

Media Release

The Hon Ros Spence MP
Minister for Agriculture
Minister for Community Sport
Minister for Carers and Volunteers



Thursday, 4 January 2024

PUTTING VICTORIA'S LOCAL PRODUCERS ON SHOW

Regional towns across Victoria are being called on to get creative and show off their locally produced food and drinks as part of the Allan Labor Government's \$1 million Regional Activation Grants Program.

Minister for Agriculture Ros Spence today opened the first round of grants under the new program, inviting Regional Tourism Boards, food and fibre groups, and regional bodies to apply for funding.

Grants of up to \$70,000 are available to hold local events that showcase local food and beverages in the regions where they are produced.

This new initiative aims to shine a light on the high quality food and beverages produced in Victoria's regions and connect local producers with local consumers.

Events may include vibrant farmers' markets, immersive food and beverage festivals, or collaborative tasting sessions, directly engaging local communities with producers.

Victoria's food and drinks sector is world-class, and these grants will support greater appreciation for locally sourced products and strengthen the community's connection with the creators behind the goods they value and enjoy.

Businesses involved will also have their products showcased on the Vic Grown website. The webpage serves as a comprehensive hub, showcasing diverse producer profiles, offering insights into the rich stories behind local products, and facilitating easier access for consumers seeking locally sourced produce.

Victoria's agricultural sector generates more than \$20 billion for our economy each year. It's Australia's biggest producer of dairy, sheep meat, horticulture for human consumption and more, with many of the products available locally.

The Labor Government is backing farmers and agriculture businesses to ensure they remain strong, innovative, and sustainable – including through the \$2 million Victorian Grown initiative which helps get more Victorian premium produce on even more plates, both here and globally.

To learn more about the diverse local produce Victoria has to offer visit, melbournefoodandwine.com.au/vic-grown/.

Applications close 16 February 2024, to apply for a grant and view program eligibility and guidelines visit, agriculture.vic.gov.au/support-and-resources/funds-grants-programs/vicgrown-regional-activation-grants.

Quotes attributable to Minister for Agriculture Ros Spence

"We're empowering local producers to promote Victoria's wonderful variety of locally sourced food and drinks and celebrate the unique stories behind every product."

"These grants will help foster a rich appreciation for Victorian produce and encourage consumers to shop in their local region and build a connection with local producers."

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