

Media Release

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



Friday, 2 August 2024

GRANT TO SUPPORT MURRAY FOOD AND DRINK SHOWCASE

The Allan Labor Government is supporting Victorian food and drink producers of the Murray region to showcase their high-quality, local products across two brand new events in Yarrawonga and Echuca.

Minister for Agriculture Ros Spence today announced \$69,300 for the Murray Regional Tourism Board to go towards the Murray Food and Drink Showcase.

The showcase includes two events held in partnership with the Moira and Campaspe Shire Councils on 10 August in Yarrawonga and 24 August in Echuca.

Each event will feature a range of local producers displaying their world class products to the community and to the visitors to the region.

Producers showcasing at the event include the Katamatite micro dairy farm How Now Dairy, Echuca native botanicals business Talara and Yarrawonga freeze-dry foods business TT's Harvest.

Also attending will be the renowned Rushworth olive oil producer Lisadurne Hill, and Numurkah gourmet pantry product producer The Olde Creamery.

Guests will also have an opportunity to taste canapés and locally produced non-alcoholic drinks such as juice and cordials, while watching talented local musicians perform.

The Regional Activation Grants program is part of the Government's Vic Grown initiative which helps promote and increase awareness of locally made food and beverages.

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

To learn more about the Regional Activation Grants Program, visit agriculture.vic.gov.au.

Quotes attributable to Minister for Agriculture Ros Spence

"From gourmet cheese to artisanal delicacies, the Murray Region boasts a rich variety of locally sourced, delicious produce and this showcase will help local producers promote their premium products, in their own backyard."

Quote attributable to Member for Northern Victoria Jaclyn Symes

"I'm thrilled to see our Murray food and drink producers getting the recognition they deserve through these upcoming showcase events."

Quote attributable to Murray Regional Tourism Board CEO Cameron Sutton

"This investment will elevate local producers to a wider audience, providing crucial support to our businesses and enhancing the overall visitor experience in the Murray region."

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