

New edition of 100% local magazine continues our regional food story

MACKAY // MONDAY 15th February 2021

Lovers of locally produced food will be excited to hear that the long-awaited new edition of Provenance Magazine has been released. Provenance is 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 the first edition of Provenance Magazine, which was released in 2019 and updated in 2020. Now, Provenance Volume 2 is out, featuring more businesses along with plenty of information on sustainable and regenerative agriculture in the Mackay Whitsunday Isaac region.

This project is jointly supported by Reef Catchments, through funding from the Australian Government National Landcare Program, Queensland Government Reef Water Quality Program, Mackay Regional Council, Whitsunday Regional Council and Isaac Regional Council.

Mackay Regional Council Mayor Greg Williamson said, "The Mackay region is a powerhouse for the nation. Provenance shines a light on all the fantastic people, practices and products that exist in our very own backyard."

Isaac Regional Council Mayor Anne Baker said: "Our region has an abundance of grain and beef producers throughout our communities that continue to feed and energise the world, and is also well-known for its abundance of fish and mud crabs, along with our large-scale prawn farms.

Whitsunday Regional Council Mayor Andrew Willcox said his Council was committed to facilitating the development and growth of paddock to plate tourism. "Our region's \$630 million agriculture industry is the largest winter vegetable bowl in Australia so sustainable farming is a priority for our growers.

"Promoting and expanding our agritourism offering allows producers to leverage additional revenue streams by engaging face to face with local food retailers and the consumer. Provenance Magazine offers an opportunity that will benefit the food and agribusiness industry, providing an important link between agriculture and the broader community," he said.

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."

Provenance focuses on regenerative agriculture, which is described as a continuum of observation, learning from nature and applying natural principles to land management practices. It seeks to replace reductionist conventional agriculture practices with those that are aligned with the blueprint of life.

In regenerative agriculture, maintaining biological diversity and richness in the soil provides the basis to producing nutrient-rich, healthy produce, grown in a way that does not jeopardise but instead regenerates the environment in which food is grown.

Provenance Volume 2 is available now from Mackay, Whitsunday and Isaac Regional council offices, as well as Reef Catchments offices in Mackay and Proserpine and various shops and businesses around the Mackay Whitsunday Isaac region.

There are also a limited number of print copies of Provenance Volume 1 which has more produce and producers that are not featured in Volume 2. Please contact Reef Catchments if you would like copies of either or both magazines.

Finally, Provenance 1 and 2 are available to read for free any time online. They can be accessed [here \(Provenance Volume 1\)](#) and [here \(Provenance Volume 2\)](#).

ENDS

Media contact

Jonathan Reichard, 0438 726 226; jonathan.reichard@reefcatchments.com

Printed copies of the magazine are available on request – loose copies or in boxes of 26.