

# BAROSSA & PLAINS FOOD CHAIN

## MENU

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- Developing & Accessing New Markets
- Destination Development
- Industry Support and Assistance
- Workforce Development
- How Can You Get Involved & Benefit?



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# BAROSSA & PLAINS

## FOOD CHAIN

The Barossa, Gawler, Light & Adelaide Plains region is an amazing food bowl surrounding the world-renowned Barossa Valley. At RDA we are proud and passionate about helping our food industries reach their potential.

Our aim is to bring food businesses together to proudly showcase the best of our farms, fisheries and orchards to the thousands of guests who visit every year and to those who benefit from our produce in export markets both nationally and globally.

All food businesses are part of a bigger ecosystem which operates through a complex web of relationships and connections. Any business working with food, from producer to end user, is part of this food community, and making connections is something that we all benefit from.

Over the past 12 months, RDA has been bringing businesses, individuals and groups together to help solve and create opportunities for growth in this sector.



# DEVELOPING & ACCESSING NEW MARKETS

## BAROSSA CHEFS & FOOD PRODUCERS

In early 2021, after observing a gap in the market, RDA started working on the development of a meat provenance. The project aimed to connect farmers with processors and ultimately food service outlets that keeps the entire life cycle from commencement to consumption in our region.

This model sees the entire output distributed directly to end users; from high-end restaurants through to local butchers, bakers, cafes and hotels. By the end of the year, the first trial was completed with full-scale production and distribution is set to commence later in 2022.

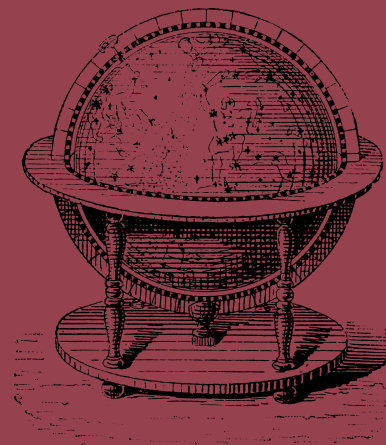
Similarly in March 2021, RDA organised a day trip to connect leading Barossa chefs with a wide range of farmers and growers in our food bowl to both build new relationships and provide valuable feedback from the kitchen regarding things they would like to see grown or supplied.

As a result of this initiative chefs have expanded their circle to include these growers and their products while producers have embraced the challenges presented and are trialling new crops with a view to supplying the hospitality industry with high value niche ingredients across the country.



# DESTINATION DEVELOPMENT

## MASTERS & APPRENTICES



Following on from the “Big Day Out for Chefs”, a cohort of chefs, RDA and Barossa Australia (formerly Barossa Grape & Wine Association) collaborated on an event called Masters & Apprentices for South Australia Premier Food and Wine festival Tasting Australia in May 2021.

This event highlighted and celebrated innovation in our kitchens, and our wine and food production systems. We aimed to refocus our region as the destination of choice for those seeking outstanding Food & Wine experiences by:

- Showcasing produce of outstanding quality
- Highlighting the exceptional level of skills in our community
- Building on our reputation as one of Australia’s best Food & Wine Destinations
- Placing emerging talent in the spotlight

By every measure, this sold-out event was a success, stimulating other culinary collaborations, which will see these connections and synergies continue to be explored and leveraged well into 2022.

# INDUSTRY SUPPORT & ASSISTANCE



## B2B, STORM RECOVERY & NAPFC

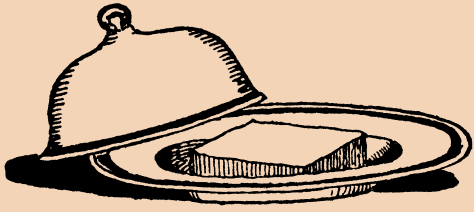
RDA has been working closely with the food industry through our Business to Business (B2B) program, assisting with Grant applications, investment opportunities and infrastructure projects. This is a core part of our business, and we have a team of advisors on hand to assist businesses to grow and gain a competitive edge.

Likewise, we work closely to support and enable The Northern Adelaide Plains Food Cluster. The team at RDA led by Graeme Crook were instrumental in co-ordinating efforts to assist those growers that were impacted by the October hailstorm that wreaked havoc across our region.

This saw the livelihood of many small holdings devastated and the environment significantly impacted. Shattered glass houses proved a major hazard, with many growers dumping healthy produce due to glass fragments. Others had to remove and dispose of glass-contaminated topsoil, setting back their summer plantings and viability this season.

The RDA has since taken the lead on the investigation of innovative solutions. We aim to help future-proof the industry through applied research into better ways of building greenhouses, to withstand climate change and future weather events.





# WORKFORCE DEVELOPMENT

## TASTE OF HOSPITALITY SKILLS TRAINING

Working with industry for the second year in a row, RDA BGLAP and The Barossa Campus collaborated to bring potential job-seekers and hospitality employers together in an intensive series of workshops, designed to give a taste of hospitality from a genuine workforce perspective.

Training was provided within real hospitality venues and delivered by industry mentors across a wide array of disciplines, from customer service and local tourism knowledge to basic food preparation.

The results saw most of the students gain job offers or industry placement and we plan to repeat a similar program later this year.



# 2022 AND BEYOND



## HOW CAN YOU GET INVOLVED AND BENEFIT?

In 2022, we want to grow the engagement of all our food stakeholders and to continue to open the door for dialogue and collaboration between grower and end user.

In particular, we want to see more primary producers join the Farmers Market family in the Barossa & Mt Pleasant. We also aim to develop community markets around farmers, produce and street food in Two Wells and Gawler.

If you have an idea for collaboration, need B2B assistance or would like to share a good news food story, please contact me at [Mark@barossa.org.au](mailto:Mark@barossa.org.au)

## USEFUL LINKS

[B2B Event: Attract and retain new staff](#)

[Methane Emissions Reduction in Livestock Grant](#)

[Opening Our Great Outdoors Fund](#)

[Gawler River Clean Up Assistance](#)

## SOCIAL MEDIA



[gawlerfooddetective](#)



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