New Food Labelling Supports Northern Territory Primary Producers

The Territory Government today launched a new initiative from Woolworths that will give a boost to primary producers in the Territory.

Minister for Primary Industry and Fisheries, Kon Vatskalis, said Woolworths will roll out “NT Grown” labelling at its 10 Territory stores over the next few days so customers can easily identify Territory grown produce.

“The Territory’s agriculture and commercial fishing industries are worth about $240 million to the Territory economy and support thousands of direct and indirect jobs,” Mr Vatskalis.

“I welcome this very supportive initiative by Woolworths that will help customers to buy Territory produce in Territory stores and I encourage other supermarkets to follow suit.

“This is a great opportunity for Territorians to show support for Territory farmers and commercial fishermen who produce great quality fruit, vegetables and seafood products.”

The new shelf labels and signage will begin to appear on shelves and products in Woolworths fresh and seafood departments across its 10 stores over coming days.

Darwin City Store Manager Angela Sims said the move is part of Woolworths’ longstanding commitment to agriculture in the Territory and to providing customers with the highest quality possible fresh foods.

Ms Sims said the new labelling had been driven by strong feedback from shoppers.

“Our customers have made it clear they want more information about locally grown fresh food so they can choose to support the local agricultural industry when they shop,” Ms Sims said.

While the current Territory growing season is drawing to a close, at its peak local produce can make up to 20 per cent of all the fresh produce on sale in Woolworths stores in the Territory, including cucumbers, capsicums, cabbage, cauliflower, eggplants, mangoes, zucchini, bok choy, basil, mint, lemons, paw paws, pumpkins and watermelon.

Depending on availability seafood lines will include barramundi, jewfish, mackerel, snapper and bream.

“Our Territory grown initiative is not a promotion or marketing gimmick – this is a long term commitment to Territory farmers,” Ms Sims said.
This initiative complements the Territory Government’s move in 2008, becoming the first jurisdiction to introduce requirements for fish retailers to label all imported seafood sold for public consumption accordingly.

This includes fish and chip shops, restaurants, cafes, bistros, hotels, motels and delicatessens in supermarkets.

Any seafood not harvested from Australian waters is to be clearly labelled as “imported”. This label is to be used on menus, menu boards, brochures, flyers and any other advertising.

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