



SUPPORT OUR OWN. CHOOSE LOCALLY GROWN.

The Loddon Campaspe region is one of Victoria's most productive food-growing areas, producing a wide range of fresh fruit, vegetables, grains, dairy products and lean meats. Despite this abundance, many residents are unaware of the variety of food grown locally or where they can access it.

To strengthen local food systems and support healthier food choices, Healthy Loddon Campaspe developed the Support Our Own. Choose Locally Grown. campaign. The initiative was designed to increase awareness of locally grown produce, encourage residents to support local growers, and highlight the health, economic and environmental benefits of buying local food.



WHAT WE DID

Delivered in partnership with local growers, retailers and community stakeholders, the campaign provided residents with practical tools and information to make locally grown food part of their everyday shopping habits.

Resources developed through the campaign included:

A Local Produce Map showcasing growers and retailers across the region.

Seasonal produce guides to encourage eating with the seasons.

Grower profiles highlighting local producers.

Healthy recipes featuring locally grown ingredients.

Educational resources about nutrition, food miles and the benefits of supporting local food systems.

To expand the campaign's reach, Healthy Loddon Campaspe delivered a major digital marketing campaign across Facebook and Instagram between March and April 2026. The campaign focused on raising awareness, educating residents and directing audiences to the campaign website, where they could explore local food stories, discover growers and access practical resources



WHY IT MATTERS

Choosing locally grown food creates positive outcomes for both individuals and communities. Fresh, seasonal produce supports healthy eating, while purchasing from local growers helps strengthen the regional economy and supports local jobs.

The campaign also highlighted the environmental benefits of reducing food miles and encouraged residents to think differently about where their food comes from. Through storytelling, education and promotion, the project strengthened connections between growers, retailers and consumers, helping build a more resilient regional food system



THE IMPACT

The campaign successfully reached audiences across the Loddon Campaspe region and beyond, generating significant community engagement.

Key results included:



More than
808,600
people reached across
Facebook and
Instagram.



Over
3.3 million
impressions
delivered.



More than
5,620
website clicks and
page views.



236
advertisements
delivered across
multiple campaign
streams.

Several campaign elements performed particularly well. The dedicated Choose Locally Grown website promotions generated more than 1,550 landing page views, while educational "street talk" content about fruit, vegetable and grain serving sizes generated some of the highest click-through rates across the campaign. The campaign also successfully engaged a broad cross-section of the community, with adults of all ages interacting with campaign content. The largest audience reached was people aged 25-34 years, helping connect younger residents with local food and farming stories

LOOKING AHEAD

The success of Support Our Own. Choose Locally Grown. has demonstrated the value of regional food promotion and community education. Building on this momentum, Healthy Loddon Campaspe will continue supporting initiatives that strengthen local food systems, improve access to healthy food and celebrate the growers who help feed our communities.

View the Support Our Own. Choose Locally Grown campaign and associated resources at:
<https://www.healthyloddoncampaspe.au/chooselocallygrown>



The Healthy Loddon Campaspe initiative is supported by the Victorian Government