Mornington Peninsula Shire

2013 Local Food Strategy

Enhancing the identity of the Mornington Peninsula as a Quality, Fresh and Innovative Food Region

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## TABLE OF CONTENTS

Executive Summary ........................................................................................................................................... i

1  Purpose.................................................................................................................................................. 1

2  Mornington Peninsula Food .................................................................................................................. 3

3  Target Audience ..................................................................................................................................... 6

4  Situation Analysis .................................................................................................................................... 7

5  Vision for Mornington Peninsula Food ................................................................................................. 9

6  Priority Action Areas ............................................................................................................................. 10

7  Action Plan ............................................................................................................................................. 15

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Executive Summary

This Mornington Peninsula Food Strategy has been undertaken in partnership with Mornington Peninsula Shire and Mornington Peninsula Gourmet to develop an awareness, industry connections and branding strategy to promote Mornington Peninsula Food within the industry and to the general public.

Historically, food on the Mornington Peninsula has played a vital role in various aspects of cultural, social and economic prosperity. This relationship has many different components ranging from growing, manufacturing, purchasing and tourism visitation.

The Mornington Peninsula is renowned worldwide as a wine region; however, there is a lack of awareness of the range of local food and experiences on offer. From a consumer perspective there is a growing demand to better understand and appreciate what is produced close to home. This trend is resonating with a variety of demographic segments.

Food production on the Mornington Peninsula is rich in diversity and quality. It encompasses a broad spectrum of production scales from boutique “artisan” value added product through to broadacre farms. The food sector is a significant contributor to the local economy. It is estimated that the value of the industry is in excess of $1.3b (Table 2) per annum in output, this represents approximately 11% of the total shire economy whilst providing 5300 jobs or 12.5% of total employment.

The strategy determines pathways to raise awareness and ensure that food across the Mornington Peninsula is:

- Recognised for its quality, freshness and accessibility;
- Highly valued by locals and visitors for its provenance and seasonality,
- Identified through a ‘trust mark’ that is valued and respected by the industry and consumers to reflect the integrity of locality, product or service.

Dig Marketing Group was engaged to undertake consultation with businesses as part of this strategy. This consultation identified four key focus areas for action to enhance the identity of the food sector on the Mornington Peninsula.

1. Recognise the unique Mornington Peninsula location, ‘maritime’ cool climate and natural attributes, ensures productive capacity results in high quality produce.
2. Address the highly fragmented industry networks due to an increasing proportion of micro-businesses and a number of associations representing the niche interests of the sector;
3. Reduce the ad hoc awareness of Mornington Peninsula food amongst the industry and consumers; and
4. Ensure the provenance of Mornington Peninsula food is protected, enhanced and promoted.
Drawing key attributes of Mornington Peninsula Food into a vision statement has been undertaken. The below vision statement will help to develop and convey the unique features of Mornington Peninsula food in a clear and consistent manner to its target audience.

*The Mornington Peninsula continues to enhance its culture as a quality, fresh and innovative food region*

Taking into consideration the key findings determined through industry consultation this Strategy proposes 4 key priority areas:

1. Establishment of a Food Industry Advisory Body to assist in addressing issues of industry fragmentation;
2. Development of an awareness campaign to build the profile of Mornington Peninsula food;
3. Facilitate food industry capacity and connectivity activities to ensure local businesses are working together to grow the region’s food economy
4. Implementation of a Provenance program i.e. ‘trust mark’ to enable businesses to identify themselves as Mornington Peninsula.

To ensure industry buy in and support, this strategy proposes that the awareness campaign be driven through a Food Industry Advisory Body (FIAB). The FIAB will be seen as the vehicle to guide, advise and initiate activities undertaken to promote Mornington Peninsula Food in a collective and holistic manner. It is important to note that individual industry groups will continue to be encouraged to undertake their own marketing activities specific to their particular area of interest. This strategy aims to complement their activities.

The provenance program and awareness campaign will be interconnected. The provenance program will help identify stories within the proposed themes, while the awareness campaign will identify activities to promote the importance of provenance.

Food has never received strategic acknowledgement for the multi-faceted role it contributes to the local economy. It has always been aligned with other sectors as a secondary feature; somewhat overshadowed and undervalued. This is not to disregard the important relationships it has with tourism, recreation, agriculture, hospitality, retail and household consumption; rather food has a substantial opportunity to develop and mature in its own right as a pillar of our local economy.
1 Purpose

The Peninsula is also well known for its distinguished agricultural history, with producers being recognised as world class and industry leaders. Council continues to support our $650 million agricultural industry on the peninsula in a number of ways, with this food strategy being one mechanism to support local producers and food-related manufacturing businesses.

