



Southern Harvest Association
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Australian Capital Region Food Hub #2
15 October 2014

Session Notes

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. o Identify the “target market” x 2 Branding useful for selling outside the region
- Fresh food; local food o Non-exploitative
- Easy to identify other local producers o Selection criteria for producers using the brand – quality, sustainability pre-requisites for producers
- Certification
 - o Will method of growth be considered re: membership?
 - o Colour coded – how it was grown
 - o Certification for organic
 - o % 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 o Diversity of produce o Database good to link long time producers with distributors and consumer networks o 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 o 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 o Lobby group / support education – for industry
- Blogs
- Newsletters o Encourage growing o 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 o 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 o 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 o 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 5th 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.