

The locals in the Southern Forests region of Western Australia have known about it for generations. *In this gorgeous, pristine part of the world, something magical is going on.*

Maybe it's the clear, crisp air. Or the extraordinary fertility of the soils. Maybe it's the 365 growing days a year. Or the purity of the rainfall. Or maybe it's a combination of all these things. Truth is no one knows for sure.

But what we do know is this. Every time you bite into an apple, or slice into an avocado, or you're tempted by a truffle, or any of the other wondrous vegetables, meats, fruits and nuts that are grown in the Southern Forests region, you'll be left in no doubt that the array of fresh local produce simply looks, smells and tastes better.

THAT'S A GENUINE EXPERIENCE.



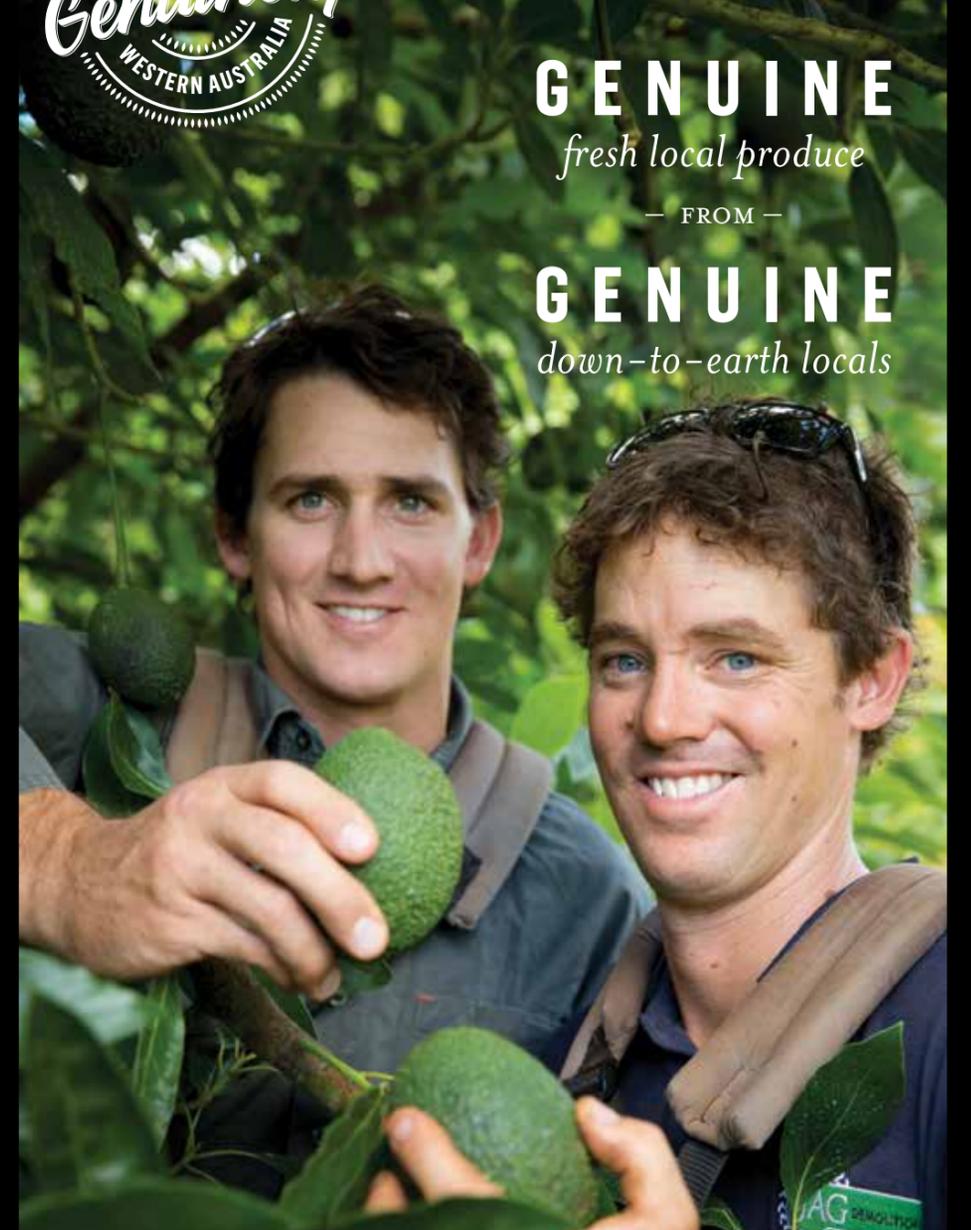
Produce photography by Craig Kinder at f22 Photography.



