



Welcome to our first Newsletter!

Special Interest Articles:

- Jane Bennett
- Wild Clover Meats

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One of the first items and possibly the most important in this network's evolution is having the ability to communicate information regularly out to the industry.

Not in a two tin cans with a piece of string between them type of communication, but something very now.

Embrace the e-revolution and behold the first produce connections e-newsletter that we think will fit the bill very nicely.

The newsletter aims to deliver relevant, interesting information out to network members on a regular basis. Understanding of course, an e newsletter is only as good as its capacity to meet the readers' needs- so that is where you come in.

We want to know what you like to see in your newsletter, how often do you want to receive it and what sort of stories would really push your buttons?

In the meantime, enjoy a bit of light reading and keep spreading the word!

Presentation to Industry

On the 31st of August in Ulverstone, a presentation was made to industry detailing the progress of the network group to date.

The presentation, given by Mike Badcock, Cyndia Hilliger and Lea Coates outlined the actions taken so far in getting "the producers network" up and running.

The proposed Vision, Mission and objectives were presented to the group for feedback, along with some background on the process the group had

undertaken in formulating the content presented.

Whilst there were some tweaking recommendations for some of the wording used in the statements presented, on the whole, the group was supportive of the direction and happy for the project team to continue to move forward with getting "The Network" up and running.

For the time being, "The Network" will be based at the offices of the Cradle Coast Authority.

<h2>Contact</h2> <h3>Food Connections Tasmania</h3> <p>Ian Waller Cradle Coast Authority Regional Tourism Manager</p> <p>Phone 6431 6285 Mob: 0419 372 400 Fax: 6431 7014</p> <p>Email: iwaller@cradlecoast.com</p>

The Cradle Coast Authority has agreed to undertake the basic administration for the network until we are up and running in our own right.

As part of this process, the Authority will assist in getting a web site developed amongst other key administration duties.

For a copy of the presentation, visit

<http://www.cradlecoast.com/producersnetwork.html>

What's happening next?



After the Ulverstone presentation, a small group met to discuss the next steps to get a few key tasks underway to get things moving.

- Firstly a regular communication out to the group via an e-newsletter
- Web site for registering details and getting information out to people
- Launch date for the web site and the official

naming of the group

- Produce calendar – online access and basic industry calendar for local restaurants to use
- A calendar of social events

The newsletter is now underway and if you are reading this- probably finished! (well a first attempt at least)

The web site has been

discussed and a specification and brief developed and offered to selected web designers to submit expressions of interest for the development of the site.

The produce calendar and social events calendar is being worked on as we speak, and will be available on the new web site.

If you are keen to get on board with any of these activities – get in touch with us!

What's in a name?

When in doubt give it to a uni student to come up with something really good- so we did!

And so did they!

Through the workshops and discussions about how this group would evolve, it has become apparent to us that the key function of the group will be as a network, or connection point linking like minded people together across the agri-foods industry chains.

We pondered what a likely name for this group would be and potentially how could we represent the

group best visually.

When in doubt give it to a uni student to come up with something really good- so we did!

The logo and name for the group came from Robyn Odell, a 3rd year student at Cradle Coast Campus of the University of Tas studying Regional Resource Management. We liked the name and logo as it seemed to best represent where we feel

the group will fit in terms of the industry and the name is pretty catchy!

We will be making a presentation to Robyn in the coming weeks to offer our thanks for her design and contribution to help giving this network a clear identify.

An article will be posted to the advocate, so stay tuned!

“Product itself is more important to the sale than the provenance”

Jane Bennett

Ashgrove Cheese

2008 Nuffield Scholar



The Role of Regionality in the Marketing & Branding of Food' – A Report prepared by Jane Bennett

Jane Bennett has recently returned from a number of regions of the world where she was able to study some of the food businesses in the region with the objective of identifying the key success factors in the production and branding

of regional foods.

As a result of these studies Jane has produced a comprehensive and thought provoking paper which provides valuable research for regional food producers and Governments seeking to grow agricultural

production and value to enhance regional Australian economies.

A copy of Jane's paper can be found at:

http://www.nuffieldinternational.org/rep_pdf/1248050899Jane_Bennett_2008_Nuffield_Report.pdf



Who are the people in your neighbourhood?

Clover Country Meats

By Cyndia Hilliger

In my quest to serve only “happy produce” in my restaurant, I packed the boys- namely my two chefs into the car and we headed off for a day trip to visit a couple of local suppliers.

I had heard tales in whispered tones of a mystical farm, where lambs played happily in lush green fields with spectacular views, producing the finest, tastiest quality lamb. This would be where I would start my quest to find happy produce for my menu.

On arrival to Clover Country Meats I was met by Brian Bonde, an amiable chap with a spring in his step.

Brian took us through the range of impressive meats they produce and introduced us to his team of butchers.

From here we took a tour of the farm to see for ourselves if the tales were true.

At the final grazing paddock, we stood at the top of the hill, carpeted by emerald grass mixed with tiny clovers, surrounded by quiet mountains and azure sea in the distance. I resisted the temptation to whip off my shoes and do a rendition of “sound of music” at this point and just took it all in.

