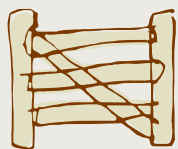


Daylesford Macedon *produce*

JOINING DMP





Daylesford Macedon
produce



INTRODUCTION TO DAYLESFORD MACEDON PRODUCE

Daylesford Macedon Produce (DMP) is an affiliation of operators involved with the development and promotion of this region's food and wine product. Formed in 2002 as a working party of Daylesford Macedon Ranges Tourism Inc (DMR) - the committee charged by Tourism Victoria with the marketing of the region - DMP through its marketing and product development efforts has concerned itself with raising the profile of this region as a food and wine producing area. The creation of a local food system and a truly sustainable F&W industry have also remained as top priorities for DMP.

The organization continues to engage strongly with relevant operators throughout the region attracting many who would not traditionally see themselves as part of the tourism industry. This engagement of growers and producers has assisted the DMR region to gain considerable credibility as a burgeoning Culinary Tourism destination. DMP received the National Regional Award 2012, *delicious produce* awards.

DMP cooperative marketing strategies have included participation in many key food and wine events including DMP's bi-annual Harvest Festival, a website

www.dmproduce.com.au, social media activity across Facebook, Instagram and Twitter platforms @dmpharvest and #dmpharvest; the production and distribution of recipe cards, motivational F & W guides and to date 200,000 + Tasty Little Touring maps.

Food and Wine having been identified as one of this region's key strengths, DMP also fulfils a critical role for the region in contributing information on these key products to Local, State and Federal Government bodies and for the ongoing development of the region's various marketing campaigns. Alongside the many economic, promotional, educational and networking benefits offered to DMP Members, the long term goal of strengthening the identity of this region as one of Australia's most diverse and formidable food and wine producing areas, provides benefits for all operators across the region.

Whilst administrative and promotional funds are small, membership growth, engagement & cohesiveness, coupled with active pursuit of sponsorship and funding support, assist towards the financial stability and viability of the group's future.

THE PEOPLE YOU MEET BEHIND THE LABELS AND VENUES ALL SHARE A PASSION FOR QUALITY PRODUCT

AIMS

- To foster, develop and market under a collective banner the growers, winemakers food and beverage producers of the Daylesford and Macedon Ranges region.
- To overcome isolation barriers so often a part of the day to day work environment especially amongst small regional businesses.
- To share and pursue a philosophy of using and encouraging local product.
- To create a sustainable Culinary Tourism Industry for the region.

Showcasing great diversity and excellence in product, DMP members offer you the best from the Daylesford and the Macedon Ranges region. Many are award winning restaurateurs, winemakers, innovative food producers, and food and wine educators.

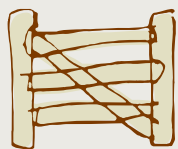
- From an internationally-acclaimed restaurant to country pubs, small cellar door wineries, food stores and markets.
- From tiny vine, olive and organic herb plantings,

aquaculture specialists to producers already engaged in export markets.

- Producers of artisan award winning cheeses, hand made chocolates, biscuits, local honey, preserves, and fresh pasta.
- Local beverage producers - offering great wines,
- local boutique beers and ciders whose products are supplemented by local mineral water from pristine aquifers and the largest concentration of naturally occurring mineral springs in Australia.
- Roadside stalls and farm gates offering the pick of local seasonal produce - berries, herbs, vegetables, chestnuts, free range eggs and much more.
- Members whose concern for sustainability is expressed through organic and biodynamic practices, the nurturing of rare breeds, or just through the time honoured tradition of care for the soil and the environment.

DMP REGIONAL GEOGRAPHIC BOUNDARIES

Geographical boundaries are loosely defined by those of the DMR marketing organization. Kilmore to Creswick (E-W), Castlemaine to Bacchus Marsh N-S), Kyneton to Sunbury-Melton. *Geographical variance - see note below.



Daylesford Macedon
produce



MEMBERSHIP CATEGORIES & CRITERIA

FULL MEMBERSHIP

Who is Eligible?

Food, wine and beverage producers and growers; restaurateurs, caterers, and provedores located in the Daylesford Macedon region (see other categories below). To be eligible for Full Membership and to be able to utilise Daylesford Macedon Produce logo and signage at their premises and on their literature, operators agree to the following:

- Provedores offerings must reflect a minimum 30% content - grown, produced or processed in the region.
- Venue operators must be able to show the use of a minimum of 20% of local produce utilized on menus and wine lists.
- Menus, wine lists and sales lists must be attached to all membership applications and can be requested by DMP's committee at any time deemed necessary.
- Any products offered under DMP promotion or label must be grown, produced or processed in the Daylesford Macedon Region.
- Grapes must be grown and/or fermented in a vineyard located in a Sunbury or Macedon Ranges GI or in Hepburn Shire.
- Member wine labels must carry the appropriate wording that is compliant with the above ie: "Grown & Produced in the Region" or "Produced in the Region" (ie: wines do not meet the criteria if brought into the region in bulk from another region and re-bottled).
- In the event of vigneron members offering non local wine as part of their business when participating in off-site DMP promotions, members must display/present/offer a minimum of 75% locally produced wine.
- Manufactured foods should carry "grown & produced" or "produced in the region" wording on labels.
- Members should strive to have the DMP logo as part of their labeling. A CD of various DMP logo applications forms part of the membership kit.
- Members must be personally involved in the production of their goods or delivery of their services.
- Members must make an effort to ensure their products are used extensively in the region.
- Food producers must not be a member of another regional f & w or produce group.
- DMP food and beverage service members must strive for a high standard of food quality and service in their operation.

