

Foodmakers taste export success

LOCAL food manufacturers received orders amounting to tens of thousands of dollars at an international food exhibition.

The Plenty Food Group, an initiative of the City of Whittlesea and Hume Council, recently hosted a delegation to the biannual international food

exhibition in Hong Kong, which was attended by more than 30,000 buyers.

Whittlesea Council's economic development director John Francis said one week after the *HOFEX 2007* exhibition, thousands of orders were placed for locally made products.

"The buyers from all regions of the globe were looking to source new, unique and quality food products for retail, restaurants, caterers and the food service sector.

"The regional Plenty Food Group stand provided excellent exposure for our locally made

meat, confectionary, cheese, bakery, drink and speciality products." Mr Francis said seven local manufacturers attended the event and a further 15 would potentially benefit from leads developed by countries such as China, Japan, Indonesia and Malaysia.