

MID NORTH COAST FOOD AND WINE PRODUCERS ON SHOW

27 July, 2009

Food and wine producers from the Mid North Coast will be gathering in Gladstone near Kempsey today to prepare for the region's first NSW Parliamentary showcase later this year, Minister for Regional Development, Phil Costa said today.

"The Mid North Coast has been chosen to be featured in a series of regional food and wine showcases aimed at generating regional produce sales into Sydney and promoting tourism," Mr Costa said.

"This showcase will be a terrific opportunity for local producers to tap into lucrative Sydney business networks.

"We're taking the Mid North Coast's fantastic product to Macquarie street to showcase the region's many great local producers."

Mid North Coast producers will showcase their products on October 19, during a special trade event and for the rest of that week their produce will be incorporated into a specially-designed Parliament House menu.

"Today, the Parliament House head chef will meet the producers in the lead up to their showcase Parliament House dining room in October," Mr Costa said.

"A group of regional chefs will also attend to encourage stronger supply chain relationships between producers and restaurants in the region.

"All of the producers at the workshop today will be setting up mini trade displays to get feedback from trade show specialist, Colin Green from Best on Show."

Mr Costa said the tasting session and Parliamentary showcase follow on from a series of business development workshops held in the region.

"Producers participated in workshops to improve their business skills in the lead-up to presenting their products in Sydney.

"The workshops will also help the producers to make the most of participating in other trade shows and expos as well."

The Mid North Coast has also been selected as "feature" region at The Rocks Farmers Market for a month commencing on October 16.

The Mid North Coast Parliament House showcase will be organised by the Department of State and Regional Development in partnership with Mid North Coast Tourism and local government.

For more information on the Department's programs, visit www.business.nsw.gov.au/region