



# GIPPSLAND TRUSTED PROVENANCE

## BRAND APPLICATION INFORMATION GUIDE

### What is GIPPSLAND TRUSTED PROVENANCE (GTP)?

- GTP is a brand and logo developed and managed by Food & Fibre Gippsland for produce grown, produced, made or processed in the Gippsland region.

### Why is the GTP branding and logo needed?

- To allow consumers to readily identify products that come from the Gippsland region
- To support the regional growers, makers and producers who are responsible for a large and diverse range of quality products for which Gippsland is (or will be) famous for
- To promote the quality produce from Gippsland in local and export markets, increasing awareness and consumption
- To develop and enhance opportunities and collaborative relationships with food producers and industry stakeholders in the region

### Who is eligible to register for GTP branding?

- Anyone who grows or manufactures products where their business is registered within the six (6) shire boundaries of Gippsland as set out by the Victoria Electoral Commission and is predominantly using ingredients from the region.

### What are the benefits of using the GTP logo?

- Access to an identifiable brand and logo to demonstrate provenance from the Gippsland region
- Marketing and branding support for business
- Allocated webpage with directory of producers
- Awareness created via local food campaigns across Gippsland and beyond
- Industry benefits such as networking, development and event opportunities
- Designated business section on the Food & Fibre Gippsland website to promote your products
- Media, photo and promotional opportunities

### What types of produce does the GTP brand cover?

- For a full list, please refer to the information provided within the GTP application form
- Each type of eligible produce must be listed as part of the application process

### How do I register to use the GTP logo?

- Submit a completed application form and pay applicable annual fees





### **What happens once I submit my application?**

- The GTP team from Food & Fibre Gippsland will review your application.
- If you satisfy the GTP participant criteria, a statutory declaration form will be emailed to you to complete.
- Once the completed statutory declaration is received by Food & Fibre Gippsland, your annual invoice for use of the GTP logo will be issued.
- Once payment and the signed statutory declaration form is received, you will be issued with an agreement for you to use the GTP trademark along with a unique user ID.
- You will receive your welcome pack which includes the GTP brand style guide, brand use guidelines, social media templates and logo files. Your business profile will also be added to the GTP webpage for you to edit and add your desired content and graphics (you'll be provided with your own login details).

### **What happens if my application is not successful?**

- You will be contacted and the reasons for rejection will be explained.

### **Can I reapply if my initial application is rejected?**

- Yes, provided the previous rejection issues have been rectified.

### **What is the GTP webpage?**

- The GTP webpage is hosted on the Food & Fibre Gippsland website:  
[www.foodandfibregippsland.com.au/gtp](http://www.foodandfibregippsland.com.au/gtp)

Should you have any questions at all, please email us at [info@foodandfibregippsland.com.au](mailto:info@foodandfibregippsland.com.au)



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