

Media Release

Steve Dimopoulos MP
Minister for Environment
Minister for Tourism, Sport and Major Events
Minister for Outdoor Recreation



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PUTTING VICTORIAN PRODUCE ON THE MENU THIS SUMMER

The Allan Labor Government is backing Victoria's high quality, fresh local produce this festive season, with more families encouraged to support our farmers by filling their table with premium Victorian grown ingredients this Christmas.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today visited the South Melbourne Market to meet with local vendors and see first-hand the array of quality Victorian-produced food and drinks available to consumers.

Whether you're looking for meat to roast, cheese, wine, spirits or fresh fruit and vegetables, Victoria produces everything you need this festive season and there's no better place to find it than at one of our many vibrant local markets that Victorians can visit.

Victoria's world-class agricultural sector is leading the nation, generating more than \$20 billion for our economy each year. As Australia's biggest producer of dairy, sheep meat, horticulture for human consumption, nurseries and floriculture, and hay and silage, farmers and producers from every corner of Victoria support our booming sector.

The Labor Government is backing farmers and agriculture businesses to ensure they remain strong, innovative, and sustainable. That's why we've invested \$2 million in the Victorian Grown initiative which helps get more Victorian premium produce on even more plates, both here and globally.

Victoria's distilleries and consumers of the quality spirits they produce are also benefiting thanks to the Government's \$20 million Distillery Door program which boosts local supply chains and markets.

We're making sure more Victorians discover the world-class drinks talent that can be found in their own backyard, with the Drink Victorian program that supports Melbourne bars, restaurants and retail venues showcase drink options made in Victoria.

To learn more about Agriculture Victoria's work to grow and protect Victorian agriculture visit agriculture.vic.gov.au.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"Victoria's food and beverage production sector is the lifeblood of many communities and vital to the state's economy, so I encourage all Victorians to visit one of our vibrant local markets and put home-grown produce on the menu this summer."

"Our state's producers are some of the most skilled and resilient in the world and there's no better time to show your support for them than over the festive period."

Quote attributable to Member for Albert Park Nina Taylor

"It's fantastic to be here at South Melbourne Market where local producers from across Victoria showcase their high-quality produce for everybody to enjoy."

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