

MEDIA RELEASE

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International buyers get a taste of the Great Southern

- Taste WA Premium Food and Non-Alcoholic Beverages Trade Mission last week promoted local products to visiting international delegates.
- Week-long program focussed on connecting buyers with premium food and non-alcoholic beverage producers from Perth, the South West and the Great Southern region.

The third inbound trade mission of its kind driven by the Great Southern Development Commission in the last year, the Taste WA trade mission welcomed food buyers from markets including China, Indonesia, Israel, Malaysia, the Philippines, Singapore, United Arab Emirates, Vietnam, Hong Kong and Taiwan.

With the mission program featuring site visits and production tours, as well as specially curated buyers matching events, delegates gained valuable insight into the quality and provenance of some of Western Australia's finest food and beverage products. Local food and beverage producers had the opportunity to connect directly with buyers in key markets, and work towards significant trade relationships.

The Great Southern portion of the program featured a Regional Showcase Dinner at Albany's White Star Hotel, a Regional Showcase Lunch and Premium Food Business Matching Event at The Dam in Denmark, and site visits to local agribusinesses including a Green Range Farm tour.

Great Southern Development Commission Chief Executive Officer, Natasha Monks, praised the quality of Great Southern produce, and the value of the unique advantages of products of Great Southern provenance.

"We know the food products our local Great Southern producers create are undoubtedly of the highest standard, and greatly appealing to key international export markets", Ms Monks said.

"By guiding the international buyers themselves through the Great Southern, connecting them to the land these extraordinary products are created from, and the people who create them, our buyers and producers alike make meaningful trade relationships".

The buyers mission along with the previous inbound mission, and outbound trade delegations to Singapore and Thailand, contributes to growing presence of Great Southern food and beverage products in international markets.

The Taste WA Premium Food and Non-Alcoholic Buyers Mission was a collaborative initiative supported by the Department of Primary Industries and Regional Developing, Chamber of Commerce and Industry WA, Great Southern Development Commission, South West Development Commission, with support from the Department of Jobs, Tourism, Science and Innovation.



Caption: GSDC CEO Natasha Monks with Austrade General Manager Jay Meek, The Dam's Steve Birkbeck, and Matt Beaton at the Regional Showcase Lunch.



Caption: Albany Seafoods' Tony Westerberg gives talk to international buyers at the Regional Showcase event.



Caption: International buyers enjoy farm visit of Blackwood Valley Farming.



Caption: Blackwood Valley Farming pop up dining experience prepared by Chef Trenton Brennan.

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