Historically, food on the Mornington Peninsula has played a vital role in various aspects of cultural, social and economic prosperity. This relationship has many different components ranging from growing, manufacturing, purchasing and tourism visitation.

For the purpose of this document the term food is used to encompass primary produce, value added and manufactured products, beer, wine, cider and other products made from food.

This strategy is designed to build on the foundation of food acknowledging its history and current status of importance. The Mornington Peninsula is a world renowned wine region; however, there is a lack of awareness of the range of local food and experiences on offer. From a consumer perspective there is a growing demand to better understand and appreciate what is produced close to home. This trend is resonating with a variety of demographic segments.

Previous research undertaken has identified the willingness of food businesses to have a strategy to connect and promote the local food offering through a consistent story to highlight the depth and diversity of what is offered locally.

The strategy aligns with the Shire Strategic Plan as follows:

Contextually, the Shire Strategic Plan, developed by the elected Council, having listened to the peninsula’s diverse local communities, makes very clear commitments to the community about its key strategic goals, and the specific steps Council will take to deliver on its commitments.

The Shire Strategic Plan clearly identifies improving the health and wellbeing of communities across the peninsula, extending beyond service delivery to providing infrastructure and environments that maximise participation and encourage inclusive and resilient communities. Furthermore, supporting our diverse agriculture industry is also a key strategic goal.

More specifically the outcomes relevant to this Strategy are:

**Goal 6: Healthy, Safe and Connected Communities** seeks to promote a culture of community harmony, wellbeing and a sense of safety and belonging.

Outcome 6.2 Optimal Health and Wellbeing for all ages and abilities

6.2.5 To enhance the capacity of residents to access affordable, healthy and local fresh food.
**Goal 7 Supporting a Sustainable Economy** aims to foster an innovative business community and promote the peninsula’s agricultural and rural sector.

Outcome 7.2  
**Prosperous rural economy**

7.2.1 To foster and encourage agriculture and promote the Peninsula’s rural sector.

7.2.2 To develop and grow local businesses including agritourism and intensive agriculture.

7.2.3 To support rural business through networking and industry development.

Relevant studies that provided background context for this strategy development include:
1. The MPS Economic Sustainability Strategy (2009);
2. The MPS Agricultural Audit (2010);
3. Mornington Peninsula Regional Tourism Plan (2013);
4. MPS Food Access Policy (2013); and

This Mornington Peninsula Food Strategy has been undertaken in partnership with Mornington Peninsula Shire and Mornington Peninsula Gourmet to develop an awareness, connectivity and branding strategy to promote Mornington Peninsula Food within the industry and to the general public.

The strategy determines pathways to raise awareness and ensure that food across the Mornington Peninsula is:
- Recognised for its quality, freshness and accessibility;
- Highly valued by locals and visitors for its provenance and seasonality,
- Identified through a ‘trust mark’ that is valued and respected by the industry and consumers to reflect the integrity of locality, product or service.

In the context of this strategy development, it is important to determine what is meant by ‘local food’ so actions are explicit in their intent and response. It is the breadth of food and services on offer within the Mornington Peninsula Shire boundary that guide the implementation focus. Hence we have defined local food as:
1. Food that is grown in the general locality in which it is consumed;
2. Distances that the food is transported are minimised;
3. Food is processed in the general locality in which it is grown and consumed; and
4. Food grown locally can be purchased locally.
2 Mornington Peninsula Food

The Mornington Peninsula has a long history of food. Indigenous communities recognised an abundance of food within the landscape, which continued with the arrival of livestock, cropping and dairying that supported the early settlement of Melbourne. Orchards, vegetables and poultry began to relocate to the region with the onset of urban expansion in the mid twentieth century. In more recent times grape vines and olive groves have established a strong presence due to the ‘cool climate’ quality the region is capable of achieving.

It has been recognised that in the last decade there has been a strong emergence of micro-businesses that contribute significantly to the production of a diverse range of food and value-added goods. It is the natural appeal of the region in terms of climate and quality food capacity that has influenced this business sector growth.

The diversity of food businesses represents the entire supply chain. These include primary producers, value added businesses, hospitality, services and retailers. Table 1 identifies the types of businesses in this sector according to the triple bottom line characteristics of economic, environmental and social capital.

