



GIPPS *Trusted Provenance* **LAND**

What is Gippsland Trusted Provenance?

Gippsland Trusted Provenance (GTP) is a brand and logo developed and managed by Food & Fibre Gippsland for produce (or products) that originate from the Gippsland region of Victoria.

Established in 2020, GTP was developed in response to a call from Gippsland businesses to have a unified logo tying Gippsland produce to our region's successfully implemented visitor economy branding, as developed by Destination Gippsland (DGL).

The purpose of the GTP brand is to:

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

Many regions across Australia - and indeed the world - have built brand images for themselves based on the products they're famous for. Gippsland Trusted Provenance allows producers, growers and makers to distinguish their product as grown, made, processed or produced in Gippsland.

Understanding where a product comes from allows a consumer to have trust in that product, as well as to connect with its place of origin. Gippsland is widely known for its clean, green, gourmet produce and magnificent countryside. Including the GTP logo on labels or packaging helps customers and exporters to readily identify products that come from this spectacular part of Victoria.





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Who is eligible to use the GTP branding?

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

Application of the brand may extend to other goods or services; for example, providers of unique learning experiences in Gippsland. In the context of sustainability work and tours/services, the term 'provenance' can be seen as 'coming from' and 'going forth' in Gippsland.



Is there a cost to use the GTP logo?

Annual fees are set out within the GTP application form and are structured around the size of the business. A one-off establishment fee of \$150 also applies, which will be waived for Food & Fibre Gippsland members and for applications received before 30 June 2023.





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What are the benefits of using the branding?

- Access to an identifiable brand and logo to demonstrate provenance from the Gippsland region
- Marketing and branding support for business
- Media, photo and promotional opportunities
- 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

How do I register to use the logo?

It's as simple as completing an application form and paying the applicable annual fees.



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What resources do GTP licensees receive?

Once approved, licensees will receive a digital 'welcome pack' that includes a range of brand assets. Logos will be supplied in various file formats, along with brand use guidelines, brand style guide and a suite of social media templates.

How can I find out more about Gippsland Trusted Provenance?

Food & Fibre Gippsland has established a dedicated webpage which includes an application form and guide, in addition to a collection of videos and other resources. Scan the QR code or visit www.foodandfibregippsland.com.au/gtp for more information.



Food & Fibre Gippsland staff are available to answer your questions. Please email info@foodandfibregippsland.com.au and one of their team will be in touch.

Adoption and promotion of this brand will contribute to building the recognition of our region domestically and internationally as a clean, green environment that produces premium products. It will also encourage consumers to consider visiting the region to see what it's all about, and connect with producers via farm gates, farmers' markets, food-centric events and activities.

foodandfibregippsland.com.au/gtp



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