



-For immediate release-

## Introducing The Good Harvest Co.

**A new brand of pantry staples crafted from 100% responsibly farmed Australian wheat**

Introducing The Good Harvest Co., a range of Flour and Pasta products crafted with a mission to **GIVE BACK** and **DO GOOD**.

Working closely with farmers and growers who pride themselves on their responsible approach to farming, The Good Harvest Co. crafts quality pantry staples using **100% responsibly farmed Australian wheat**.

The Good Harvest Co. is proud to partner with Rural Aid, with **10c from every pack of The Good Harvest Co. flour and pasta sold donated to Rural Aid** to support much needed rural community initiatives aimed at supporting farmers and rural communities through natural disasters such as drought, bushfire and floods.

The Good Harvest Co. is an initiative from Rinoldi, a pasta manufacturer and one of Australia's oldest food producers (established in 1878). Rinoldi is a family owned business who acquired the Young Flour Mill in 2012. Located in country NSW, the Young Flour Mill is Australia's oldest operating coop mill, and proudly produces The Good Harvest Co. flour. The Good Harvest Co. pasta is produced in Victoria.

This responsibly farmed wheat initiative is a project that has been in the works for over five years, and involved the close collaboration of local farmers and their commitment to adopting a responsible approach to farming. Responsible farming techniques ensure that crops are grown safely to protect the environment, whilst caring for the social economic conditions of the farmers and the local community as a whole.

Responsible farming also means that farmers are actively working to protect species and the ecosystem, with some farms dedicating a portion of their land to regenerating native bushland and caring for native habitats.

"We wanted to bring Australian consumers closer to farmers with The Good Harvest Co. brand, by allowing all Australians to enjoy quality products crafted from premium Australian wheat, whilst giving back and supporting farming communities" explained Emilie Emond, Marketing Manager for Rinoldi. Emond also added that "Our teams in NSW and VIC are working hard to keep up with the increased demand from Australian supermarkets as such unprecedented times."

"We are pleased to be working with a family owned Australian business supporting Australian farmers and local rural communities" commented Craig Marsh, Rural Aid NSW Business Development Manager. Whether you're making bread, baking a cake, or cooking your favourite pasta dish, The Good Harvest

### Rinoldi Pasta Pty Ltd

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RINOLDI  
*grow. innovate. create.*



Co. flour and pasta products allow you to create something good. The Good Harvest Co Flour will be available from the baking aisle in Coles supermarkets in QLD, NSW and VIC from end of March 2020. The Good Harvest Co. Pasta will be available from the main pasta aisle in Woolworths later in 2020.

Find out more at [thegoodharvest.co](http://thegoodharvest.co)

For more info about Rural Aid, or to make a donation, visit [ruralaid.org.au](http://ruralaid.org.au)

-Ends-

### Media & Brand Collaboration Enquiries

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### - Notes to Editors -

#### The Good Harvest Co. – Product Range

Product	Supermarket
The Good Harvest Co. Plain Flour 1kg	Coles
The Good Harvest Co. Self Raising Flour 1kg	Coles
The Good Harvest Co. Penne Pasta 500g	Woolworths
The Good Harvest Co. Spirals Pasta 500g	Woolworths
The Good Harvest Co. Spaghetti Pasta 500g	Woolworths
The Good Harvest Co. Fettucine Pasta 500g	Woolworths

Follow The Good Harvest Co. on Social Media

Instagram: <https://www.instagram.com/GoodHarvestAu>

Facebook: <https://www.facebook.com/The-Good-Harvest-Co-108990960657265>

#CreateSomethingGood

[www.thegoodharvest.co](http://www.thegoodharvest.co)

#### About Rural Aid

Founded in 2015, Rural Aid is one of Australia's largest rural charities. Well known for the highly successful 'Buy a Bale' campaign, the charity also provides financial assistance, water and counselling to farmers in times of drought, flood or fire. Other initiatives support its vision that farming and rural communities are safeguarded to ensure their sustainability both during and after these natural disasters.

Visit [ruralaid.org.au](http://ruralaid.org.au) to find out more.



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