

FROM PADDOCK TO PLATE

SMALL FOOD PRODUCERS CREATING BIG SOCIAL BENEFITS

Barossa Valley Cheese Company founder Victoria McClurg is proud of her part of the tapestry of enterprise being woven in Australia's world-famous wine region.

Since 2003, the cheese maker has opened a 'cheese cellar' in Angaston, employed 16 people and has increased the milk sourced from local Nietschke family dairy farm, its sole supplier, from 300 litres to almost 10,000 litres a week.

"We wanted to add to the tapestry of offerings, so that our region continues to grow and thrive," the winemaker-turned-cheesemaker says.

"I believe we need that diversity."

McClurg hopes to grow her near \$2 million turnover business through the sale of her cheese range via independent grocers and gourmet stores around Australia, but is not interested in breaking into Australia's retail duopoly Coles and Woolworths.

"We want to grow a little bit, but we're not looking to be massive. The importance is that we're a profitable business, we keep people employed and give them a sense of value in the community," McClurg says.

"That, for me, is the stuff that makes me proud. We are feeding back into the community and we're a destination for people visiting the Barossa Valley."