

Media Release

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## NORTHERN RIVERS PROVES AN APPETISING DESTINATION FOR INVESTORS

A new report commissioned by Regional Development Australia – Northern Rivers (RDA-NR), which presents opportunities for potential investors in the Northern Rivers food industry, will be officially launched by food writer Belinda Jeffery (*Delicious, Gourmet Traveller*) at the opening of the 2011 Food Celebration at the Northcoast National Exhibition at the Lismore Showgrounds tomorrow (Wednesday 19 October).

***An appetising investment destination*** provides a complete profile of key economic data and industry information for the region and its associated food industry. It outlines the opportunities and benefits that abound in the Northern Rivers, which is fast becoming one of Australia's top food destinations.

RDA-NR CEO Katrina Luckie welcomed the report: "This report is great news for anyone wanting to invest in our food industries. The Northern Rivers is well known for its traditional food products including beef, dairy (the region represents almost a quarter of the NSW dairy industry) and seafood products; but the diversity of soils and climate types, including higher levels of rainfall than many other Australian food growing regions, are all key factors in the ongoing growth and development of food production in Australia."

Today, the Northern Rivers boasts a wide diversity of food products including the majority of Australia's macadamia nuts (63.5%), blueberries (84.8%) and guavas (60.8%). The Northern Rivers also produces nearly all of NSW's sweet potatoes (99.9%), peas (94.9%) and ginger (100%), in addition to significant quantities of beans, chillies, garlic, cucumber and herbs.

Ms Luckie continued: "The food industry in the Northern Rivers produces \$2.4 billion worth of goods, of which more than a third is exported. Strong supply chains already exist and our 14,000 food industry employees (16% of our total workforce) provide a unique capacity to service agriculture, production and manufacturing, through to marketing and sophisticated sales."

The 40 page report also highlights how the location of the Northern Rivers provides easy access to the South East Queensland consumer market of more than 3 million people and proximity to the Gold Coast and Brisbane airports and the port of Brisbane, which further enhance opportunities for those interested in export trade.

The report is available to download as a PDF from the RDA-Northern Rivers website. [www.rdanorthernrivers.org.au](http://www.rdanorthernrivers.org.au)

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## Notes to Editors:

1. ***An appetising investment destination*** was prepared by the AEC Group for Regional Development Australia – Northern Rivers, with funding from the Department of Trade & Investment, Regional Infrastructure & Services.
2. A four-page prospectus for potential investors is also available as a PDF or in hard copy. If you work in the food or tourism industry and would like copies for customers or potential investors, please contact Danielle Sheaffe via telephone: 02 6622 4011 or email: [admin@rdanorthernrivers.org.au](mailto:admin@rdanorthernrivers.org.au)
3. 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.