

































# Loddon Murray Region

Victoria's most diverse agricultural region

## Legend

-  Apples
-  Beef cattle
-  Canola
-  Cherries
-  Chillies
-  Dairy cows
-  Deer
-  Emu/Ostrich
-  Fish (aquaculture)
-  Goats
-  Grapes
-  Herbs
-  Lucerne
-  Maize
-  Nuts
-  Olives
-  Oranges
-  Pheasants
-  Pigs
-  Prime lamb
-  Pulses
-  Rabbits
-  Rice
-  Salt
-  Sheep
-  Squab
-  Stonefruit
-  Tomatoes
-  Vegetables
-  Wheat
-  Wine grapes
-  Yabbies



John Williamson - Patron of Loddon Murray 2000 plus.

### The Loddon Murray region

The Loddon Murray region boasts a diverse agricultural base and natural appeal. It has a skilled and resourceful community that is making good use of its fertile soils, reliable supply of good quality water and an ideal climate.

Loddon Murray is one of Victoria's most important agricultural regions with an estimated annual agricultural output of \$700 million.

Dairy is the biggest industry in the region with the highest producing dairy herds in Victoria.

The region is regarded as Australia's premier processed tomato growing area, accounting for 40% of national production. It is also the leading fresh stonefruit region in Australia, producing 20,000 tonnes of high quality peaches, nectarines, apricots and plums valued at \$50 million for domestic and export markets.

Loddon Murray is currently undergoing a major transformation in land use. Building on its traditional wheat and sheep base it is diversifying into high value horticulture: such as wine grapes, tomatoes, fruit and nuts.

Alternative pursuits such as squab, herbs, aquaculture, and salt harvesting, are evidence that Loddon Murray is Victoria's most diverse agricultural region.

### Loddon Murray 2000 plus

Loddon Murray 2000 plus is a local community organisation. The members are local people with expertise in farming and rural business. Water authorities, local, state and federal governments are also represented.

Loddon Murray 2000 plus is implementing an integrated region-wide strategy including economic development, community leadership, and natural resource management.

### The New Mediterranean™

Australia's New Mediterranean is located in north central Victoria and encompasses three adjoining local government municipalities - City of Greater Bendigo, Loddon and Gannawarra Shires.

The New Mediterranean region has fertile soils, climate and water which are characteristic of Europe's Mediterranean nations. The New Mediterranean initiative is facilitating new agribusiness ventures such as wineries, vineyards, olives, vegetables and fruit crops that thrive in the Loddon Murray region.

Loddon Murray is Australia's leading fresh stonefruit region.



The Loddon Murray region is a significant wheat producing area.



The Loddon Murray region grows 40% of Australia's processed tomatoes.



The Loddon Murray region is home to a wide range of quality wine grapes.



Loddon Murray has the highest producing dairy herds in Victoria.