<p>| Table: 1 Types of food related businesses and services on the Mornington Peninsula |
|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Sector                         | Stakeholder                     | Economic                        | Agriculture                     | Value added processed           | Food services                   | Consumer interaction points     | Education                      |
| Economic                       | Primary producers               | Agriculture                      | Primary producers               | Oils and condiments             | Manufacturing                   | Restaurants / cafes             | Cooking schools and nutritionists |
|                                | Seed suppliers                  |                               | Seed suppliers                  | Beverages                       | Packaging                       | Catering / events               | TAFE                            |
|                                | Nursery’s                       |                               | Nursery’s                       | Cheeses                         | Transport                       | Fresh box delivery              | Registered Training Organisation’s (RTO’s) |
|                                | Organic and biodynamic growers  |                               | Organic and biodynamic growers  | Baked goods / Breads            | Distribution                    | Supermarkets                    |                                  |
|                                | Aquaculture                     |                               | Aquaculture                     | Meats                           |                               | Artisan - retail                |                                  |
| Value added processed          | Oils and condiments             |                               | Value added processed           |                                 |                               | Butchers,                       |                                  |
|                                | Beverages                       |                               |                                 |                                 |                               | Greengrocers / fresh produce outlets |                                  |
|                                | Cheeses                         |                               |                                 |                                 |                               | Farmgate, U Picks               |                                  |
|                                | Baked goods / Breads            |                               |                                 |                                 |                               | Farmers markets                 |                                  |
|                                | Meats                           |                               |                                 |                                 |                               | Community supported agriculture |                                  |
| Food services                  | Manufacturing                   |                               | Food services                   |                                 |                               | Agri-tourism                     |                                  |
|                               | Packaging                       |                               |                                 |                                 |                               |                               |                                  |
|                               | Transport                       |                               |                                 |                                 |                               |                               |                                  |
|                               | Distribution                    |                               |                                 |                                 |                               |                               |                                  |
| Consumer interaction points    | Restaurants / cafes             |                               |                                 |                                 |                               | Restauants / cafes              |                                  |
|                                | Catering / events               |                               |                                 |                                 |                               | Catering / events               |                                  |
|                                | Fresh box delivery              |                               |                                 |                                 |                               | Fresh box delivery              |                                  |
|                                | Supermarkets                    |                               |                                 |                                 |                               | Supermarkets                    |                                  |
|                                | Artisan - retail                |                               |                                 |                                 |                               | Artisan - retail                |                                  |
|                                | Butchers,                       |                               |                                 |                                 |                               | Butchers,                       |                                  |
|                                | Greengrocers / fresh produce outlets |                             |                                 |                                 |                               | Greengrocers / fresh produce outlets |                                  |
|                                | Farmgate, U Picks               |                               |                                 |                                 |                               | Farmgate, U Picks               |                                  |
|                                | Farmers markets                 |                               |                                 |                                 |                               | Farmers markets                 |                                  |
|                                | Community supported agriculture |                               |                                 |                                 |                               | Community supported agriculture |                                  |
|                                | Agri-tourism                     |                               |                                 |                                 |                               | Agri-tourism                     |                                  |
| Education                      | Cooking schools and nutritionists|                               |                                 |                                 |                               |                               |                                  |
|                                | TAFE                            |                               |                                 |                                 |                               |                               |                                  |
|                                | Registered Training Organisation’s (RTO’s) |                           |                                 |                                 |                               |                               |                                  |</p>
<table>
<thead>
<tr>
<th>Industry groups</th>
<th>MP Gourmet</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MP Fruit growers</td>
</tr>
<tr>
<td></td>
<td>MP Vignerons Association (MPVA)</td>
</tr>
<tr>
<td></td>
<td>Victorian Farmers Federation (Poultry, Beef)</td>
</tr>
<tr>
<td></td>
<td>MP Regional Tourism Board</td>
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<tr>
<td></td>
<td>Fresh @ the Farmgate</td>
</tr>
<tr>
<td></td>
<td>Vegetables Growers Association</td>
</tr>
<tr>
<td>Environment</td>
<td>Sustainability</td>
</tr>
<tr>
<td></td>
<td>Best Bites program</td>
</tr>
<tr>
<td></td>
<td>Food waste / recycling</td>
</tr>
<tr>
<td>Social</td>
<td>Community</td>
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<tr>
<td></td>
<td>Community and kitchen gardens</td>
</tr>
<tr>
<td></td>
<td>Produce swaps</td>
</tr>
<tr>
<td></td>
<td>Emergency food relief providers</td>
</tr>
<tr>
<td></td>
<td>Community information and support centre’s</td>
</tr>
<tr>
<td></td>
<td>Education</td>
</tr>
</tbody>
</table>

