



# The Australian Alpine Valleys Agribusiness Forum

June 2005

## **AlpValleys Role**

- To provide a voice for the North East Victorian Agribusiness Community
- To help develop regional agribusiness capability
- To promote investment opportunities in North East Victoria

## **Vision**

*By 2008 the North East of Victoria will be widely recognised for its attractiveness to agribusiness, and there will be growth in the economic value and sustainability of agribusinesses, as measured against 2004 data*

## **Mission**

- To foster and stimulate the development of viable and sustainable agribusiness in the North East
- To create the right climate in which agribusiness can successfully operate

**AlpValleys is a not-for-profit, community organisation**

## **Agribusiness Regional Profile Launched**

The North East Victoria Regional Agribusiness Profile was recently launched at La Trobe, Beechworth. Around 50 people enjoyed food and wine, while Paul Atherton of The Regional Development Company outlined the project recently undertaken. This sought to identify the opportunities and impediments that face agribusiness in North East Victoria, in order to assist business and various levels of government to direct resources and develop new markets.

One regional horticultural industry, the olive industry, barely existed in North East Victoria when the previous industry data was collected in 1996 as part of the research known as the "Bright Report". Now, the olive industry has expanded into a significant regional horticultural industry. After dinner, guests listened to the experiences of one major player in this development, Frank Vodusek, who has in recent years established a large olive grove for production of premium extra virgin olive oil, known as Rich Glen Olives, near Yarrawonga.



The Agribusiness Profile Report was officially launched by a cheerful Geoff Howard (see photo left), the Parliamentary Secretary for the Department of Agriculture, who is supportive of the state government's Victorian Agribusiness Network (VAN), which provided the funding for the project.

*For more information on the Agribusiness Regional Profile and Report, visit AlpValleys website [www.alpvalleys.com.au](http://www.alpvalleys.com.au) or email [admin@alpvalleys.com.au](mailto:admin@alpvalleys.com.au)*

## AlpValleys on track for Asia

**Great news for ten regional producers! AlpValleys Agribusiness Forum has received funding from VAN for a new project – “AlpValleys to Asia”.**

This project is designed to assist North East Victorian agribusinesses secure export market opportunities in Asia. Ten agribusiness companies will be recruited to participate in a retail promotion, under a regional umbrella, in a high-end specialty food store and restaurant in Singapore. The Singapore market has developed Australian promotions and other regional promotions (such as Margaret River and Yarra Valley) and this project will build on that success, but target a more specialized gourmet food outlet.

Menus will be developed that integrate North East products which will be utilized by chefs in Singapore. The project will be launched at a dinner in a North East Victorian restaurant using the produce for the promotion. Businesses involved in the promotion will participate in a delegation to Singapore, and chefs in Singapore will be educated on how to cook with North East Victorian produce.

This exciting project, which commences early in August, will also be supported by the Department of Innovation, Industry and Regional Development with funding under its Collaborative Export Grant Program. This funding will be sought once the participants in the export visit are identified. AUSTRADE are also sponsoring the project, by organizing and holding export workshops and company meetings.

**Expressions of interest will be sought by AlpValleys, in August, for company participation in the project. If you think your organization is a suitable candidate, then email [admin@alpvalleys.com.au](mailto:admin@alpvalleys.com.au) for more information when it becomes available.**

## AlpValleys Olive Industry Strategy Project

Again, AlpValleys have been successful in securing VAN funding – this time for a proposal: “Setting Strategic Direction for the Victorian Olive Industry.”

With co-funding from the Department of Innovation, Industry and Regional Development also approved, this project is well underway. Supported by the Olive Producers NE (Vic) Inc, the project will see the development of a strategic business plan for the Victorian Olive Council. Input from the regional olive associations will be sought, and one outcome will be the development of a targeted approach to project planning and implementation. This will assist the olive sector of agribusiness to remain responsive to the ever-changing needs of consumers, whilst remaining globally competitive.



## AlpValleys Contacts

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**The AlpValleys AGM** will be held on the evening of Thursday 22<sup>nd</sup> September 2005 at The Red Stag Restaurant Deer & Emu Farm Complex in Eurobin. Guest Speaker is Frank Delahunty, who is Managing Director of Dirt Management Pty Ltd, (a company of agricultural investment managers), as well as Chairman of Wimmera 2020 Forum. Frank will provide information on the potential for superannuation investments in our region. **And....the inaugural AlpValleys Agri-business Awards will be made on the night.**