GENUINE
fresh local produce

— FROM —

GENUINE
down-to-earth locals



Southern Forests Food Council Inc.
6a Brockman Street / PO Box 1258, Manjimup WA 6258

Email danika@southernforestsfood.com

Telephone +61 (0)8 9772 4180

  @genuinelysouthernforests

southernforestsfood.com



THE SOUTHERN FORESTS REGION IS SITUATED 300KM FROM PERTH IN THE BEAUTIFUL SOUTH-WEST CORNER OF WESTERN AUSTRALIA.

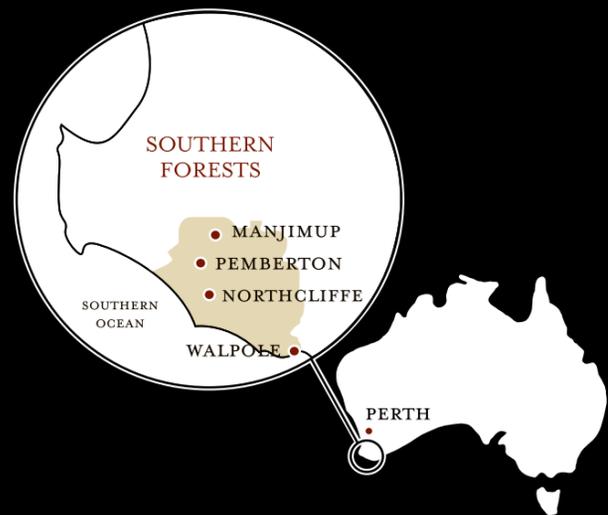
The region begins just outside Manjimup, where agricultural land is dotted with magnificent karri trees. (Home of the internationally famous black truffle and 'Pink Lady' apple, and delicious marron.)

Further south is Pemberton where the forest is more established, with many karri trees well over 300 years old. (Renowned for spectacular avocados, potatoes, grapes and limes.)

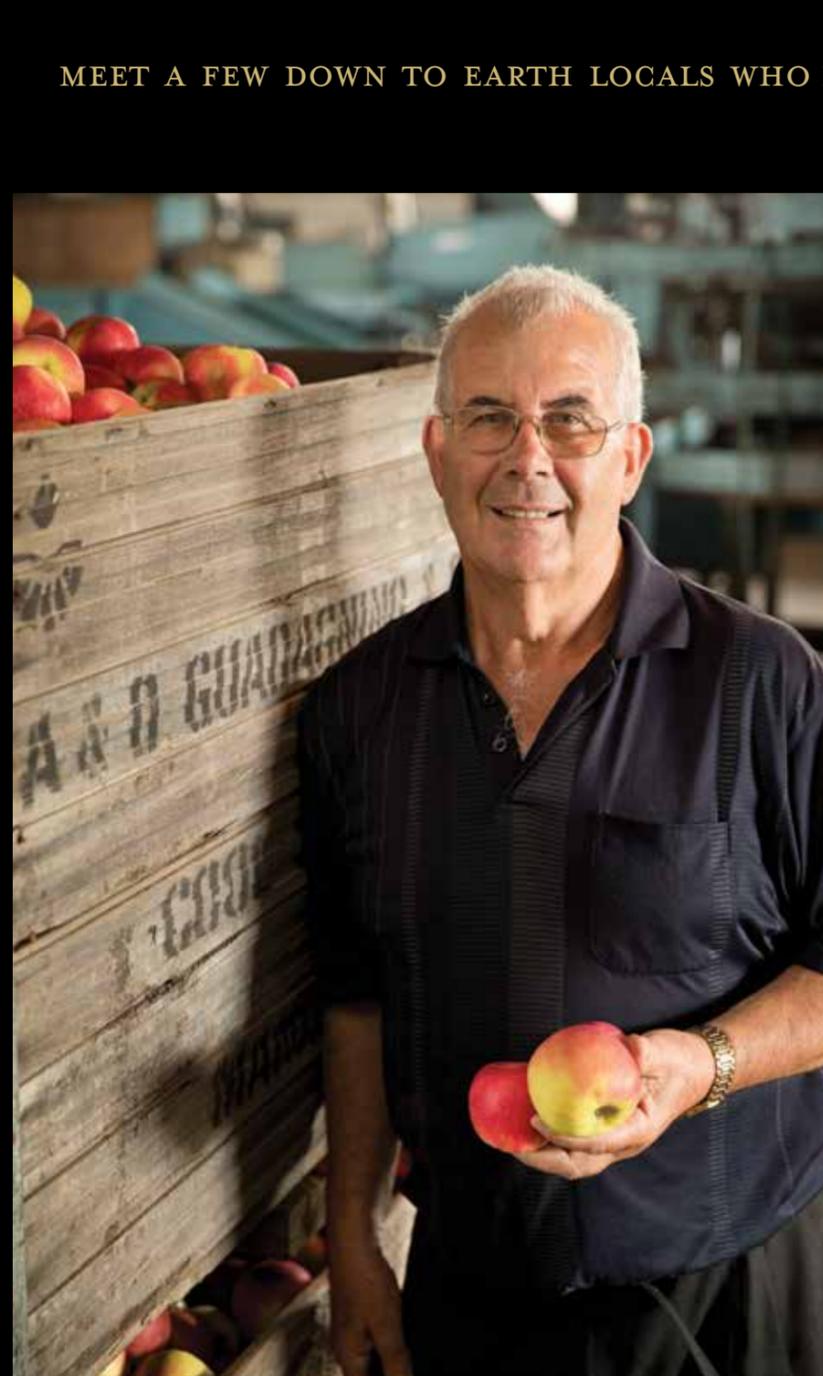
Towards the coast lies the scenic town of Northcliffe surrounded by towering forests and rich coastal plains and wetlands. (Recognised for its prime grazing land that produces magnificent beef and dairy cattle.)

