



PADDOCK TO PLATE FOCUS FOR FOOD INDUSTRY DEVELOPMENT DAY

7 July 2016

Mid North Coast businesses involved in all aspects of the food industry, from paddock to plate, are invited to attend a free Industry Development Day, “Producer to Provedore”, from 8.30am to 12pm on Monday 25 July 2016 at Newman Senior Technical College in Port Macquarie.

The Industry Development Day will be hosted by well-known chef Matt Golinski, who has been named as Producers’ Ambassador for Tastings on Hastings 2016, proudly presented by Port Macquarie-Hastings Council.

Port Macquarie-Hastings Council Mayor Peter Besseling said “The event offers farmers, producers, distributors, retail outlets, cafes, restaurants and chefs an opportunity to take part in a dynamic discussion about how to create a stronger focus on sustainably sourced local food within our Locavore region”.

Matt Golinski has worked with food businesses and Councils in other areas, such as Gympie, that have seen the benefits of making local food the focus of their regional identity, with flow on effects including building a sense of community, an increase in tourism and a stronger local economy.

Attendees will have the chance to shape the future of the local food industry, network with other organisations, and learn how to make the sourcing and supply of local produce an advantage for their business.

Matt will lead a workshop that explores how to build links between local suppliers and overcome challenges with availability and seasonality, creating menus around local produce, and ideas for marketing and promoting a local food focus.

Midwaste will run a “Love Food Hate Waste” workshop to help food businesses increase their bottom line by implementing clever ideas to reduce food waste, and Newman Senior Technical College will provide a locally sourced morning tea during a networking session.

Industry Development Day Organiser, Necia Waghorn of Marketplace Events, said there has been a groundswell of consumer demand for fresh, seasonal, locally grown and sourced produce and menus.

“The support for monthly and weekly food markets across the region shows how keen people are to consume local produce, and this creates a tremendous opportunity for local businesses to tap into.”

Media Release



Matt Golinski will meet and greet producers and the public at the Port Macquarie Real Food Markets on Tuesday 26 July, where he will select fresh market ingredients for a live cooking demonstration.

The event is open to food-based businesses from Port Stephens in the South to Woolgoolga in the North and West to Armidale. To book your free place at the Industry Development Day contact Necia Waghorn at necia@tastingsonhastings.com.au or 0401 526 936. Registrations close Monday 18 July.

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