



NEW SOUTH WALES

# MEDIA RELEASE

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## **Ian Macdonald**

**Minister for Primary Industries, Minister for Energy,  
Minister for Mineral Resources, Minister for State Development**

### **Orange takes out top honours at gala food and travel awards**

Minister for Primary Industries Ian Macdonald today paid tribute to Orange's food and wine producers whose efforts have resulted in first place in the Region Award at Vogue Entertaining and Travel's produce awards.

Orange was named joint winner of the prestigious national award with the Daylesford Macedon region in Victoria at the awards event in Sydney last night.

Minister Macdonald said the award was outstanding recognition of the high standard food and wine products, and food tourism efforts of the region's producers, restaurants, vineyard operators, and associated tourism organisations.

"This award literally places Orange as a premier destination in the country, particularly for travellers who appreciate quality food and wine products," he said.

"It recognises the huge commitment and efforts made by Kim Currie and her team through the Brand Orange marketing initiative, with the support of its many members and partner organisations such as Orange City Council and the DPI.

"This award should also be accepted with great pride by all members of the food and wine producing community – and the venues that showcase their products.

"I encourage anyone who hasn't been to Orange lately to come and visit and find out for themselves just why it has been awarded this top region title."

Minister Macdonald acknowledged the organisers of the 2009 Vogue Entertaining and Travel Produce Awards as playing an important role in recognising the outstanding efforts of food producing regions in Australia.

"This type of initiative encourages consumers and tourists alike to learn more about the efforts and talents behind the quality food products they enjoy, and the regional communities that play host to this production," he said.

Award judges described Orange as 'exemplary in its support of local producers through its annual FOOD Week' and also acknowledged the introduction of the Taste Orange @ Bondi event, bringing the food and wine festival to the city, raising money and awareness for drought-affected farmers.