The stakeholders all contribute towards the generation of a dynamic food industry across the MPS; fostering a ‘pride of place’ in their intent and forming a foundation from which strategic capacity for enhancement and sustainability can be fostered. The below diagram outlines the connectivity and supply of food in a local context.

![Diagram of Local Food Economy](image)

**Figure 1. Mornington Peninsula Local Food – building a dynamic and vibrant economy**
Industry value

It is estimated that the value of the industry is in excess of $1.3b (Table 2) per annum in economic output, this represents approximately 11% of the total Mornington Peninsula economy whilst providing 5300 jobs or 12.5% of total employment.

Table 2. The estimated output value of the local food sector (m$)

<table>
<thead>
<tr>
<th>Local food sector</th>
<th>Estimated output value ($)</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food and beverage services</td>
<td>327m</td>
<td>3330</td>
</tr>
<tr>
<td>Food product manufacturing</td>
<td>340m</td>
<td>870</td>
</tr>
<tr>
<td>Beverage product manufacturing</td>
<td>177m</td>
<td>200</td>
</tr>
<tr>
<td>Primary food production</td>
<td>450m</td>
<td>900</td>
</tr>
<tr>
<td>Aquaculture &amp; fishing</td>
<td>10m</td>
<td>NA</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,304m</strong></td>
<td>5300</td>
</tr>
</tbody>
</table>

(REMPLAN 2012, Agricultural audit 2010)

Food is well represented on the Mornington Peninsula through a number of groups and business networks which include:

- Mornington Peninsula Gourmet – exists to develop the reputation of the Mornington Peninsula food and food experience
- Mornington Peninsula Vignerons Association – represent the local wine industry through industry development and tourism activities
- Fresh @ the Farmgate – publish a farm gate brochure promoting local primary and value-added produce, locations and availability
- Victorian Farmers Federation (Rural Policy)
- MP Fruit growers – to maintain a connection between local orchardists
- MP Regional Tourism Board – Promotes the tourism offerings of the local food sector
- Vegetables Growers Association – an agri-political industry group representing grower needs in terms of policy and research and development
- Mornington Peninsula Shire – Food health and safety, access, business mentoring, tourism training, education and capacity building, sponsorship, strategic planning

Mornington Peninsula food plays an important role in the local economic, social and environment scene and its key attributes include:

- A diverse range of stakeholders representing all facets of the food supply chain
- Exceptional quality achievable in the ‘maritime’ cool climate for primary produce
- A broad range of value added products sourcing ingredients locally
- Various distribution pathways and purchasing outlets between businesses and consumers
3 Target Audience

The interest in food has never been greater with people wanting to connect to local food sources, not just to access food but to understand the history, culture and story. However while the Mornington Peninsula has some very well recognised food attributes such as internationally recognised wine and restaurants, there is a great deal of the Mornington Peninsula food offering that is still unknown.

To increase awareness of Mornington Peninsula food, this strategy aims to engage the following target audiences:

1. Local residents – those living and working on the Peninsula;
2. Metropolitan consumers – regularly travelling to /or visiting the Peninsula and interested in local food;
3. Food businesses and services; and
4. Industry groups.

Activities identified in this strategy aim to enhance awareness of the Mornington Peninsula food to its target market in terms of:

- Quality, diversity and availability
- Purchasing options and access
- Price point variances and affordability
4 Situation Analysis

Dig Marketing Group was engaged as part of this project to undertake consultation activities leading into this strategy. Consultation was undertaken with representatives of local food networks, and businesses. Refer to Attachment 1 for Consultants report.

Key findings relating to the purpose of this strategy are:

- The **unique Mornington Peninsula location**, ‘maritime’ cool climate and natural attributes ensure highly productive conditions resulting in high quality produce.
  - The region has great diversity and strength in terms of landscape capability, soil fertility and geology that support fresh food production.
  - The region has a history of food production in terms of growing, processing, foraging and consuming.

