

MACKAY // 17-10-2018

Farmers ready to learn how to sell and tell their 'food story'

Provenance - the beginning of something's existence; something's origin.

Where does our food come from? Every farmer has a story. Every piece of food we eat tells a tale of origin, values, family and production.

Farmers in Mackay will have a unique chance to learn how to use the power of food provenance at an upcoming free workshop ***Sell your farm's story*** in November, featuring Michelle Bell-Turner from Mungalli Creek Dairy.

The workshop is being run by Reef Catchments, funded through the Australian Government's Regional Land Partnerships. It will be held in conjunction with the Greater Whitsunday Food Network AGM.

"Sharing the story of sustainable farming and food provenance is incredibly important," said Tegan McBride, Sustainable Agriculture officer with Reef Catchments.

"It helps people connect with what they eat, and understand the value and worth of food. When you know someone's story, you can build a relationship with their farm and their family."

She said many farmers put in significant time, energy and money to make sure their produce was superior in quality and freshly harvested just before being sold.

"Farmers go the extra mile to farm sustainably, trial something new, respect animal welfare or decrease fertiliser and chemical use, for example. By telling their story, farmers can convey this to the people making the final purchasing decision and grow their markets.

"Food provenance is powerful, but it can be difficult for some farmers to know where to start. We hope this workshop will help them build confidence and give them ideas to shape their own story."

Featured guest speaker Michelle Bell-Turner is from **Mungalli Creek Biodynamic Dairy**.

Based in the Atherton Tablelands, Mungalli have successfully shared their tale to become a well-known, environmentally conscious dairy brand.

"Mungalli is all about using biodynamics to create healthy vital soil, diverse salad bar pastures, happy cows, great tasting food and sustainability way into the future,"

said Michelle Bell-Turn, Mungalli PR & Marketing Manager.

"At Mungalli Creek we are custodians of our farming land and our communities so it is about sustaining health and vitality in all we do."

Local Mackay farmers are invited to hear more from those who have successfully marketed based on sustainability and food provenance. Farmers will also workshop local provenance themes and messages.

"We'd like to say a big thanks to everyone involved, in particular to our partners the Greater Whitsunday Food Network and Mackay Regional Council," Ms McBride said.

"Working together we are strengthening the regional food industry. Local and federal government support also demonstrates the value of the economic development of a thriving and sustainable local agriculture sector."

FARMER EVENT - SELL YOUR FARM'S STORY

DATE: Thursday 1st November

LOCATION: Harrup Park Mackay

TIME: 10am - 2.30pm

Free to attend, farmers must register by Friday 26 October 2018.

Register online at www.eventbrite.com.au, look in Mackay events for November - Free Farm Marketing Workshop. Direct url - <https://www.eventbrite.com.au/e/free-farm-marketing-workshop-selling-your-farm-story-and-gwfn-agm-tickets-50885410633>

ENDS

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Image download link: http://reefcatchments.com.au/files/2018/10/Michelle-Bell-Turner-and-calf_Mungalli-Creek-Dairy.jpg