

Media Release

Embargoed until midnight 15 October 2011

## NEW iPhone APP SET TO REVOLUTIONISE ACCESS TO LOCAL FOOD IN THE NORTHERN RIVERS

**MyFood Northern Rivers** – a new App for iPhone and iPad that will better connect users with local food – will be officially launched by food writer Belinda Jeffery on Wednesday 19 October, during the launch of the 2011 Food Celebration at the North Coast National Exhibition at the Lismore Showgrounds.

The FREE App which is now available from the App Store is intended to put local people, and those visiting the region, more quickly in touch with the wide variety of food that is grown, produced, sourced, sold and served in the Northern Rivers.

Users will be able to search for local producers, restaurants, retailers, markets and food events by name or town and even by those that are closest to them using advanced geolocation services from Google. App users will be able to find restaurants on a map, contact producers via email or even visit their favourite market's website. The App also enables users to create a list of 'favourites', and to rate and share information and photos with other users via email, Facebook and twitter. Importantly, users will be keeping the outlets on their toes, with the ability to report any listed outlet that doesn't serve or sell local food!

RDA-NR CEO Katrina Luckie said: "We're delighted to introduce the first version of this App that will make finding local food more convenient. It will grow and improve as it becomes more popular. We already have many producers and retailers – including our local markets – on board, and we want more restaurants and cafes in the region who serve locally-sourced food to add their details. It's easy to register. Just visit [www.sustainfood.com.au](http://www.sustainfood.com.au) and follow the prompts. We want as many local outlets as possible to sign up soon."

Pam Brook, Convenor of Northern Rivers Food, welcomed the App launch as a great addition to the 2011 Food Celebration at the North Coast National. "This is our second year celebrating local food at the National and we're delighted to welcome this 'must have' App as another great tool to promote the huge variety of delicious food that we grow and produce right here in our region."

The App is **FREE** and available to download and INSTALL from the App Store, via your Apple mobile device, or via iTunes. The App, which works on iPhone, iPad and iPod touch, requires iOS 4.0 or later.

Producers, manufacturers, retailers and restaurants who would like to be included in the App should head to [www.sustainfood.com.au](http://www.sustainfood.com.au) and follow the prompts to enter their details.

**MyFood Northern Rivers** has been created by RDA-Northern Rivers, supported by Northern Rivers Food Links; the NSW Department of Trade & Investment, Regional Infrastructure & Services; and the Northern Rivers NSW Business Chamber.

**ENDS**

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**Notes to Editors:**

1. MyFood Northern Rivers has been produced by Naturally Being for Regional Development Australia – Northern Rivers.
2. RDA – Northern Rivers is a non-profit community-based organisation that connects people and businesses in our region to opportunities through partnerships focusing on community, environment and economy. As a conduit between government and local communities, we are both a source and a provider of information, and play a pivotal role in the sustainability of the Northern Rivers region through community engagement, regional planning, and leadership in regional development. A list of current RDA-NR Committee members is attached for information.
3. Northern Rivers Food is a proactive membership-based group for the benefit of all businesses that grow, manufacture, distribute, sell or serve food in the Northern Rivers region of New South Wales. Northern Rivers Food is a project of RDA – Northern Rivers.