

News

thewest.com.au



Meat and greet: Graeme Howie and Ivan Hoh, of Dorper Lamb, at the Be Vocal About Eating Local launch. Picture: Steve Ferrier

'Talking food' to make local farmers sing

SARAH QUINTON

Juicy cuts of lamb and creamy glasses of milk have been brought to life in an animated television campaign to promote locally grown, farmed or fished food from WA.

The Be Vocal About Eating Local campaign launched by Agriculture Minister Terry Redman at Fresh Provisions in Mt Lawley yesterday features talking jars of honey, jugs of milk, cuts of lamb and bananas boasting the benefits of locally produced food.

The voices of the "talking" foods belong to producers of the food, including Graeme Howie of Dorper Lamb as one of the cuts of lamb saying, "WA lamb is a fresher tasting, natural product". Mr Howie, who markets about 200,000kg of dorper lamb grown by 30 farmers from the Busselton region, said 80 per cent of sales were in WA. "Our online home delivery sales have increased from one sale per day to five per day in the past year," he said. "This campaign has helped in raising awareness and

branding of WA produce as well as boosting recognition."

It is part of the Buy West Eat Best program to urge consumers to choose WA produce rather than imports and support local farmers.

The program has 90 producers from WA who all display the Buy West Eat Best logo on their food.

Mr Redman said the campaign would run for three months. "I've got a lot confidence in what we produce and we've got some of the best products in the world on our plates," he said.