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## Taste Paradise in Tropical North Queensland

2011 promises to be an exciting year for Taste Paradise, Advance Cairns' food project.

The first date claimer on the Taste Paradise calendar was late February's Flood Relief Gala Dinner. Top local chefs cooked up a storm at the event which was held at the Tropical North Queensland Institute of TAFE. A good time was had by all and over \$50,000 was raised for the Premier's Disaster Relief Appeal.

March will see Taste Paradise's professional development season begin with Business Workshops and Forums on across the region until the end of April.

The Business Workshops are aimed at food producers who want to find out how to develop and market their products, while the Forums will focus on how to become a Taste Paradise accredited supplier; strengthen the supply chains between producers, wholesale distributors, restaurants and retail outlets and discuss the development of a Local Food Network.

Taste Paradise Coordinator Nola Craig says a Local Food Network would be the voice of the Tropical North Queensland food industry.

"Made up of food industry representatives, the Local Food Network would manage the regional Taste Paradise food brand

accreditation, be the voice of the local food industry and value-add to this critically important sector," Ms Craig explains.

"This is all about getting food from paddock to plate – our Forums and Workshops are all about making that happen."

Jonsson's Farmer's Market, set to open in Stratford in late March, is right behind this philosophy. By selling the best of Tablelands and local produce the superstore will support local producers and provide low food-mile, super fresh food to consumers.

And people love local food, as evidenced by the wealth of food festivals in our region. Taste Paradise will be involved with three major food events this year: Feast of the Senses, Port Douglas Carnivale and Taste of the Tablelands.

Ms Craig says it will be a big year for local food festivals and a big year for local food.

"I am delighted that the Taste Paradise brand will have a significant presence at these events. We aim to create awareness of local produce and help the local economy."

"2011 will be an important year for the Tropical North Queensland food industry and I'm excited to be a part of it."

Please contact Nola Craig on 0409 593 958 for more information on Taste Paradise and the workshops and forums.

Did you attend the Gala Dinner? Log on to Flickr and type "Gala Dinner in aid of the Premier's Disaster Relief Fund" in the search field to see the photos.

For one week only, Advance Cairns is on the Cairns Post's online business pages. Click on our banner on [www.cairns.com.au/business](http://www.cairns.com.au/business) to read the March eNewsletter or access it any time at [www.advancecairns.com](http://www.advancecairns.com).



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