



6 December 2019

Guy Barnett, Minister for Primary Industries and Water

Seasonal produce guide 2019-20

Today I officially launched the 2019-20 Seasonal Produce Guide, which promotes the wide variety of the quality produce for which Tasmanian growers are renowned.

The guide encourages locals and tourists to explore our State and discover the local growers and businesses showcasing great Tasmanian produce.

The guide supports local communities and jobs by endorsing our State's reputation for providing fresh, high quality produce, the overall aim is to see more tasty and healthy Tasmanian seasonal food purchased from farm gates, through retail and farmers markets, at events, and on the menus of cafés and restaurants across Tasmania.

We are seeing an increasing number of visitors travelling around Tasmania, eating healthy Tasmanian grown and produced food. This increased demand includes a significant number of international tourists with a 21 per cent increase in visitation achieved in the 2017/18 year.

The Seasonal Guide forms a component of a larger campaign being undertaken across Tasmania. The focus will be on the eating of fresh seasonal fruit and vegetables and value added products.

The farm gate value of fruit production in Tasmania increased from \$97.3 million in 2014-15 to \$196.7 million in 2017-18. Seasonal conditions in 2017-18 were favourable for the production of most fruits and very high yields were achieved.

The Hodgman majority Liberal Government has set a target to increase the value of Tasmanian agriculture to \$10 billion by 2050 and recognises that agriculture, including horticulture, is one of Tasmania's great competitive strengths, creating jobs in all corners of our State.