

MEDIA RELEASE

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Planting seeds of opportunity

BUSINESS leaders will learn about opportunities for regional growth during a breakfast in Horsham.

Regional Development Australia Grampians chairman Stuart Benjamin will discuss how food processing locally can drive regional growth.

Barry McGookin of Food Innovation Australia will present on the collaboration between his organisation, Wimmera Development Association and Beanstalk Ag to build entrepreneurship in the region.

The three organisations are hosting a pilot food innovation program, “Seeds of Growth”, for Wimmera Southern Mallee producers. It equips participants with the skills to transform an idea into a revenue-generating business.

Wimmera Development Association executive director Chris Sounness said Thursday’s breakfast discussed and celebrated opportunity.

“Our region is very proud of agriculture but historically we have more often than not grown our produce and then allowed other regions to process the product and gain most of the value,” he said.

“Building and supporting new, emerging food business in the region is one part of the puzzle to ensure we can allow our region grow, have great job opportunities for our families and harness our entrepreneurial spirit.

“The second part of the puzzle is highlighting the opportunities that encourage more food processing in the region, which can create a range of employment opportunities for people in our region or people who want to move to the region.”

Wimmera Development Association is the peak advocacy body behind many major, emerging projects in the region. It supports businesses, promotes economic development opportunities to investors and is a key link between industry and governments, lobbying for improved infrastructure and for regional priority issues.

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