

Media Release

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



Thursday, 12 December 2024

SHOWCASING VICTORIA'S PRODUCE ON A LOCAL LEVEL

Victoria's regional communities are hosting a string of local events showcasing the very best of locally produced food and beverages over the next four months with backing from the Allan Labor Government.

Minister for Agriculture Ros Spence today announced the allocation of 16 grants from the Government's Vic Grown Regional Activation Grants Program, to regional organisations for the delivery of food and beverage events.

The \$1.1 million program offered up to \$70,000 each for regional tourism boards, food and fibre groups and other regional representative organisations

Among the recipients was Destination Phillip Island, who with the support of a \$70,000 grant recently ran the 'Local Flavours Food and Drink Showcase - Phillip Island and Bass Coast' event at Berninnet, Cowes.

The activation showcased producers from across the region and provided a unique opportunity for local producers to share their products and stories with the local community and visitors.

Another recipient, Yarra Valley ECOSS, will use their \$70,000 grant to deliver the 'ECOSS Twilight Market and Artisan Food Extravaganza' on 20 December 2024 at 711 Old Warburton Road, Wesburn.

This activation offers an interactive experience promoting local food producers and a zero-waste target, including stalls, live music, kids' activities and cooking demonstrations.

Applications for grants of up to \$70,000 were open from 4 January 2024 to 16 February 2024, with an extension to 8 March 2024 provided to organisations significantly impacted by storm and fire events in early 2024.

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

"We're putting local produce in the spotlight with lots of fun events in regional Victoria to taste the very best products our farmers and producers have to offer."

"We're helping our regional organisations be the link between their communities, visitors and the finest locally-grown produce."

Quote attributable to Member for Bass Jordan Crugnale

"We are proud to be supporting our local producers to get the recognition that they deserve as they showcase their premium products in our own backyard."

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