



## MEDIA RELEASE

# STORYTOWNS PARTNER WITH GREAT SOUTH COAST FOOD AND FIBRE COUNCIL

1 February 2020

Storytowns and The Great South Coast Food and Fibre Council have established a valuable partnership together to encourage agriculture tourism in regional Victoria.

The Great South Coast Food and Fibre Council is the representative body for food and fibre in the Great South Coast – Victoria’s largest food and fibre region. The region extends from the South Australian border to Colac, taking in the Grampians and south-west Victorian coastal areas.

The region’s mild climate with reliable rainfall keeps the soil in a rich condition all-year-round. This provides the perfect grounds for producing fresh and high-quality ingredients across diverse sectors such as red meat production, grains and cropping, aquaculture, forestry, wool and dairying.

The Great South Coast Food and Fibre Council recognised there was potential to collaborate with Storytowns to create podcasts that were based on the regional food and fibre industry. Together, they have generated a series called “The Foodie Trails” which highlights the best food and fibre producers in the region.

Project Manager Jane Young said, “We approached Storytowns because we are all about promoting the value of food and fibre in the Great South Coast region, and one of the elements we are working on is agri-tourism. We want to get people out of the cities, off the Great Ocean Road and into this gorgeous area to see where their food is produced.

“Storytowns was the ideal - everyone loves a food and wine tour and it’s certainly getting our name out there as well. We really want to tell the story behind a product, so what better way to do it than a podcast!”

The partnership includes some integral funding that will be invested into the geo-location technology and podcast development. The foodie trails will include one-on-one interviews with producers and growers so that people can get to know them and hear their incredible stories.

Founder of Storytowns, Jarrod Pickford, said “We wanted to tell the stories behind these businesses from the hearts of the owners. The creative concept gives local growers the opportunity to showcase their food to new visitors and build their profile in the agri-tourism industry. It also encourages people to understand where the food comes from and recognise the hard work that goes into the food they serve on their plates.”

There have been four foodie tours developed in total, with plans to develop more in future. They include “The Timboon Foodie Trail”, “The Portland Picnic Tour”, “The Winery Tour” and “The Hamilton Foodie Trek”. The trails can be played on any device at any time, giving listeners a chance to travel into regional Victoria and experience an insightful foodie journey with their families and friends.

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