

# Media Release

**The Hon Mary-Anne Thomas MP**  
Minister for Regional Development  
Minister for Agriculture  
Acting Minister for Local Government  
Acting Minister for Suburban Development



Thursday, 9 September 2021

## EXPORT FOCUSED: GETTING OUR FOOD TO GLOBAL MARKETS

The Victorian Government is supporting agricultural food producers across the state to grow their sales globally through the \$15 million *Food to Market* program.

Global Victoria and Agriculture Victoria have partnered with industry on two major initiatives to provide export recovery support to key industries impacted by disruptions as a result of the pandemic.

Meat and Livestock Australia has received a \$2.5 million grant to promote premium Victorian beef and lamb products in both established and emerging export markets.

The project supports the industry to expand its grass-fed beef promotions in North America and grow the successful 'Lambassador' program across a range of international markets.

Dairy Australia received a \$2 million grant to build the capability of Victorian exporters to increase the competitiveness of the Australian dairy industry internationally by growing markets in South East Asia, China and Japan. The funding will also support a targeted in-market campaign and boost market engagement with India.

These two projects have been funded equally from *Food to Market* and Global Victoria's *Export Recovery Fund*.

Dairy Australia also received a \$90,000 grant to deliver the Dairy Scholarships program, which is now in its 20th year and has over 800 alumni across South East Asia, Japan, China and South Korea.

The Government recently announced the first tranche of *Food to Market* project funding with \$8.4 million allocated across 13 key industry and regional peak-bodies to support projects designed to deliver whole-of-industry benefits. Global Victoria invested an additional \$2.8 million in the program.

The *Food to Market* program is funded through the Labor Government's *Agriculture Strategy* and will help to deliver on our vision for a Victorian agriculture sector that is strong, innovative and sustainable.

### Quotes attributable to Minister for Agriculture Mary-Anne Thomas

*"We're proud to partner with Meat and Livestock Australia on their great work boosting the profile of Victorian lamb and beef on a global stage so that even more doors are opened for our producers."*

*"Through our strong partnership with Dairy Australia, we are getting behind Victoria's world class dairy industry to ensure it goes from strength to strength."*

### Quotes attributable to Minister for Trade Martin Pakula

*"A combination of excellence and energy puts our produce on tables around the world, and supports jobs on farms and in factories around the state."*

*"We are a strong export state and it's vital that we keep working to deepen our existing relationships and secure new markets."*