businesses."