



An initiative by Carnarvon Growers Association and the Gascoyne Development Commission.

# Gascoyne Food Plan – 2010-15

Gascoyne food - fresh from Carnarvon



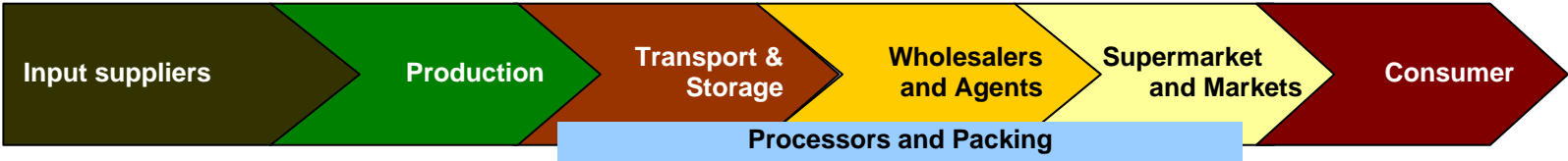
Transformation from a production focus delivering \$70m horticulture, \$60m fishing and \$20m pastoral industries.

To a market focus delivering \$200+ million pa.

Food production and promotion in the Gascoyne will be a process of understanding the opportunities offered by a market and responding in a competitive manner to achieve the goals of all participants.

**WHAT:** The objective is to identify Carnarvon produce and its systematic promotion as preferable to produce from elsewhere.

**HOW:** Boost consumer recognition of and willingness to pay a premium for Carnarvon produce because of its superior quality.



We will achieve a market focus through a strategic structure:

Collaboration with the Gascoyne Foodbowl Initiative.

**Gascoyne Food Council**  
chaired by CGA

A representative from: CGA, GDC, Gascoyne Gold, Loveapple, Sweeter Banana, Gascoyne Food Trail, Taste of the Gascoyne, Organic grower, Gascoyne Water, Pastoral Industry, Fishing Industry and DAFWA.

Horticulture Peak Body	Pastoral Industry Group	Fishing Industry Group	Production and Development	Carnarvon Market Information	Supply Chain	Regional Marketing
CGA committee	Gascoyne PGA	Gascoyne Fishing	Production Advisory Group	Market Information Service	Market Accumulation	Taste of the Gascoyne
<ul style="list-style-type: none"> <li>Current function of the CGA Committee in its peak body role providing linkage to HAL, AusVeg, etc.</li> <li>Biosecurity and industry issues.</li> <li>Training and education</li> </ul>	<ul style="list-style-type: none"> <li>Current function of the local Pastoral Group.</li> <li>Encourage R&amp;D initiatives which foster new technology and improve marketing opportunities for the meat and livestock industries.</li> <li>Training and education</li> </ul>	<ul style="list-style-type: none"> <li>Current function of the local fishing and processing industry.</li> <li>Processing and value adding development.</li> <li>Commercial harvesting</li> <li>Training and education</li> </ul>	<ul style="list-style-type: none"> <li>Quality and consistency</li> <li>Best Practice.</li> <li>R&amp;D and integration with DAFWA.</li> <li>Transport and Cool Chain.</li> <li>Waste Management</li> <li>Energy opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Capture, manage and disseminate market knowledge and information.</li> <li>Provide information on current production and consumer opportunities to Growers.</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity to provide information to all sectors of the supply chain regarding commodities available, timing and potentially accumulation of product.</li> <li>Potential marketer.</li> </ul>	<ul style="list-style-type: none"> <li>Develop the brand to underpin the image and value.</li> <li>Optimise Buy West East Best</li> <li>Undertake event management.</li> <li>Manage the Food Trail</li> <li>Farmers Markets</li> </ul>