

Taste the Tweed

The project will involve an assessment of regional industry's capacity to build linkages between agriculture and tourism and will result in a Taste the Tweed industry development strategy.

Project Objectives:

Specific Objectives of the Taste the Tweed Project are to:

- Update the audit of Tweed produce;
- Prepare a development strategy for Tweed cuisine;
- Develop a simple brand positioning statement;
- Facilitate creation of a network of approximately 30 agri-tourism operators interested in delivering farm based experiences in the Tweed;
- Educate the agricultural sector about how to access tourism markets;
- Identify market ready, or near ready, agricultural product available for visitors to the Tweed;
- Facilitate the development of a range of marketable agri-tourism product including but not limited to, on-farm experiences, technical tours and agricultural trails within the Tweed;
- Package agri-tourism products and incorporate them into the Tweed visitor information network; and
- Identify opportunities where local produce can replace imports especially for the catering/restaurant markets.

Individual Business Benefits:

Those participants (producers, suppliers, existing or potential agri-tourism operators) who take part in the project will benefit through:

- Education about and practical assistance with:
 - o Accessing the agri-tourism market
 - o Business development, and
 - o Networking opportunities
- Potential for diversified revenue base; and
- Advice and practical assistance on how to increase margins on produce.

Regional Benefits:

Wider benefits to the region that will flow from the project could include:

- Contributing to the diversification of the revenue base of agricultural producers and the Tweeds economy;
- Adding value to tourism experiences through food;
- Increasing awareness of, and visitation to, the region;
- Creating employment opportunities for the region's locally owned and operated businesses along the entire value chain from farm to plate;
- Raise the profile of the Tweed as a 'cuisine' destination;
- Increase usage of local produce by restaurants and cafes;
- Increase demand among visitor markets for Tweed agricultural products; and
- Develop niche agri-tourism markets.

This Will Be Done By:

- Seeking interest for participation in the project from the broader market through stakeholder lists and provision of email contact details; and
- Interested parties may include producers, farm suppliers and associated tourism entities.

Survey Objectives:

- Update the audit of Tweed produce;
- Recruit participants to workshops;
- Identify approximately 60 participants, comprising producers, suppliers, existing or potential agri-tourism operators, or those seeking to develop agri-tourism product, who will form the basis of a core group of change agents/participants for progression into the next stages of the project (producer-supplier network; agri-tourism product development workshops); and
- Assess participant's organisational capacity and capability.

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