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TASMANIAN GOVERNMENT MEDIA RELEASE

Guy Barnett, Minister for Primary Industries and Water  
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## Seasonal Produce Guide for 2020-21

The 2020-21 Seasonal Produce Guide has been launched today, showcasing Tasmania's quality produce and encouraging locals and tourists to buy from local growers and businesses.

Tasmania's premium produce is world-class and highly sought after throughout the world, and the guide endorses our State's reputation for providing fresh, high quality produce.

There's a Tasmanian fruit for everyone to enjoy included in the guide, such as apples, apricots, blueberries, cherries, pears, raspberries, and strawberries.

With our borders now reopen, this is the perfect time to showcase our quality seasonal food and encourage everyone to purchase from farm gates, through retail and farmers markets, at events, and on the menus of cafés and restaurants across Tasmania.

Tasmania's farm production has remained strong throughout the COVID-19 pandemic, with the farm gate value of fruit production of \$230 million in 2018-19.

It demonstrates the importance of the sector to our economy and jobs along with the strong demand for our world-class premium produce, with the latest agri-food scorecard showing Tasmania produces 4.5 times more food than is consumed domestically.

Today's launch is another positive step in our goal to grow the farm gate value of Tasmania's agriculture sector to \$10 billion a year by 2050, driving investment and creating local jobs, many in regional areas.

The guide can be found here: <https://www.fruitgrowerstas.org.au/tasmanian-seasonal-produce-guide/>