



Joanne Symonds, Heather Condo and Alex Harper at the Gascoyne Food Council launch. Picture: Gascoyne Food Council

Food council pushes Gascoyne produce

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GASCOYNE Food Council was officially launched last month, with a new website aimed to link wholesalers, retailers and consumers direct to producers.

Perth Market Authority, trading as Market City, hosted representatives from the Gascoyne Food Council in Perth for the launch and will work with Carnarvon growers to promote their produce in Perth stores.

The Gascoyne Food Council is an initiative of the Carnarvon Growers Association and is made up of representatives from the region's fishing, pastoral and horticultural industries.

Gascoyne Food Council executive officer Alex Harper said the goal was to broaden the focus on Carnarvon produce

from production to marketing and increase consumers' willingness to pay premium prices for Carnarvon's products.

Ms Harper said while the Gascoyne region had experienced many challenges over the past six months with floods, cyclones and locusts, quality produce was still being produced.

"Quality Carnarvon produce such as beans, capsicums and tomatoes are coming in later this season, due to the agricultural challenges that growers have faced, and can now be found on the market floor," she said.

Market City chairman David Thomas said Market City would be the link between grower and consumer.

"We recognise the importance of Carnarvon as it is one of the largest and most efficient horti-

culture producing regions in WA," Mr Thomas said.

Ms Harper said the Gascoyne Food Council, which is funded by Royalties for Regions, is driven by the Gascoyne Food Plan and has four main objectives.

"The aim of the food plan is to focus on production and development, developing the supply chain networks and the website as an information service as well as focusing on regional marketing," Ms Harper said.

"We currently have many amazing opportunities and events within the region to showcase our produce, be it through the Taste of the Gascoyne, the Long Table Lunch, Growers Markets or Food Trail." She said a co-ordinated effort was needed to link all these events together.