

## Ideas Raised at the Australian Capital Region Food Hub #2

15 October 2014

### *What could Southern Harvest do to serve you better?*

- **Brand**
  - Easy identification of regional produce x 3
  - Brand needs to be understood clearly and marketed well. Model must recognise this.
  - Brand must offer benefits to producers and not be cost prohibitive.
  - Identify the “target market” x 2
  - Branding useful for selling outside the region
  - Fresh food; local food
  - Non-exploitative
  - Easy to identify other local producers
  - Selection criteria for producers using the brand – quality, sustainability pre-requisites for producers
  - Certification
    - Will method of growth be considered re: membership?
    - Colour coded – how it was grown
    - Certification for organic
    - % organic or not
  - Building a community of regional produce
  - Clarify purpose of Southern Harvest
- **Brand Provenance** x 3
  - Access to food with provenance – by label – regional info, certification, quality assurance
  - Farmers want provenance – label needs brand recognition
  - How does Southern Harvest police standards of members using the label?
  - Guaranteeing produce is local (brand integrity)
  - Clearly define the region x 2
  - How to deal with those outside the region who want to be members.
  - Where is the food grown and who is growing it?
- **Website**
  - With location of farms and/or retail outlets database Identification of growers
  - Farm gate
  - Diversity of produce
  - Database good to link long time producers with distributors and consumer networks
  - Promotion of producers via database
  - Database
  - Interest groups
  - Social networks
- **Connections**
  - Link producers with retailers / wholesalers / farmers markets / restaurants / other producers x 2
  - Regional alliance with common goals

- Extra capacity to sell within region
- Coordination/partnerships for local groups
- How to connect growers and consumers
- Can the brand enable access to markets?
- Provide connections with neighbouring regional groups
- **Communication and Education**
  - Building trust between producers and consumers
  - Educate public about seasonality
  - Diversity of product
  - Mentoring by Farmer to Farmer
  - Share resources
  - Help foster sense of local community and trust
  - Increased evidence based community based knowledge
  - Clear guidelines for claims (eg chemical free, organic, BD, fresh, local, esp for agents)
  - Meaning for consumers – identification of regional produce
  - Lobby group / support education – for industry
  - Blogs
  - Newsletters
  - Encourage growing
  - Focus on diversity and seasonality
  - Producers to be open to consumers (farm visits)
- **Tourism**
  - Food Trails; Extent of local food
  - Tourism aspect seen as a powerful mechanism for exposure. SH as a brand good.
  - Promote Southern Harvest beyond the region
- **Transport and logistics**
  - Storage hub
  - Refrigeration / cool chain
- **Farmer Coop**
  - Marketing
  - Share resources and skills, infrastructure, harvesting equipment, processing equipment
- **Shopfront**
  - Access daily fresh/local/chem. free/ethical (Choku Bai Jo; Pristine Produce – Griffith)
  - Opening times – flexible – markets open weekday/evening/after school
  - Box scheme – organic Food; centralised place
  - Need more diversity
  - Container deposit scheme
- **Other**
  - Link “food waste” issues with integrity of the brand – positive waste management x 2
  - Help young growers access land
  - E-Commerce
  - Local processing; eg Reeds’ Flat, The Cheese factory, cider, etc

## *Do you support Southern Harvest to be the brand for local Capital Region Food?*

- Southern Harvest brand “claims” the region
- Provide links – database
- Marketing beyond the region
- “Southern”? – ACT excluded (NSW has been removed from legal name)
- “Southern” ambiguous – confusion about area “Southern” covers
- Perhaps “Southern NSW & ACT Harvest”? x 2
- Capital Region Harvest
- Brand for the region
- Southern Harvest is a good platform for starting a local food economy
- We definitely support the brand
- Good if SH exists firmly already
- Common brand would help consumer
- Simple for producers
- Support a unified brand
- Yes – if specific region – limited – not include Tas, SA
- Yes, but must deliver genuine benefit
- Could be confusing - Capital Region already known; Vis/Tas; especially for export/visibility outside the region

## *Next Steps*

- Geoff Pryor – **Love Food Hate Waste** project – Grant applications close 9/12/14. [Download more information here](#) (PDF 97KB).
- **Southern Harvest AGM** - Wednesday 5<sup>th</sup> November AGM from 10:30AM - 12:30PM. Lunch will be served at 12:30PM. A General Meeting will follow from 1:00PM - 2:00PM. The meetings will be held at the Goulburn Soldier's Club, 15 Market Street, Goulburn. RSVP to [donna@rdasi.org.au](mailto:donna@rdasi.org.au).