

TASTES OF THE MID WEST

Economic Forum Dinner | 2026



FOOD & BEVERAGE **ECOSYSTEM** IN THE MID WEST

COMMODITY

(LOCAL, STATE, NATIONAL & EXPORT)

GROWING

(LOCAL & STATE & SMALL EXPORT)

SMALL

(LOCAL)

MICRO

(Markets)

EMERGING

(Home Based - Trialling)

OUR PURPOSE | OUR VISION | OUR MISSION | OUR VALUES

- To help members market and promote their products under a recognised regional brand. (PURPOSE)
- A recognised food and beverage region know for its diverse products and experiences. (VISION)
- A viable industry led cluster that creates value and contributes to the growth and sustainability of the Mid West WA food and beverage industry and its associated tourism, hospitality and agrifood partners. (MISSION)
- Local Champion | Regional Advocate | Collaborative and Trusted Partner | Industry Led | Future Focussed (VALUES)



TIMELINE

2019

Gathering of producers, key stakeholders and initial local investment.

2022

Off and running – first full year of operation.

2026

Stepping forward into the Tastes of the Mid West and embedding MWFIA into the ecosystem of the Mid West.

2021

Incorporation and Seed funding via FIAL.

2023 - 2025

Building momentum – strengthening partnerships – activating, supporting and growing. Achieving further funding with DPIRD.

HIGHLIGHTS



- Development of a **signature Marketplace event** in collaboration with the Shore Leave Festival, MWDC and TAFE (2022 – 2025)
- Revision and rewriting of the **Food & Beverage Capability Guide** for the region in partnership with DPIRD (2023 – 2024)
- Presentation of Mid West food and beverage businesses at the Buy West Eat Best **Meet the Buyer** event in Perth (2021 – 2025)
- Creation of the **Food & Beverage Manufacturing** award with MWCCI and DPIRD (2023 – 2025)
- Implementation of various **workshops and events** bringing prominent guest speakers to the region (2022 – 2026)
- Collaborative efforts with member producers and key stakeholders to **address and resolve business challenges** (2022 – 2026)
- Effective **governance and secured ongoing** funding to support business viability and sustainability (2021 – 2026)

OUR PARTNERS

DPIRD

Regional Collaboration Partnership Agreement, events and business visits.

MWDC

Working together to showcase the opportunities for business and community connections.

TAFE

Working to showcase local produce in action and provide commercial/event opportunities for students and chefs.

MWCCI

Working to showcase the Tastes of the Mid West in action via events & the inclusion of a new food & beverage BEA award.

FRRR

Community funding to showcase the online directory, resilient food and drought resilient cooking with TAFE videos.

Plus we have also worked with:

- Buy West Eat Best
- NACC NRM
- Pollinators
- Euphorium
- Geraldton-Greenough Farmers Market
- Tourism Geraldton Mid West
- WA Good Food Guide (Chef Wil Meyrick visit)
- Regen Ag WA
- Edith Cowan University/Curtin University
- Triple M
- Chef Don Hancey/Kids in the Kitchen

Any many more local service industry businesses.

