

The locals in the Southern Forests and Valleys region of Western Australia have known about it for generations. *In this gorgeous, pristine part of the world, something magical is going on.*

Maybe it's the clear, crisp air. Or the extraordinary fertility of the soils. Maybe it's the 365 growing days a year. Or the purity of the rainfall. Or maybe it's a combination of all these things. Truth is no one knows for sure.

But what we do know is this. Every time you bite into an apple, or slice into an avocado, or you're tempted by a truffle, or any of the other wondrous vegetables, meats, fruits and nuts that are grown in the Southern Forests and Valleys region, you'll be left in no doubt that the array of fresh local produce simply looks, smells and tastes better.

THAT'S A GENUINE EXPERIENCE.



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Produce photography by Craig Kinder Food Photography.



GENUINE
fresh local produce
— FROM —
GENUINE
down-to-earth locals





THE SOUTHERN FORESTS AND VALLEYS REGION IS SITUATED 300KM FROM PERTH IN THE BEAUTIFUL SOUTH-WEST CORNER OF WESTERN AUSTRALIA.

The rolling hills and forested valleys welcome you to the region with the towns of Greenbushes and Bridgetown, where industry and tourism mix to create a friendly and vibrant atmosphere (with boutique food offerings and celebrations of its cool climate with the annual Bridgetown in the Winter Festival).

If you follow the meandering roads through the forests and valleys to the west you will find the quaint historic town of Nannup, where gardens, craft, timber and agriculture create a welcoming community (with tasty treats such as sheep cheese, honey and chestnuts on offer alongside fruit orchards, beef and dairy cattle).

Heading back inland, the forests open up on the town of Manjimup, where agricultural land is dotted with magnificent

karri trees (home of the internationally famous black truffle and Pink Lady apple).

Further south is Pemberton where the forest is more established, with many karri trees well over 300 years old (renowned for spectacular marron, potatoes, avocados and native Australian finger limes).

Towards the coast lies the scenic town of Northcliffe surrounded by towering forests and rich coastal plains and wetlands (recognised as prime grazing land that produces magnificent beef and dairy cattle).

Further south is Walpole, which is set on the tranquil waters of the Walpole Inlet (known for its honey and lush pastures that sustain quality livestock).



Whether you're hunting the tastiest, ripest passionfruit, a crunchy Pink Lady apple, or unique gourmet mushrooms, you'll always find genuine, fresh local produce from the Genuinely Southern Forests region of Western Australia.



MEET A FEW DOWN-TO-EARTH LOCALS WHO KNOW A THING OR TWO ABOUT GROWING GENUINE, FRESH LOCAL PRODUCE.



The hard back-breaking work of taming the land was done more than 100 years ago by pioneering families who would pitch in to help each other using teams of horses, heavy chains and lashings of elbow grease. Today, the spirit of these early pioneers lives on. Over 50 nationalities, and more than a few fourth generation farming families, live on the myriad of farmlets and farms that make up the Southern Forests and Valleys region. Collectively, these passionate growers produce around \$230 million per annum of the freshest local produce.



Visit our website for seasonal produce information, recipe inspiration, agritours and regional information, local food events and more.

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