- The **industry is highly fragmented** with a high proportion of micro-businesses and a number of associations representing the niche interests of the sector;
  - There is a clear need to ensure a greater degree of collaboration and connectivity between local businesses. Results from the Dig Marketing Group consultation identified that 79% stated the main barrier to using local supplies is accessibility / lack of delivery.
  - The need to ensure that businesses such as restaurants, cafes and retail outlets use and present local product in a way that is meaningful and valued by their customers.

- Need to ensure that the **provenance of Mornington Peninsula food** is enhanced and promoted
  - The food sector is predominantly micro and small businesses which have a lack of resources for marketing activities yet see the value in promoting their product as part of a food region. This is evident by 50% of the Dig Marketing Group consultation respondents employing 5 people or less.
  - Dig Marketing Group in their consultation asked businesses on a scale of 1 (not great) to 10 (extreme) how much confidence they would have in the integrity of local product if it carried a certified regional brand. 43% responded with 8 or higher, with 31% of respondents nominating 10 being extreme confidence.
  - Consumers are becoming increasing savvy regarding claims of provenance i.e. understanding food origins. Activities such as farmers markets and television shows are enhancing consumers desire to know the story behind the food they purchase.
  - Dig Marketing Group consultation identified that on a scale of 1 (no value) to 10 (extreme value) that two thirds of businesses saw great value (scores 7 and higher) in a certified regional brand on their products.
- There is *ad hoc awareness* of Mornington Peninsula food amongst the industry and extending consumers;
  - There is a genuine willingness and desire to see the food industry strengthened through the enhanced awareness of the diverse food offering.
  - Consultation undertaken by Dig Marketing Group identified that there is a real desire by business to buy local food. On a value scale of 1 to 10, 68% of respondents replied with 7 and higher that there is extreme value in buying food from the local economy.
  - Businesses face difficulty with awareness due to seasonality and inconsistency of supply.

The consultation undertaken by Dig Marketing Group identified that there was a lack of consistency in awareness by businesses on what food is available and how to access it.
5 Vision for Mornington Peninsula Food

A key question asked in the consultation phase helped to identify key traits around the theme of food on the Mornington Peninsula. The below diagram illustrates the comments received.

Drawing from the above attributes that respondents provided for Mornington Peninsula Food a vision statement has been created. This vision can be used to ensure that activities undertaken are consistent with the story that is to be conveyed.

The Mornington Peninsula continues to enhance its culture as a quality, fresh and innovative food region

The food offering on the Mornington Peninsula is diverse and shows great depth. To articulate and describe the local food on offer Dig Marketing Group proposed to identify food in term of the following themes.

<table>
<thead>
<tr>
<th>On farm</th>
<th>On the Shelf</th>
<th>On the plate</th>
</tr>
</thead>
<tbody>
<tr>
<td>fruits, vegetables, salad mix, meat, olives, dairy, herbs, eggs, grapes, goats milk</td>
<td>oils, cured meats, sausages, cheese, bread, biscuits, cakes, condiments, spices, preserves, chocolate, pâtés, dips, pasta, sauces, honey, pastry’s</td>
<td>café and restaurant experiences; home cooked produce, takeaway snacks, beverages, desserts</td>
</tr>
</tbody>
</table>
6 Priority Action Areas

Taking into consideration the key findings from the consultation phase this Strategy proposes 4 key priority areas:

1. Establishment of a Food Industry Advisory Body to assist addressing issues of industry fragmentation;
2. Implementation of a Provenance program i.e. ‘Trust mark’ for businesses to align with and for consumers to identify food of the Mornington Peninsula.
3. Development of an industry and consumer driven awareness campaign to build the profile of Mornington Peninsula food; and
4. Facilitate food industry capacity and connectivity activities to ensure local businesses are working together to grow the region’s food economy;

Food Industry Advisory Body

Establishing a Food Industry Advisory Body (FIAB) championing all aspects of local food on the Peninsula to deliver genuine benefits.

Consultation has identified a desire to strengthen leadership and develop a united voice to promote local food in a more cohesive manner. There are a number of food sector organisations currently operating throughout the Shire with various modes of focus and action. All groups have a different focus of activities ranging from marketing to industry development and will continue to play a vital part to the local food industry. It is proposed to establish a Food Industry Advisory Body (FIAB) to act as a mechanism to represent the various stakeholders of Mornington Peninsula food. This group will act as an advisory body from industry and council to assist in the development and provide input into various food related activities.

