

Australian Capital Region Food Hub #2

Wednesday,
15 Oct 2014

Welcome



How Did We Get Here?

South East Food Plan

Local Food Initiative (a collective)

Urban Agriculture Australia

RDA Southern Inland 'Regional Food' Priority

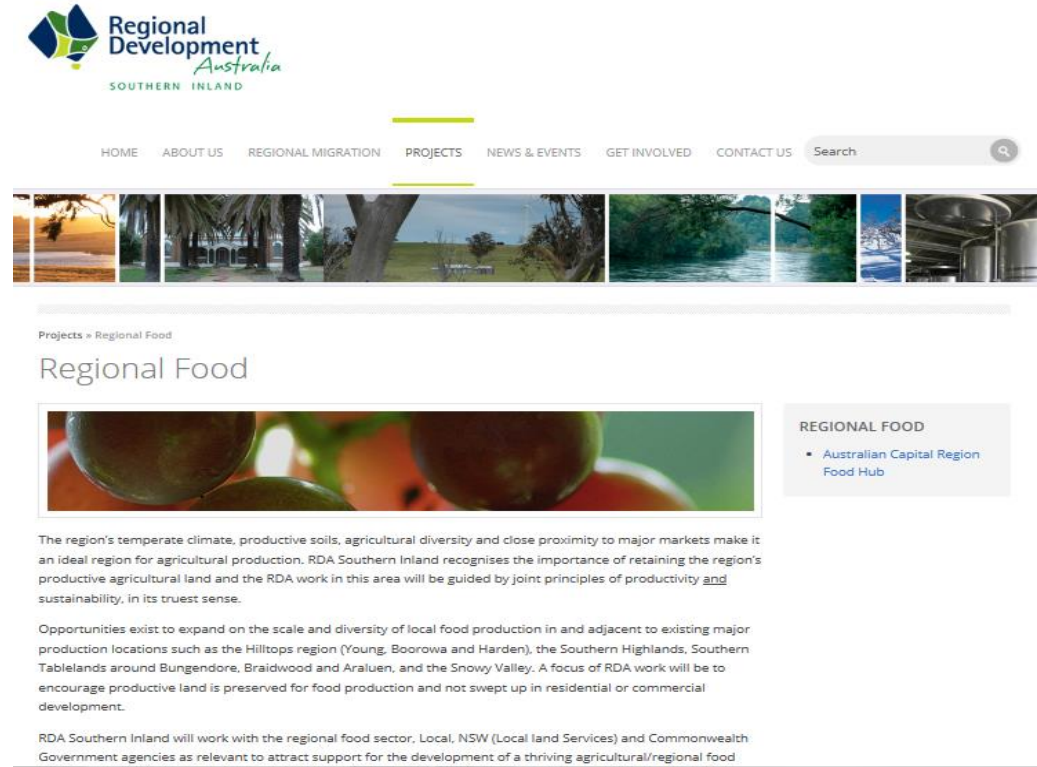
Southern Harvest Association



Introductions

In groups of three

- Your name?
- Why you came here today?
- What is your interest in the local food economy?



Outcomes of Food Hub #1

Need for:

- Easy access to information about producers and suppliers
- Improved communication network
- A common brand for the region
- A focus on tourism opportunities
- Business development programs for start-ups and current businesses



Action Taken in Response to Food Hub #1

Regional Development Australia Southern Inland

- Southern Harvest Association – stand alone, self sufficient, industry-led regional food association

Local Food Initiative

- Continuation of survey to fill in gaps



Action Taken in Response to Food Hub #1

Urban Agriculture Australia

- Floriade
- City of Food Series
- Backyard growers project

Permaculture eXchange

- Market Gardening Series

FuturePLANS (Palerang Local Action Network)

