



Wayne Shields

Peninsula Fresh Organics

Baxter, Mornington Peninsula & Barham (Murray River)





Chemical Free Fresh Produce



CHEMICAL
FREE
FRESH PRODUCE

ORGANIC PRODUCE



ORGANIC PRODUCE

Producers make their mark



Image courtesy The Weekly Times

Food grown or produced entirely on the Mornington Peninsula can now be sold under its own brand.

The Mornington Peninsula Produce trademark was launched recently with 17 producers receiving certificates of accreditation, including VFF members Wayne and Natasha Shields, Peninsula Fresh Organics (pictured) and Sally and Eddie Matt, Hillock Downs Produce Store.

The launch was the culmination of five years' work by Mornington Peninsula Shire's economic development unit and the Food Industry Advisory Body (FIAB).

Mayor Graham Pittock said the brand would further boost the region's identity as "a producer of quality, fresh and innovative food stuffs".

"The Mornington Peninsula has always been known as a food region producing staples and vegetables."

"The directory also shows what is not being grown on the peninsula, presenting existing producers or even new producers with possible new opportunities."

Eddie and Sally Matt were among the producers to be accredited at the launch at The Briars Homestead, Mt Martha, last Thursday.

The couple own Hillock Downs Produce Store where they sell MSA licensed and pasture certified beef raised on their Rye property.

"Having this trademark is so important. Not just for us but for the whole region and its future," Mrs Matt said.

"It demonstrates the value of agriculture and emphasises the need to protect the land for that purpose."

Wayne and Natasha Shields received a certificate of accreditation

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GARDENING

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JUDITH ELEN

CAVOLO nero (black cabbage, tuscan cabbage or just plain kale) is redolent of hearty winter eating with an aura of Italian style. In the realm of vegetables, the dark side is often the healthiest. Health reigns at that inspirational public school initiative, **Bentleigh Farmers Market** (4th Saturdays, 8am-12.30pm, 90 Bignell Road, East Bentleigh, Victoria).

Today, Tash and Wayne McDonald (Peninsula Fresh Organics) have spinach, silver beet, chard, heirloom carrots (baby and big, yellow, white, orange, purple), turnips (golden, japanese salad, pink, normal), leeks, beetroot, herbs and kale in three varieties: "russian (purple stems, jagged leaves, purple tones















