



Sid Sidebottom MP ... for a fair go in Braddon

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Grant may open new vegetable markets for North-West

A grant to explore new markets in Southeast Asia could be a new opportunity for North-West farmers says the Federal Member for Braddon Sid Sidebottom MP.

Mr Sidebottom welcomed the announcement today from Federal Agriculture Minister, Tony Burke, to the Tasmanian Institute of Agricultural Research.

The grant of \$116,000 will be used to develop a marketing and promotion strategy to determine the needs and commercial viability of new Southeast Asian vegetable markets.

Mr Sidebottom said the project could offer some hope for North-West vegetable farmers, hit hard by the recent departure of McCain Foods from the local market.

“During the many discussions following the announcement from McCain, the need to diversify local markets and find new niches was high on the agenda,” Mr Sidebottom said.

“This could be one of the areas to be explored, and may just be the tip of the iceberg in the region.

“We all know that the North-West can produce the best quality vegetables around, it may just be a matter of tapping in to the right markets.”

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