

15 October 2019

FUNDING FOR THE HUB FOR PREMIUM PRODUCE

State Government funding of \$570,000 has been announced for the Hub for Premium Produce. This is in addition to Council's contribution of \$150,000 (\$90,000 monetary and \$60,000 in-kind).

Working collaboratively with the Central Highlands Regional Partnerships and Agriculture Victoria, Council led a project to develop a Business Case to explore the problems experienced by the Premium Produce Enterprise (PPE) sector in the Hepburn Shire and to develop potential solutions.

Mayor, Cr Don Henderson, said this initiative will have considerable economic benefits within the Shire and for the broader Central Highlands region.

"Our region is home to one of Victoria's important food-bowls. We have many smaller-scale food producers and processors, using artisan techniques in their production. This initiative will allow us to leverage on the great work already being done by these producers, taking these enterprises to another level," said Cr Don Henderson.

The initiative focuses on connecting and actively working with the PPEs in the Hepburn Shire to navigate processes, unlock opportunities, and build the ongoing capacity and skills of the PPE sector to collectively grow and thrive.

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