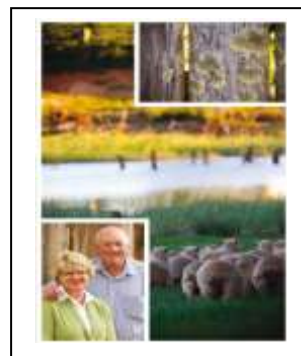
I wondered to myself if the lambs ever got suspicious if not all of them came back off “the big truck”. But I don’t reckon they would notice, nor mind, as this was pure lamb heaven, the land of happy produce.

Clover Country Meats have the opportunity to nurture the meat on your plate from “paddock to plate”. They take care to ensure the meat on your plate has been well cared for, treated humanely and treated with respect. Not only do you end up with a high quality, flavoursome piece of meat on your plate, you can feel happy and confident that throughout the life of that animal it has had a good journey.

Jan and Brian have an obvious love of the produce they have, and so they should. The respect and care they give to their animals throughout the whole process, mean that you end up with some very happy produce on your plate.

Contact Clover Country Meats:

www.wildcloverlamb.com.au
or Phone 03 6425 3433



“
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Social Connections

October 18th Afternoon
Cocktail Capers by the
water

The Riverview Cafe &
Restaurant @ The
Waterfront in Wynyard will
be hosting a celebration
and launch of the new
produce connections
website and logo.

We will be serving a
superb array of cocktail
canapés, nibbles and
grazing platters using our
superb local produce.

Tickets for sale for \$50 per
person, including drinks.

The tide will be high, and
what better way to spend a
lazy Sunday afternoon by
the water indulging in the
best of Tassie wine and
produce.

For bookings please
contact Cyndia on 03
6442 2351.

Got a social event
happening? Let us know
and we can invite the
whole gang for you by
publishing it in the
newsletter.



Food Connections Tasmania

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We're on the Web!

See us at:

[http://www.cradlecoast.com/
producersnetwork.html](http://www.cradlecoast.com/producersnetwork.html)

(it's a start – new web page
coming)



The Institute for
Regional Development
CRADLE COAST CAMPUS
IMAGINE WHAT CAN HAPPEN



Wild Clover Lamb Curry: From Jan Bonde

Curry Ingredients

4 x 120g (4 oz) lamb fillets
or backstraps
2 tspn ground coriander
2 tspn ground cumin
2 tbspn vegetable oil
2 eschalots, chopped
2 garlic cloves, crushed
1 long red chilli, chopped
2 cups chicken stock
1/2 cup almond meal
1 cucumber, thinly sliced
Chives to serve

Recipe

Place the lamb, coriander
and cumin in a bowl and
toss to coat. Set aside.
Heat a large, deep frying
pan over medium heat.

Add the oil and lamb and
cook for 2-3 minutes for
medium-rare or until
cooked to your liking.

Remove the lamb, cover
and set aside.

Add the eschalots, garlic
and chili to the pan and
cook for 5-6 minutes or
until the eschalots are
soft. Gradually add the
stock, stirring.
Add the almond meal and
cook for 3-4 minutes or
until thickened.
Slice the lamb and serve
with the curry sauce,
cucumber and chives.

Serves 4.

Network Partners:

The Institute for Regional Development (IRD)

Tasmanian Institute for Agricultural Research (TIAR)

Food Connections
Tasmania, as an initiative
to link people and transfer
knowledge, is well
supported by both the
Tasmanian Institute for
Agricultural Research
(TIAR) and the Institute for
Regional Development
(IRD), based at the Cradle
Coast Campus of the
University of Tasmania.
Representatives from both
have been involved with
this project all year, are
very supportive of the
concept, and add a
research and academic
depth to what is planned to
be a very deep, and full,
pool of information.
Already the IRD has had
students involved with the
network, conceptualising a

name for the network, and
a potential logo. One
idea, North West Food
and Beverage
Connections, included art
work depicting several
links in a chain, and this
appealed to the interim
steering committee. This
idea has been adopted
(with permission) and
tweaked slightly to
become Food
Connections Tasmania.
Students also stand ready
to contribute to small
research projects that can
form a part of their own
learning as an assessable
piece of work.
TIAR already holds a
wealth of knowledge in
agri-food, and has
undertaken many

research projects in
support of food production
in Tasmania. Recently, a
vegetable marketing pilot
campaign was conducted
in Sydney with interesting
results. Presently they are
performing scientific tests
in order to prove we have
the veggiest vegetables
that taste the best, and
under what conditions we
should grow, store,
distribute, sell and keep
our veggies for optimum
presentation and taste.
These too, we hope to be
able to share with you
shortly.

Both the IRD and TIAR
seek to make any
research they undertake
relevant and valuable to
agri-food production,
processing and sales in
Tasmania. And they
request your help. If you
have burning issues you
seek answers too, or a
great idea you want to
expand upon, please
share it with Food
Connections Tasmania so
that we can all help each
other help ourselves.