

QUESTION ON NOTICE
No. 524
Asked on Wednesday, 20 April 2005

MRS J CUNNINGHAM asked the Minister for Primary Industries and Fisheries (MR PALASZCZUK)—

QUESTION:

With reference to the recent Enterprising Women in Primary Industries Trade Show held in Brisbane as part of Primary Industries Week—

How has this event benefited the women involved?

ANSWER:

The Department of Primary Industries and Fisheries recognises that women in Queensland's rural industries are increasingly seizing opportunities to create food, fibre and agritourism businesses both on and off-farm. These businesses in turn are creating local employment opportunities and encouraging urban travellers to visit small rural communities like Blackbutt, Theebine, Wyberba and Mt Tyson.

The Enterprising Women in Rural Industries Trade Show was held on 7 April during Primary Industries Week. The Trade Show featured niche and gourmet food businesses owned or operated by Queensland women. Exhibitor's displays included wines, organic poultry, olives, cheese, beef, fruits, nuts, prawns, bushfoods, chocolates and much more.

Initial responses from Trade Show exhibitors indicate that many have made commercial contacts with restaurateurs, caterers and other food industry buyers that will lead to additional business. Several exhibitors reported to organisers that they had been approached to supply product to food businesses on an ongoing basis.

Another benefit to exhibitors is the opportunity provided by the Trade Show to observe and learn from other participants, to identify synergies between their businesses that will lead to opportunities to work together and to conduct on the spot market research through the response to their product from the public.

A formal evaluation process is occurring now that will confirm these early results and provide a more accurate assessment of the benefits of the Enterprising Women in Rural Industries Trade Show.