

I have to tell you also Ian that HH is working with one of the local green grocers in Richmond to sign local produce in his shop with the HH logo. This has only just started but the feed back is that the people coming into his shop are specifically asking for the locally produced produce.

**All good stuff. And finally before we finish the DUBBO FARMERS' MARKET is on today 8am – 12noon On the lawn at the Lions Park behind the Dubbo Visitors Centre - Wet weather venue – Dubbo RSL undercover car park**

**Where do people go to get all the latest David?**

[www.hawkesburyharvest.com.au](http://www.hawkesburyharvest.com.au)

## **Farmers Markets, along with pick your own – two different forms of direct marketing**

Also Ian I don't think either Alan or I have told you and your listeners that Hawkesbury Harvest is extending the farm gate trail into the Penrith LGA. Penrith Council have a Rural Lands Strategy as part of their overall strategy and they have engaged HH to implement the FGT as the first step in the implementation of that strategy

## **This means that the FGT will extend right across Sydney from Hornsby, Baulkham Hills, Hawkesbury and Penrith.**

We already have Vickary's Winery there at Leppington and we have just had an egg producer at Llandilo sign up. We have interest from about another 8 people and it is now just about getting the word out. We anticipate there will be a new map that incorporates the four local government areas in February or March next year.

Another exciting thing that is occurring Ian is as a result of Alan mentioning last week on this segment that Andrew Phillips from the Coffee Warehouse (one of our members) is interested in exploring the potential for the development of a local niche green tea industry in the Hawkesbury. Andrew has already had four calls and he is as enthusiastic as anything about the idea.

## **Green tea – a wellness industry product**

That's part of the excitement Ian. The Hawkesbury is ideally suited to growing green tea and not only does it provide an option for the productive use of small areas of land it enables agriculture to link with other things such as the wellness industry, the tourism industry, landscape management, catchment and natural resource management. There are some real economic, social and environmental benefits to be had. I was speaking to Andrew yesterday about his idea and he said he would like to brand the tea Hawkesbury Harvest Green Tea.

## **Regional Branding**

Regional branding is a cornerstone of sustainable urban agriculture Ian and I saw evidence of that when I was travelling around the world last year looking at how other developed countries are retaining their local agriculture as part of urban development. HH is negotiating with a large Hawkesbury producer of a new and innovative product about to come onto the market which will carry the Hawkesbury Harvest logo. We have long realised that the sustainability of HH and agriculture generally depends on consistent regional branding that the consumer recognises can be trusted. We started with lavosh produced by one of our member Kurrajong Kitchens. That product sports our logo to indicate it is a product of the Hawkesbury.

## **FARM GATE ROUNDUP Saturday 19 May 2007**

**David Mason: 4588 2144 (W); 4572 1337 (H); 0411 128 456**

**Interviewer: Ian Rogerson**

**What's on the Farm gate trail this weekend David?**

No major events Ian. The members of HH who have pick your own apples and other fruits have all been picked out. There are still apples for sale on the Bells Line of Road though. What I would like to do is draw peoples' attention to a couple of things that will be happening in June.

Hawkesbury Harvest will be celebrating the Queens 81<sup>st</sup> birthday on the long weekend 9 – 11 June with a couple of events. The 9<sup>th</sup> marks the beginning of the local Hawkesbury Harvest orange season and on the 11<sup>th</sup> Tanglin Lodge at Tennyson will be having their Alpaca Open Day. This open day is now an annual event and it gets bigger and better each year.

**Everyone loves alpacas.**

They are lovely animals - gentle on the environment, fiercely protective parents, great pets as well as providing people with a cultural and economic interest on small acreages around Sydney.

Also Nicky Alexander from Fords Farm at Wisemans Ferry advises the 16<sup>th</sup> June marks the beginning of the mandarin season – another pick your own experience.

**Now people can go to the revamped HH website and click on oranges and mandarins or any food item listed on the right hand side and details of the produce and where they can get it are shown**

That's right Ian. Alan Eagle has done a great job in making the web site more user-friendly and interactive so when people go to it they can see what's in season and who they can get it from.

**It's a long way from the early days when all HH had was a single page A4 sheet with two colours and just 14 farm gate members.**

It sure is and the great thing about it is how our members have upped the ante on what and how they meet the consumer needs whether they just want to buy fresh local food or come as tourists wanting to have an enjoyable experience without having to travel hundreds of kms.

I have to tell you Ian that last weeks Farmers Market at Castle Hill was an absolute cracker. More stalls than we have had before and lots of people. I love being there despite the early rise.