

Media Release

The Hon Gayle Tierney MP
Minister for Training and Skills
Minister for Higher Education
Minister for Agriculture



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SUPPORT OUR FARMERS – BUY LOCAL THIS CHRISTMAS

With just a week until Christmas Day, the Andrews Labor Government is encouraging Victorians to buy local and support our state's world-class farmers, producers and retailers.

Minister for Agriculture Gayle Tierney today visited Melbourne's iconic Queen Victoria Market to meet local sellers and producers amid the Christmas trade frenzy.

The summer months provide the perfect opportunity for Victorians to support producers and back local communities in every corner of the state – from inner-city shops to farmers' markets in regional and rural towns, all purchases of local produce flow on to the people who need it most.

Victoria is renowned for its quality produce – with stellar local cheese, ham, wine, spirits and fresh fruit ready to hit tables this Christmas.

Our state's food and beverage production industry is the lifeblood of many communities and their ongoing success will contribute to the state's strong economic recovery into the new year.

The Labor Government has always backed our agriculture industry – investing more than \$3 billion in primary production in the past eight years and growing the value of our food and fibre industry to \$17.5 billion.

Ongoing floods across Victoria have made the past few months difficult for farmers – and the Government has partnered with the Commonwealth to make sure they get the tailored support they deserve to recover and rebuild, with the Primary Producer Recovery Support package, supporting emergency response and agricultural recovery.

Already, more than \$12.5 million in support has been distributed to assist flood-affected farmers and growers, with millions more in additional support to continue reaching those who need it most.

For more on support available for Victorian farming communities affected by the floods, please visit agriculture.vic.gov.au/floods.

Quotes attributable to Minister for Agriculture Gayle Tierney

"Buying local this Christmas is directly contributing to our state's strong, resilient farming communities – I'd encourage all Victorians to put something local on their plate this year."

"Buying food and drinks that are locally produced is win-win. Not only does Victoria have some of the best produce in the country, buying home-grown backs our farmers and their communities when they need it most."