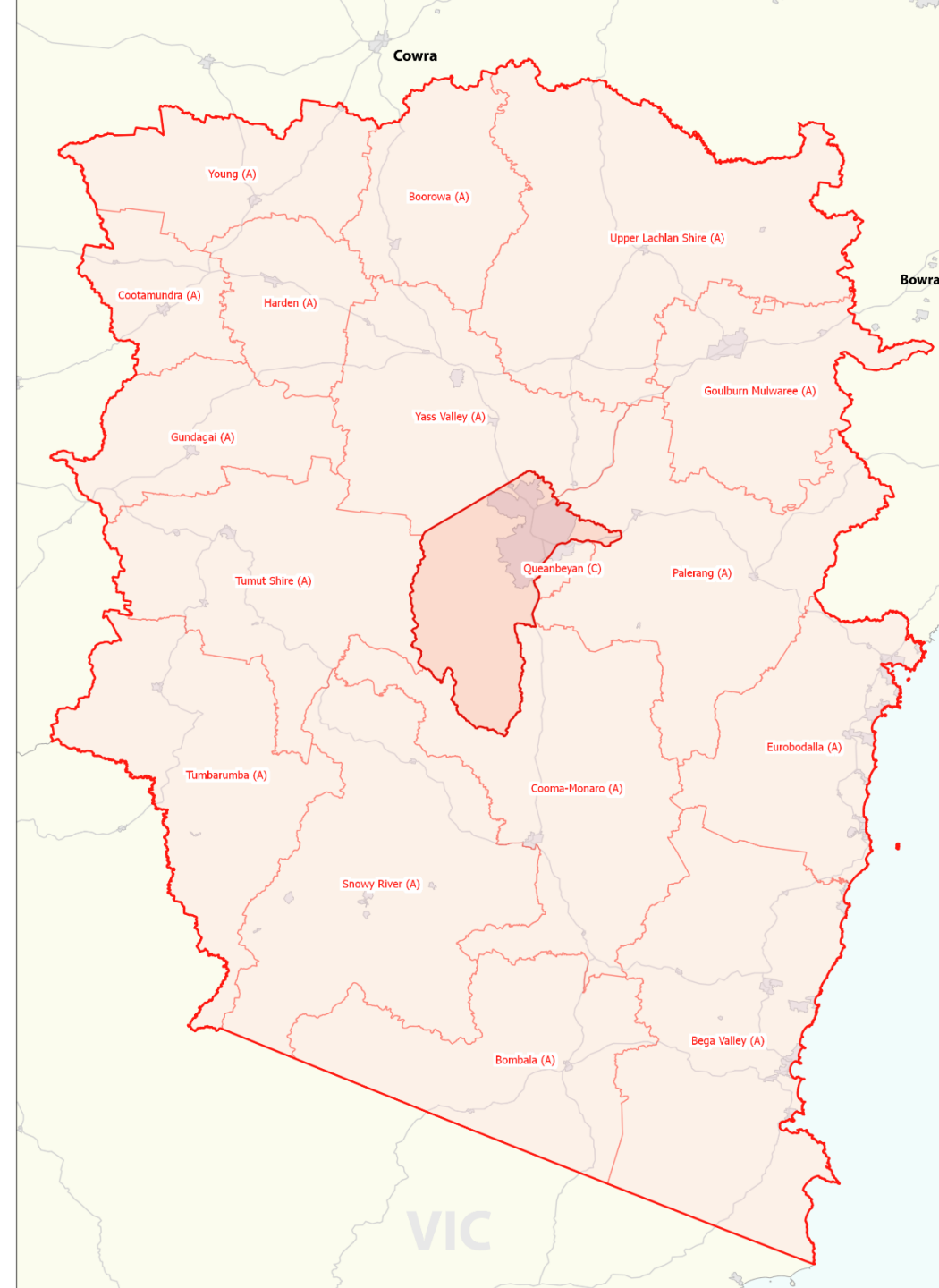
- Proposal for a Regional Farmers Market



Action Taken Since Food Hub #1

Southern Harvest Association

- Umbrella network to support others in delivering actions
- Region now includes the ACT
- Membership to focus on associations
- Website as a public resource
- Member Benefits: Connect, Develop, Promote
- Australian Food Sovereignty Alliance Membership – *The People's Food Plan*





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WELCOME TO SOUTHERN HARVEST

The Southern Harvest is your gateway to a feast of flavours. Extending from the Southern Highlands in the north to the Snowy Mountains in the south, the Southern Harvest region is home to a wide range of producers and culinary adventures.

But before you explore our region, explore our website. You'll find maps of the region, a directory of producers and plenty of resources to ensure you make the most of your visit.

We can't wait to share our bountiful harvest with you. In the meantime, we'd love to hear from you. Subscribe to receive regular updates and special offers, ask questions and leave your comments. The most important part of Southern Harvest is you!

MOVIE NIGHT - KINGSDALE WINES



SITE SEARCH

EMAIL NEWSLETTER



**Harvest
REGION 2014**



**Member
DIRECTORY**



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1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22



Taste Riverina Food Festival

Wednesday 1 October 2014

Taste Riverina is a collaboration of the region's food producers and other industry champions who inspire people in the Riverina and beyond to eat better food by providing opportunities to celebrate, experience, understand and become advoca...

[Read More](#)



Floriade

Wednesday 1 October 2014

Floriade is Australia's biggest celebration of Spring. This iconic Canberra event, which is now in its 27th year, runs for 30 days over the months of September and October. It showcases one million flowers in bloom throughout ...

[Read More](#)



Southern Harvest General Meeting

Wednesday 1 October 2014 9:00AM

All Southern Harvest Members are warmly invited to attend Southern Harvest's General Meeting.