Further south is Walpole, which is set on the tranquil waters of the Walpole Inlet. (Known for its honey and lush pastures that sustain prime livestock.)

In what is a small pocket of Western Australia, the Southern Forests region is one of incredible variety and abundance whose status as one of the nation's premier food bowls is growing every day.

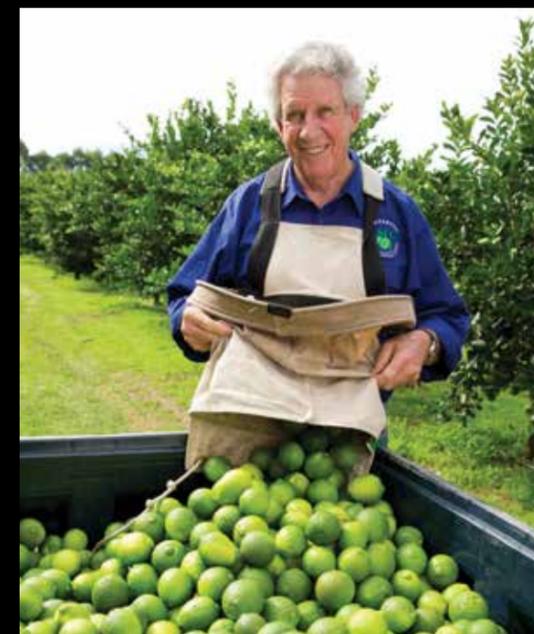


Whether you're hunting the tastiest, ripest cherries, a crunchy Pink Lady apple, or crispy green lettuce, you'll always find genuine, fresh local produce from the Southern Forests region of Western Australia.



MEET A FEW DOWN TO EARTH LOCALS WHO KNOW A THING OR TWO ABOUT GROWING GENUINE, FRESH LOCAL PRODUCE.

The hard back-breaking work of taming the land was done more than 100 years ago by pioneering families who would pitch in to help each other using teams of horses, heavy chains and lashings of elbow grease. Today, the spirit of these early pioneers lives on. Over 50 nationalities, and more than a few fourth generation farming families, live on the myriad of farmlets and farms that make up the Southern Forests region. Collectively, these passionate growers produce around \$127 million per annum of the freshest local produce.



TRY OUR GENUINELY FRESH PRODUCE:
 Manjimup Cherry Harmony Festival – December
 Unearthed Pemberton – April
 Truffle Kerfuffle – June
 Manjimup Farmers Markets