- Members must share and actively pursue a philosophy of using and encouraging local product.
- Members must ensure their business complies with all relevant Victorian Food and Beverage Legislation requirements.
- Members must actively display the DMP logo both on their premises and also at any off site promotional activity.
- Members should actively promote the DMP organization through the use of branded goods, signage, DMP maps and booklets and word of mouth.
- A membership agreement must be signed upon joining.
- DMP's Committee reserves the right to review/suspend membership if any membership criteria is not met.

Please note: Current Menu, Wine List or List of Products sold with locally used produce and/or ingredients highlighted, must be attached with annual membership application together with a copy of your Food - (or other related) Registration certificate.

DMP Full Membership & Small Seasonal Producers Benefits And Inclusion

- Editorial profile of your product on
- www.dmproduce.com.au comprising an 'at a glance' summary, additional editorial of up to 250 wds;; up to six images.
- Exposure of your awards, accolades and media coverage on www.dmproduce.com.au
- Opportunity to have events featured across DMP social media platforms and online at a member's discounted rate.
- Opportunity to purchase additional online advertising at a member's discounted rate.
- Opportunity to participate in DMP marketing collateral at a member's discounted rate.
- Access to DMP logo artwork to be used for your own marketing purposes (on premises display, website, PR correspondence etc) and on packaging.
- Regular email communications.
- Opportunity to participate in networking, social and educational events.
- Opportunity to participate in all DMP activity including the Harvest Festival at a member's discounted rate.
- Access to DMP's remunerated membership co-ordinator.

FULL MEMBERSHIP RATE: \$400
SEASONAL PRODUCER RATE: \$250



Daylesford Macedon
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AMBASSADOR MEMBERSHIP

Ambassador members are operators within the marketing region of Daylesford and the Macedon Ranges who support/ promote local food and wine through their activities but whose businesses are not part of the cluster of growers, producers, retailers, restaurateurs, vigneron, venue operators etc who form the traditional membership of DMP. The reduced membership rate (\$260) reflects the inability for these businesses to participate in DMP food and wine collateral other than in the members listing (under ambassadors) which may form part of the collateral.

However an inclusion on the DMP website (one image and one paragraph - maximum 150 words plus website link) is included. Other DMP member benefits remain. For example Ambassador members of DMP can participate in all DMP events at the same reduced rate as Full Members. DMP will also seek every opportunity to promote its total membership including Ambassador Members who through their various activities support DMP's charter of creating a sustainable local food system. Existing examples of Ambassador Members include accommodation venues who promote local food and wine and provide local produce as part of their offer. Membership will be considered on a case by case basis.

AMBASSADOR MEMBERSHIP RATE: \$250

HOW TO JOIN?

Our membership application form is now available online at: www.dmproduce.com.au

CONTACT

Alla Wolf-Tasker AM

Chair, Daylesford Macedon Produce
PO Box 646, Daylesford 3460
E: enquiries@dmproduce.com.au
W: www.dmproduce.com.au

ASSOCIATE MEMBERSHIP

A category identified to allow for associated organisations, to be considered for membership - membership where both DMP and the member would mutually benefit e.g. co-operative projects that raises exposure for both parties, collaborative projects that develops resources and enhances the parties involved, a partner who is integral to the brand building and development of resource relationships (e.g. educational institute, food courier services, AusIndustry, tour companies etc). These associations may not always be within the region and are discussed on a case by case basis.

ASSOCIATE MEMBERSHIP RATE: \$250

HONORARY MEMBERSHIP

A category which may include mentor-colleagues. For example: a sponsor, a working partner who could be aligned to DMP from an administration, support, education, training aspect. To be discussed on a case by case basis

*** Geographical Variation:** Although membership of DMP requires the operation of a business within the Daylesford and Macedon Ranges marketing region, since its inception DMP has made some exceptions.

These have included suppliers of product otherwise not readily available nor produced within the region but one already extensively recognized in conjunction with the DMR region. Inaugural members in this category include Meredith Cheeses and Holy Goat cheeses - both producers operating on the geographic fringe of the DMR marketing region. An additional requirement for membership in this instance is that these operators are not members of any other promotional food and wine or produce group.



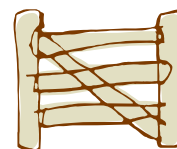
@dmpharvest

Coordinator, Daylesford Macedon Produce
PO Box 646, Daylesford 3460
T: 0409 845 061
E: enquiries@dmproduce.com.au
W: www.dmproduce.com.au

PAYMENT OPTIONS

CHEQUE TO:

Daylesford Macedon Produce Inc
PO Box 646, Daylesford 3460 Victoria



Daylesford Macedon
produce

EFT

(using business name as reference):

Bendigo Bank DDCB
BSB: 633000
Account Number: 153593710

****You MUST include your business name
as a reference when paying
via EFT.***

CREDIT CARD

Please complete form below and mail to:
Daylesford Macedon Produce Inc
PO Box 646, Daylesford 3460 Victoria

Or email to:
enquiries@dmproduce.com.au

Credit Card Authorisation		
CONTACT NAME:		
BUSINESS NAME:		
EMAIL ADDRESS:		
PHONE NUMBER:		
DMP Membership Annual Fee (please circle):	Full Member	Seasonal Producer
Amount to be charged (please circle):	\$400	\$250
Cardholder Name:		
Type of card (Mastercard or Visa):		
Card Number:		
Expiry Date (MM/YY)		
Security Code (CVV)*:		
* Last 3 digits printed on the back of your card		
Cardholder Signature*:		
* By signing this form, I authorise Daylesford Macedon Produce Inc. to charge my credit card the amount listed above		