

Second chance to own magazine selling the story of our regional produce

MACKAY // FRIDAY 21th August 2020

There's good news for lovers of locally produced food. Provenance Magazine has been updated and reprinted so anyone who missed out last time now has a second chance to own the region's top showcase of the rich and diverse produce available in our region – and best of all, it's free.

Over 50 farmers, local food retailers and cafés were featured in Provenance Magazine, Mackay Whitsunday and Isaac's own food magazine in July 2019.

The interest and appreciation for local food has led to the reprint of a further 3000 copies and an online issue. This project is supported by Reef Catchments through funding from the Australian Government National Landcare Program, Mackay Regional Council and the Greater Whitsunday Food Network.

Readers most frequently comment they had no idea we grew such a diverse range of produce locally.

The magazine was originally part of a project helping farmers with their own marketing, taking them through a series of workshops on digital marketing and direct to consumer sales.

Reef Catchments CEO Katrina Dent said, "Reef Catchments is focused on both the environmental and the economic sustainability of farmers managing our natural resources. We're continuing a conversation between consumers and producers about the way food is produced and the way farmland is managed to ensure the health of our land and water into the future."

Mackay Regional Council Mayor, Greg Williamson said "There is currently a surge in support for our local businesses, specifically our farmers. It's terrific to see our community supporting their own. Strengthening local economies, supply chains and agritourism is the shared goal of a number of organisations and council is supporting in every way it can."

Greater Whitsunday Food Network President, Deb McLucas said, "We're grateful for the financial support we have received this year from the Local Buying Foundation and Queensland Government funding supporting regions affected by the 2018 bush fires. This funding has enabled us to connect with our consumers through storytelling in both Provenance Magazine and online videos. We've also produced a number of videos exploring our Network farmers, small batch makers, their production methods and of course the huge range of food from the Greater Whitsunday Region.

Provenance volume two is under way, with more produce and producers that were not featured in volume one. Reef Catchments is calling for farmers wishing to sell their story to consumers to get in contact for this opportunity.

The next edition will showcase many more producers from Isaac and the Whitsundays, crops under research and development and of course our valuable seafood industry. It will also highlight the links between food production and the environment, with many farmers working with Reef Catchments to improve their production through sustainable and in some cases regenerative agriculture practices.

ENDS

Media Event

Date: Wednesday, 26 August 2020

Time: 9am

Location: Greater Whitsunday Farmers Market, Bluewater Quay, River Street, Mackay.

Media contact: Jonathan Reichard, 4968 4231; 0438 726 226; jonathan.reichard@reefcatchments.com