

24th June 2008



Hawkesbury Harvest
PO Box 747, Richmond, NSW, 2753

Email: info@hawkesburyharvest.com.au
or visit
www.hawkesburyharvest.com.au

RE: Food and Wine Coordinator Project Wraps Up

Hawkesbury Harvest is very grateful to Carol Layton for her work under the Food and Wine project which she completed after an extension of the original March 31st deadline to April 30th. Working with the Board, Carol helped us deliver some important initiatives we had identified as part of the Hawkesbury Harvest Business Plan. Carol worked closely with our project partners Lend Lease, GPT, and our State and Federal funding agencies, the Cwth. Dept. of Infrastructure, Transport, Regional Development and Local Government, and the NSW Dept. of State and Regional Development, through the Greater Western Sydney Economic Development Board.

The key outcomes of the project are:

- Establishing and running the first three Rouse Hill Farmers and Fine Food Markets.
- Additional commitments to establish markets in the City of Sydney and at Penrith
- Establishment of the Hawkesbury Harvest Provedore Service
- The extension of agri-tourism and the Farm Gate Trail into Penrith and Wollondilly shires
- Establishment of a retailing presence for Hawkesbury Harvest at its markets
- Increased linkages between growers and end-users of fresh and value-added product
- Production of merchandise under the Hawkesbury Harvest brand
- Co-branding agreements with regional food manufacturers
- Increased linkages and development of the tourism experiences of the region and coordination of the region

We are pleased that the project has delivered on its original aims and are very satisfied with what we have achieved and the support we have received in working toward our achievements. This project, our third since Hawkesbury Harvest was formed, has completed the establishment of all of the key agri-industry initiatives our members currently enjoy, they being the Farm Gate Trail, Farmers Markets, Open Farms, Events, Provedoring Service, Regional branding, merchandising, and encouraging diversified production. There are new and exciting projects also coming soon, so if you're interested in being part of the Hawkesbury Harvest story, we'd welcome the interest and any commitment you'd care to make.

The Board had been hoping to retain Carol for further work on our Markets strategy. We have been trying to gain agreement with Carol for many months over the terms of a contract for her on-going market management services, but we were not able to meet her requirements. We wish Carol every success as she moves on from her time with Hawkesbury Harvest.

If you have any further concerns or questions about the project or Hawkesbury Harvest activities, please do not hesitate to contact us.

Ian Knowd, Treasurer, Hawkesbury Harvest Inc.