



NRF Harvest Food Trail
Expression of Interest (EOI): NRF/Richmond Valley Council
Harvest Food Trail Resilience Program

Overview

Richmond Valley Council (RVC), in conjunction with Northern Rivers Food (NRF), is providing an opportunity for three local food businesses within the Richmond Valley local government area to take part in a special support program to help local food and beverage businesses get back on their feet after the floods and participate in a regional food trail organised by NRF.

Three local Richmond Valley businesses will be selected by Northern Rivers Food and Richmond Valley Council to participate in a 12-month program which delivers:

- One-year membership of NRF with all membership benefits; and
- free access to the NRF 2023 Harvest Food Trail with support in promotion, planning and potential collaborations.

*EOI applications will be assessed by NRF on the following criteria:

- Whether you meet NRF membership criteria
- Your event offerings need to be different from your usual offerings and in keeping with our NRF Harvest Food Trail ethos of showcasing our local producers and connecting people to real food on real farms
- Your event will need to be organised, managed and ticketed (if you wish) by you. NRF will promote your offerings and direct people back to your website / social media for more information, ticketing etc.
- Must have public liability insurance – and provide certificates to us
- Be open to the general public Saturday 6 May or Sunday 7 May from 9am to 5pm or both
- Abide by any government directives for public health and food safety measures
- You need to have some existing marketing streams such as a website and social media channels, or the ability to build these to help promote your Trail activities
- Offer parking facilities for at least four cars at any one time
- Offer public toilet facilities
- Be available for a briefing that we run prior to the event

About the Trail

The Harvest Food Trail provides visitors and locals with an opportunity to jump in their car and visit some of our region's best farms, distilleries, breweries and food outlets across the region. People on the trail can plan their own itinerary over the weekend to experience the range of unique food and beverage experiences on offer. The trail will extend across the Northern Rivers NSW region from Tweed in the north to Grafton in the south.

Unique Food Trail Offerings

To take part it is important that you offer something outside of your regular offerings. This could include experiences such as "pick your own", farm tours, cellar door tastings, meet the farmer, education on farming methods, workshops, cooking lessons, demonstrations, sit down meals with producer talks, behind the scenes tours or festive experiences such as live entertainment on a farm.

Basically we are after a collection of exciting food and beverage experiences which help showcase our unique Northern Rivers region, which will contribute to the success and appeal of the event.

You and your staff will organise, host and ticket (if you wish) your own event offerings. Northern Rivers Food is here to bring it all together and will promote it as one big festive regional food and beverage trail experience for visitors and locals.

Collaborate

We encourage members to collaborate with other NRF members and build relationships to strengthen your offering. For example, a farm could collaborate with artisan producers to host an event. A café could collaborate with food producers to host workshops, tastings or demonstrations. A restaurant could collaborate with producers to host a special lunch with an educational focus, where they meet the farmers/distillers/producers.

Tell your story

Part of enjoying food is knowing the story behind it ... understanding where your food was grown, the regenerative methods the farmer used to produce your food, the families behind the brands and their unique stories.

Our Harvest Food Trail aims to build and grow the food provenance of our region by sharing your stories. We will focus on NRF Harvest Food Trail participants in our promotions/social media, public relations program and videos in the lead up to the harvest weekend, to help share your stories.

Cost

The Harvest Food Trail is organised by NRF and run as a cost neutral event. We charge businesses participating in the Trail a nominal admin fee to participate, however, if you are chosen, this admin fee will be covered for you and will include the following benefits:

- Website listing – image, 100-word blurb and "dot" on map
- Brochure map listing – as above

- 2-4 x corflute signs for: road directions (if needed)/entrance/farm gate
- Inclusion in general promotion and social media in lead up to the event
- Briefing in the lead up to the event

To apply for this program please complete the EOI below and return by 3/3/23.

Business / Farm Name

Full Name:

Contact Email:

Contact phone:

1.Membership Criteria to join NRF:

- a. The food business must be primarily located in the Northern Rivers NSW region, AND
- b. The goods and/or services produced by the business must be primarily created within the region using local produce where available; AND
- c. The business has a commitment to using local labour for operations within the region.

YES, I meet all the criteria to join NRF

2. What are your existing marketing channels:

- Website
- Instagram
- Facebook
- Electronic Direct Mail account and subscriber list (Mailchimp etc)

3. What do you have in mind for your offering in the Harvest Food Trail May 6-7 2023: e.g. farm tour(s), long table lunch on farm, meet the producer lunch or dinner, collaboration with other producers etc.

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4. Please indicate which activities & services you can offer the Harvest Food Trail (tick all that apply to you).

Note if chosen, these will be promoted in the Harvest Food Trail pamphlet.

- Workshops
- Educational Experiences
- Kid / Family Friendly
- Tastings
- Picnics
- Farm / Food Demonstrations
- Pick your own
- Food For Sale
- Alcohol for Sale / tastings
- Coffee / tea for sale
- Restaurant / Café / Food Service – Harvest Trail special events scheduled
- Admission fee
- Free Entry
- Entertainment
- Toilet facilities
- Parking facilities
- Other:

Please send / email back to info@northernriversfood.org If any enquiries about the Harvest Food Trail, please call Lorissa Phelan, Festival Coordinator on 0409028153