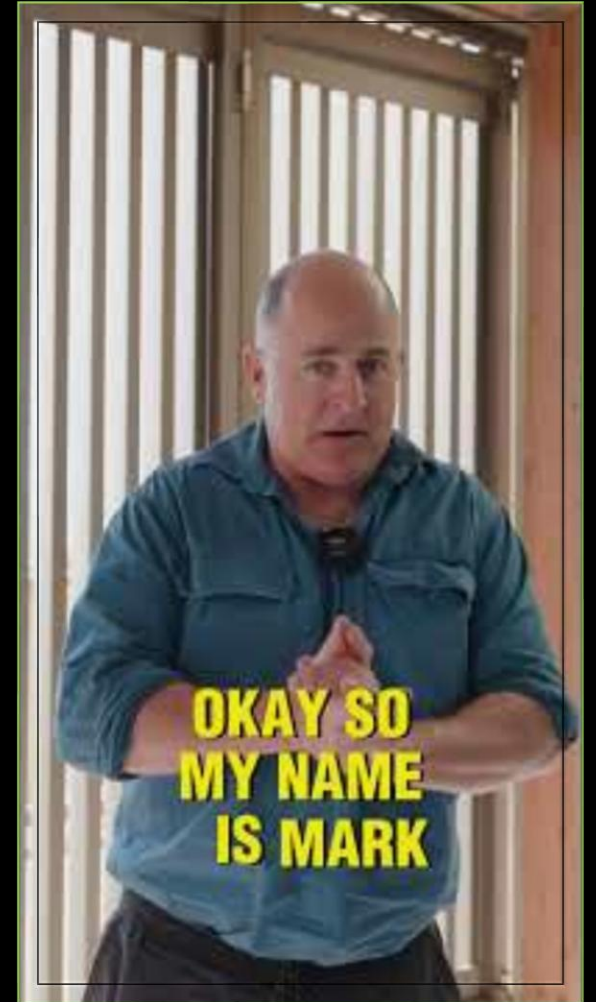




MID WEST
FOOD INDUSTRIES ALLIANCE

EST. 2019

OUR IMPACT FOR MEMBERS



OUR IMPACT FOR COMMUNITY

Community Video Series

Community Video Series

Our sincere thanks to the [Foundation for Rural & Regional Renewal \(FRRR\)](#) for helping to fund the creation of the Community Video Series for the Tastes of the Mid West and our online producer directory. The video series are part of a Community Impact Program (CIP) to help build community resilience to dry seasons and drought.

We also thank Chef Emil, Chef Mitch and Chef Portia of the [Central Regional TAFE](#), who partnered with the Mid West Food Industries Alliance to bring the video series alive - their passion, knowledge and dedication to all things Tastes of the Mid West is a wonderful asset to our region. We hope the videos spark some ideas for you and your family to source local Mid West produce and use it creatively in the kitchen!

You can also see all of our [Tastes of the Mid West videos in one place on our YouTube channel](#).



STEPS TO A REGIONAL BRAND



INITIAL DISCUSSIONS

Early discussions with producers – surveys and ideas capture.

ALIGNMENT

Creating the revised Taste of the Mid West Food & Beverage Capability Guide and building upon previous activations.

THE FOUNDATION

Building the Tastes of the Mid West website as the new 'home' for all things food & beverage in the Mid West region.

IN ACTION

Experiencing local producers in action and working with others. Getting a sense of what was possible and the direction.

STRATEGIC FUNDING

Linking the development of the brand to existing assets and legacy project funding. Securing domain and business names.



MID WEST
FOOD INDUSTRIES ALLIANCE

EST. 2019

THE RESULT | www.tastesofthemidwest.com.au

TASTES OF THE MID WEST

HOME

ABOUT ▾

PRODUCERS ▾

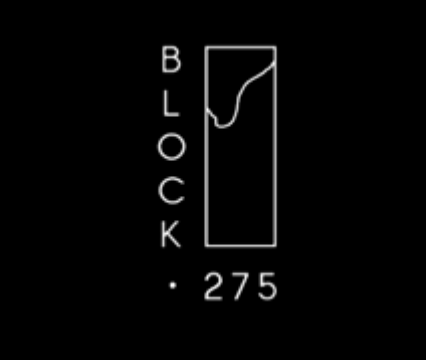
MENUS ▾

CONTACT US

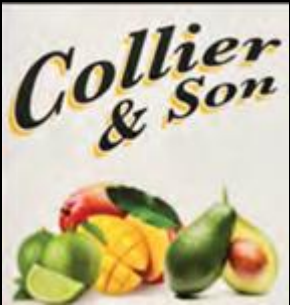


Fresh flavours and produce from the
Mid West of WA

IN ACTION | LOCAL BRANDS



IN ACTION | LOCAL BRANDS





**THE FUTURE |
WORKING
TOGETHER**



MID WEST
FOOD INDUSTRIES ALLIANCE

EST. 2019

THE FUTURE | OUR PRODUCERS