With representation from the food industry, this group will help reduce fragmentation that has been identified as a key issue. In addition with a group helping to drive collective and coordinated activities; a natural consequence of this will be the enhancement of knowledge of the local food offering will occur.

Pathways for implementation:

- Establishment of Terms of Reference and criteria for participation
- Seek support from local business groups to participate
- Facilitated process to determine function, priority actions and operational plan
Communication and Awareness Campaign

Development of a consumer and industry communication campaign to drive awareness of local food offerings and availability.

A broad based communications and awareness campaign is a first step in promoting food within the Mornington Peninsula. Various mediums will be utilised to create a range of stories, educational tools and ‘call to action’ pathways designed to promote awareness that inspires a renewed commitment to buying local.

Dig Marketing Group identified that the industry needs to develop the story of food for the Mornington Peninsula. The following assets were identified by the consultants to be included in the story:

- The unique climate/geography/soil variation and geology
- Diversity of offering throughout the region
- Focus on small operators and private businesses stories
- Direct access to a large consumer/tourism base
- Historical connections to local food production systems

Key themes for the stories have also been identified which will help to provide a clear focus for content. These themes are grouped according to:

| **Product Stories**: MP’s champion products, the best of the best, the most unique |
| **Business Stories**: The businesses that stand out, that no other region can claim, industry champions, etc. |
| **Person Stories**: The entrepreneurs, those with historical significance, those who lead their industry |
| **Land Stories**: Highlighting the various aspects of what makes the land unique to the MP |

To ensure industry buy in and support, this strategy proposes that the awareness campaign be driven through the FIAB. It will be seen as the vehicle to guide, advise and initiate activities that are undertaken to promote Mornington Peninsula Food in a collective and holistic manner. It is important to note that individual industry groups will continue to be encouraged to undertake their own marketing activities specific to their particular area of interest. This strategy aims to complement their activities.

The provenance program and awareness campaign will be interconnected. The provenance program will help identify stories within the proposed themes, while the awareness campaign will identify activities to promote the importance of provenance.
Pathways for implementation:

- Engage a creative writer to develop the story of MP Food
- Development of a communication campaign
- Communication campaign to be supported by the FIAB
- Implementation of campaign and evaluation of specific actions

Industry Capacity and Connectivity

Facilitate a food industry capacity and connectivity program to ensure local businesses are working together to grow the region’s food economy.

This action is a critical component of the strategy in terms of enhancing awareness of food on offer and importantly, timeliness and ease of accessibility. The ad hoc nature of the food industry ‘whole of supply chain’ has been expressed by people as important to resolve and to improve cohesion. Therefore, all facets of the industry need to be supported in terms of their knowledge and skill development.

There are already a range of relevant networks and activities happening within the Shire through the Small Rural Landholders Network (SRLN), small business mentoring and tourism training and development; adding value and technical support to the existing networks is sensible and efficient where required. However the local food industry can also collaborate through new partnerships or networks formed to address additional capacity gaps as necessary. The industry identified a range of potential activities in the DIG Marketing Group consultation which included:

- Continuing to encourage networking through the provision of industry workshops and events
- Creating a frequent vehicle for communication (i.e., e-newsletter) for suppliers and retailers of MP Food
- Provision of an online (accessible / updatable) database of businesses and their offering

To enhance connectivity within the industry a program of activities are recommended. These will encourage further use of local products through the supply chain from producers to value added businesses, restaurants, cafes and retail outlines. The proposed program “Local Food on Local Menus” identifies a number of activities such as:

- Hosting of trade days for retailers and restaurants to connect with producers and value added businesses;
- Creation of an ‘eat local’ campaign to encourage retailers and restaurants to highlight local ingredients /products;
- Provision of kitchens with an easy reference tool to connect suppliers with chefs
- Publishing information sheets to inform businesses on what grows well and when on the Mornington Peninsula
**Pathways for implementation:**

- The FIAB will guide the coordination of a suite of activities to enhance food industry connectivity
- Development of resources for businesses to enhance knowledge of local food offerings and services

**Provenance Program**

*Implementation of a ‘trust mark’ to support communication and awareness activities.*

As a response to one of the key findings identifying the need to protect and promote the provenance of Mornington Peninsula food Dig Marketing Group proposed the introduction of a food ‘trust mark’. As stated by Dig Marketing Group:

“For the trust mark to work it, it must add value to the business in some, or all, of the following ways:

- Be a key differentiator in product selection;
- Reinforce highly desired brand attributes valued by the consumer;
- Be a credible ‘trust mark’ for food from the Peninsula; and
- Assist with ensuring:
  - Appropriate distribution
  - Price premiums
  - Brand Preferences
  - Increased sales, volumes and demand.

