

# in profile **Leisa Sams**

## Life is sweet for prize winning local producer

By Sonia Clark

Local 'Bee Girl' Leisa Sams and her team at Hum Honey have been enjoying increased recognition after receiving a number of national awards. Following their recent win at the Fine Food Australia Expo in Melbourne last month, Hum Honey, based at Peachester, also won several medals at the Sydney Royal Fine Food Show and was awarded the highly prized Regional Food Champion in the other product category for its Cold Fusion organic lemon myrtle honey. GC&M News caught up with Leisa to find out more.

**Q. How long has Hum Honey been operating and how long have you been involved with the Food & Agribusiness Network (FAN) on the Sunshine Coast?**

**A.** Hum Honey has been in operation for five years and we have been members of FAN since its inception.

**Q. You recently won best new product in the Australian-made category at the 2018 Fine Food Australia Expo. What was involved in entering and how did you feel about that win?**

**A.** All exhibitors with new products within the last 12 months could enter and we were competing against 400 other products. It was such an honour to be a finalist let alone the winner! It is a testament to our dedication to producing a quality product and our love of working with quality Australian producers. Our focus has always been on infusing with quality

organic ingredients that are ideally locally sourced.

**Q. How does it feel to have just been awarded four medals at the 2018 Sydney Royal Fine Food Show for products from your range as well as Regional Food Champion in the other product category?**

**A.** What an amazing few weeks it has been for us! Tony and I are very proud of our results – from eight entries for Hum Honey Cold Fusion we won four medals (one gold, two silver and one bronze) plus the Regional Food Champion other product category for Hum Honey Cold Fusion organic lemon myrtle. We are absolutely delighted that our products are being recognised at such a high level right across Australia, and ever so proud to fly the flag for regional food for the Sunshine Coast.

**Q. What do you love about being a local producer?**

**A.** I love creating products with integrity that I can share with my family and friends, connecting with my local producers and sharing our passion for our farm produce with our treasured customers. All the long hours and often very physical work of beekeeping is forgotten in those moments when people discover Hum Honey and savour the flavour of our unique range.

**Q. What are your thoughts on our local foodie scene here in the hinterland – what makes our products special?**

**A.** We have a pristine environment on the



Sunshine Coast which supports an amazing array of innovative farmers and producers. We have the superb support of food industry advocates. We also have a growing industry community coming together to collaborate and elevate producers across the region with FAN. Importantly our foodie scene would not raise the awareness without our advocates and food trailblazers such as Petra Hughes from Local Harvest and the Sunshine Coast Regional Food Directory, who fly our flag and keep the broader foodie fans connected with our farms and farmers.

**Q. What are your future plans or new markets you'd like to explore for Hum Honey?**

**A.** We are currently undertaking significant growth plans of our apiaries to service the domestic market as a primary focus.

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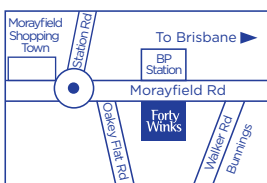
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