

Media Release

The Hon Jaclyn Symes MLC

Deputy Leader of the Government in the
Legislative Council
Minister for Regional Development
Minister for Agriculture
Minister for Resources



**DELIVERING
FOR ALL VICTORIANS**

Sunday, 17 February 2019

VICTORIAN PRODUCE SHINES AT GULFOOD IN DUBAI

Premium Victorian produce will be on show this week when more than 35 dynamic Victorian food and beverage companies lead a reinvigorated trade push to the Middle East.

Minister for Agriculture and Regional Development Jaclyn Symes officially opened the Victorian Government stand at Gulfood in Dubai, which attracts up to 100,000 visitors across five days.

Gulfood is the world's largest annual food and hospitality trade show and is particularly important for Victoria, with our food and fibre exports to the Middle East and North Africa worth \$1.1 billion in 2017-18.

Meat, grain, dairy and processed foods were Victoria's highest value exports to the region with processed food showing the most significant growth from the previous year.

Victoria's food and fibre industries make some of the best products in the world and the Andrews Labor Government is supporting them to grow their export opportunities by connecting them to international markets.

The Labor Government has an ambitious target to grow global food and fibre exports to \$20 billion by 2030, and it is on track to meet it.

Agriculture Victoria is working with industry and other stakeholders to strengthen Victoria's biosecurity and food safety capability, with a focus on traceability, product assurance and integrity systems to ensure confidence in international markets.

On top of this, in September Victoria will host the inaugural Global Table, a five-day agri-food business event for the Asia-Pacific region, positioned to become Australia's flagship food industry event.

It will position Australia as an exciting destination to discover innovation, technology and new food products.

Food + Wine Victoria will deliver the event – drawing on their expertise delivering the Melbourne Food and Wine Festival -- which is part of the Labor Government's \$15 million Taste Victoria initiative.

Quotes attributable to Minister for Agriculture Jaclyn Symes

"We've set an ambitious target to grow our food and fibre exports to \$20 billion by 2030 and we're well on our way to achieving that thanks to the innovation of our food and fibre businesses and hard-working farmers."

"Victoria is the food capital of Australia and we're proud that our premium produce is on the world's largest stage at Gulfood."

"International markets like this are critical to the success of our agriculture sector and we are working with industry to create new ways for Victoria's food and fibre industries to deliver premium products to international markets."

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