**Pathways for implementation:**

1. Refinement of existing work already undertaken on developing a trust mark
2. Development of a process and mechanism for businesses to use the trust mark
3. FIAB to support the trust mark guidelines and process for ongoing management
4. Create brand and information pack
5. Invite business participation
6. Awareness campaign on the trust mark i.e. what does it mean from a consumer perspective
**Economic Impact Summary**

There are direct economic benefits from focusing on strengthening the internal cohesion and subsequent growth of this sector, as a first step. By targeting an initial increase in outputs value (SM) in the Food and Beverage service sector has the potential to achieve some significant flow on benefits in terms of employment and job creation.

<table>
<thead>
<tr>
<th>% increase in total output (Food &amp; Beverage)</th>
<th>Direct Output Effect $M</th>
<th>Employment (direct and indirect new jobs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.4 %</td>
<td>5.29 M</td>
<td>65</td>
</tr>
<tr>
<td>2.4 %</td>
<td>10.58 M</td>
<td>130</td>
</tr>
<tr>
<td>4.8 %</td>
<td>15.87 M</td>
<td>196</td>
</tr>
</tbody>
</table>
## Action Plan

An action time line has been developed to identify priority areas. Many of the deliverables have been identified through business consultation by Dig Marketing Group. It is essential the plan be agreed upon and have buy-in from the Food Industry Advisory Body.

<table>
<thead>
<tr>
<th>Key Action Area</th>
<th>Action</th>
<th>Timing</th>
<th>Who</th>
<th>Deliverables</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Fragmentation</td>
<td>Establish a Food Industry Advisory Body</td>
<td>July 2013</td>
<td>Facilitator</td>
<td>Fragmented sectors need to develop a more cohesive mode of operation</td>
<td>$5,000 Coordinate Facilitate</td>
</tr>
<tr>
<td></td>
<td>Food Industry Advisory Body approve action plan to address key priorities</td>
<td>August 2013</td>
<td>Food Industry Advisory Body (FIAB)</td>
<td>Awareness campaign of Mornington Peninsula Food Skill audit – capacity / employment map of gaps and needs, on-going actions as determined</td>
<td>$5,000 Facilitate Compile Report</td>
</tr>
<tr>
<td>2 Provenance</td>
<td>Provenance Program established</td>
<td>June 2014</td>
<td>MPS FIAB</td>
<td>Industry agreed ‘Trust Mark’ criteria established Process of ongoing management developed Promotion Plan developed and implement Production of support materials</td>
<td>$10,000 Design, production of support materials</td>
</tr>
<tr>
<td>3 Awareness</td>
<td>Implement awareness campaign of promoting Mornington Peninsula food</td>
<td>Summer 2013/14</td>
<td>MPS</td>
<td>Development of Mornington Peninsula Food story based around key themes Print and social media articles prepared around narratives that profile the region in terms of scale and quality of food availability Drive yourself agri-food trail map</td>
<td>$15,000 Marketing Materials</td>
</tr>
<tr>
<td></td>
<td>Develop networking and business connectivity events to showcase food and services on offer</td>
<td>2013</td>
<td>MPS</td>
<td>Industry events x 3 / pa Showcase events x 2 / pa</td>
<td>Cost recovery</td>
</tr>
<tr>
<td>Key Action Area</td>
<td>Action</td>
<td>Timing</td>
<td>Who</td>
<td>Deliverables</td>
<td>Cost</td>
</tr>
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<tr>
<td>4 Capacity</td>
<td>Develop local ‘Food on local menu’</td>
<td>2013/14</td>
<td>MPS</td>
<td>Local Food industry directory&lt;br&gt;Local Farmgates and fresh produce map produced&lt;br&gt;Food on Offer Seasonality chart&lt;br&gt;Implement trade day tours of food businesses&lt;br&gt; Farmgate app</td>
<td>$8,000 Marketing materials</td>
</tr>
<tr>
<td></td>
<td>Capacity building program initiated</td>
<td></td>
<td>MPS</td>
<td>Capacity building workshops held on topics such as compliance, financial management and business planning, marketing, distribution and market access.</td>
<td>Cost recovery</td>
</tr>
</tbody>
</table>