



SOUTHERN FORESTS FOOD COUNCIL INC.

The Southern Forests Food Council Inc. (SFFC) was founded in 2010 by a group of passionate local producers who recognised that the wealth and abundance of produce grown in the region made it perfect for food tourism. Its role was formalised in 2012 after receiving a \$5 million investment under the State Government's SuperTowns initiative. The investment is part of a \$7 million Royalties for Regions allocation to the Shire of Manjimup for its Agricultural Expansion Project.

The Southern Forests Food Council Inc. was established in 2012 by local growers for local growers, to promote Southern Forests produce and producers.

The SFFC is a member-based organisation with over 400 members, of which 200 are producer members spanning horticulture, agriculture, aquaculture, viticulture and agri-tourism.

SFFC's objectives are:

- Grow the value of agriculture and food production, create careers and encourage growth of local populations.
- Establish and maintain unifying regional brand(s).
- Strive to achieve price premiums for produce from the region.
- Achieve consumer recognition of the region as a desirable culinary and tourism destination and an ethical producer of quality food.
- Sustain the effort through ongoing viability of the Food Council.

The Southern Forests Food Council Inc. was established to represent the interests of local producers, culinary and agri-tourism operators and to foster the Southern Forests status as one of the nation's key future food bowls and culinary tourism regions. The Food Council is playing a critical role in unifying the area's diverse producers to strengthen economic performance, attract further investment, create jobs, promote regional pride and ultimately achieve recognition as a highly regarded culinary tourism destination.

REGIONAL BRAND: GENUINELY SOUTHERN FORESTS



Genuinely Southern Forests is a regional brand created and endorsed by SFFC members, which was launched in November 2013, and represents the produce and producers who live and grow in the Southern Forests region of Western Australia.

Genuinely Southern Forests brand is building awareness and recognition for safe, local, quality produce.

SOUTHERN FORESTS FOOD COUNCIL INC. ABN 19 882 662 408

6a Brockman Street / PO Box 1258, Manjimup Western Australia 6258
t: +61 (0)8 9772 4180 w: www.southernforestsfood.com



SOUTHERN FORESTS REGION & PRODUCE

The Southern Forests region is located in the beautiful south west corner of Western Australia and is home to over 50 different types of fruits and vegetables, truffles, nuts, wine, gourmet products, beef, sheep and dairy farms as well as extraordinary culinary experiences.



The region begins just outside 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 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*).

In what is a small pocket of Western Australia, the Southern Forests region is one of incredible variety and abundance whose status as one of the Australia's premier food bowls is growing every day.



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GENUINELY SOUTHERN FORESTS FACTS

The Southern Forests region shares the same boundaries as the Shire of Manjimup in Western Australia and includes the major towns of Manjimup, Pemberton, Northcliffe and Walpole.

The 4 major towns are different but complementary

- Manjimup – Heart of food production in the region
 - Pemberton – Reputation as boutique tourism & food destination
 - Northcliffe – Un-tapped creative industry/community
 - Walpole – Abundance of natural attractions and amenity
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- 307 kilometres or 3 hours south of Perth
 - Amazing forests and pristine growing conditions
 - 86% of the Shire of Manjimup is State Forest or conservation reserve

Produces

- 50% of Western Australia's Apple production
- 70% of Australia's Avocado production (Oct to mid Feb)
- 90% of Western Australia's Broccoli production (mid Dec to mid May)
- Most of Western Australia's Marron production
- 90% of Western Australia's Potato production (Jan to March) 40 % all year round
- 100% of Tamarillo supply to Australia's large supermarket chains
- The region has 80,000 hectares of Agricultural land
- Currently 8,000 hectares planted for crops
- Over 50 different types of fruit and vegetables
- Fruit and vegetables are the fastest growing crops
- 85% of the Southern Hemisphere's Black Truffle production
- Home of the internationally famous Pink Lady™ apple
- Southern Forests region is the major agricultural producer in the South West region of Western Australia representing 20% of the agricultural value
- Gross agricultural value of \$127M PA
- 25% of population involved in agriculture, forestry and fishing
- 118,795 head of livestock per annum

Events

- Major food events include Unearthed Pemberton held in April, the Truffle Kerfuffle held June of every year, the Manjimup Cherry Harmony Festival held annually in December, the Manjimup Farmers Markets held on the first and third Saturday of each month in Manjimup.
- *Genuinely Extraordinary Southern Forests Food and Farm Experience*, an all-inclusive behind-the-scenes 5 day 4 night tour held across the first weekend of the month.

Note: The above facts and statistics are based on 2012 data.

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