

# Gold Medal Performance by AgriWest at Victorian Producers' Market



Over seventy Victorian Food Producers attended the market at the Melbourne Museum Live Site. With the Commonwealth Games in full swing the event provided an excellent opportunity for producers to showcase their food not only to locals but to the rest of the world!

AgriWest seized the opportunity to send the message out that Melbourne's west is a significant producer of fine wine and food. Prominently located by the magnificent façade of the Melbourne Royal Exhibition Buildings the huge AgriWest marquee was easily identified with the new AgriWest logo and branding strategy. Each of the producers inside the marquee recorded excellent sales and AgriWest marquee hosts roved the entire site armed with marketing material and sample produce making sure that all of the many thousands in attendance made their way to the marquee to get a taste of the west.

Thanking the State Government's Victorian Agribusiness Network for supporting the forum, AgriWest Chair, Kaye Kilgour said, "Once again AgriWest have shown their ability to deliver the goods. The success of our Branding Project which focused on this market and the Harvest Picnic at Hanging Rock is a great example of how regional agribusiness can benefit from AgriWest initiatives."

Ms. Kilgour asked that regional producers give serious consideration to becoming financial members of the forum to ensure that AgriWest remains a vibrant and sustainable peak agribusiness body into the future.



For further information on AgriWest membership please contact  
Secretary, Daryl Wilson on 9741 9400