Where: Regional Development Australia, 158-162 Auburn Street, Goulburn

[Previous](#) [Next](#)

October 2014

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11

Saturday 11 October 2014

11AM-5PM
[Harden Kite Festival](#)

Kite flying [competi...](#)
[Read More](#)

10AM-5PM
[Canberra Highland Gathering](#)

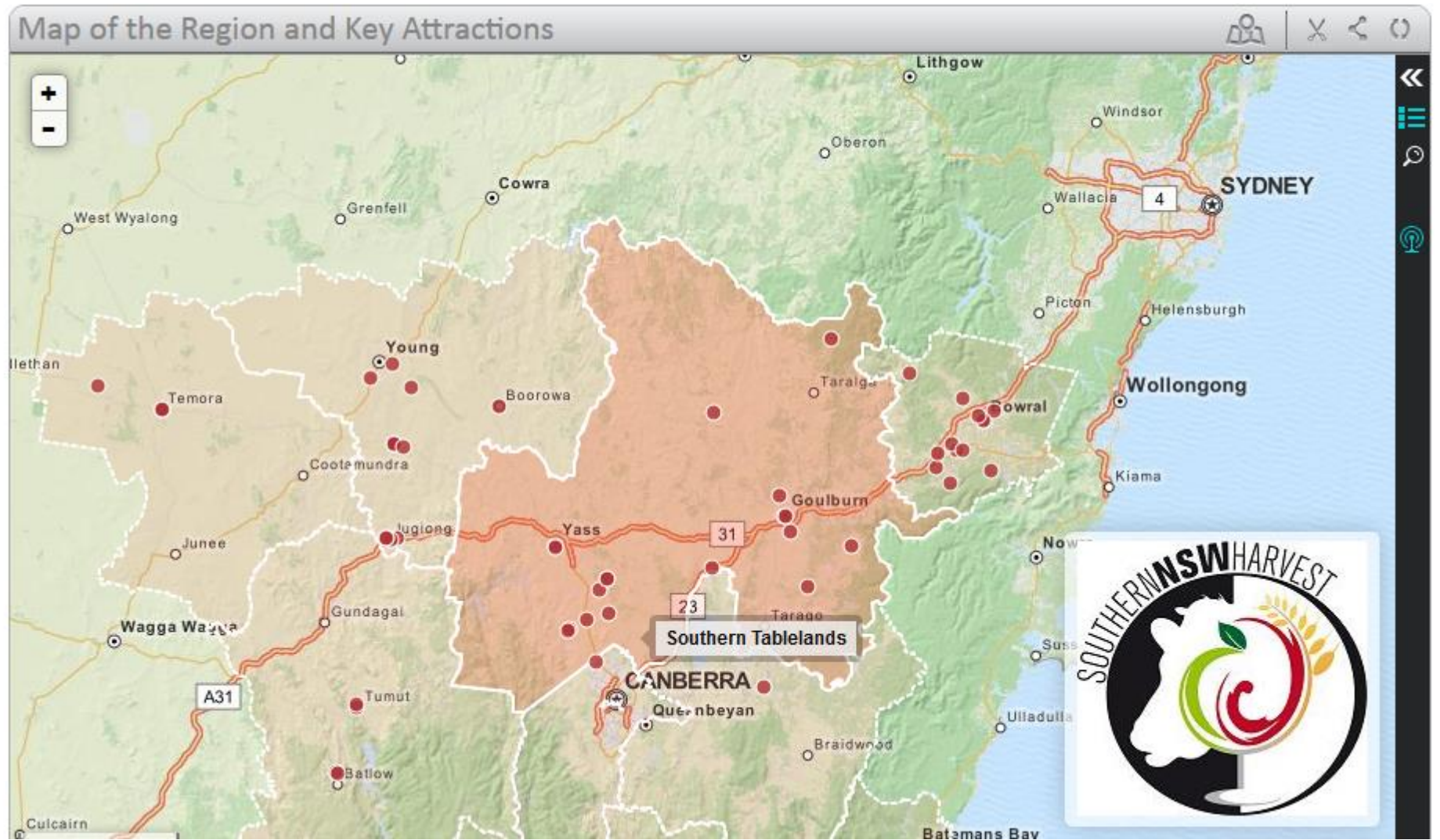
Come along for a day of traditional Scottish events and activities including pipe band competitio...
[Read More](#)

[Taste Riverina Food Festival](#)

Taste Riverina is a collaboration of the region's food producers and other industry champion...
[Read More](#)

10AM-10PM

Southern Harvest Interactive Maps



The Opportunity

Southern Harvest Association as a collaborative way forward

- Website – interactive database
- Membership – options for association and individual membership
- The Offer: branding, support for markets, farm gate, education to grow and support producers



Local Food Initiative Survey Update

2013 / 2014

Areas of study include:

- Current situation
- Potential
- Barriers
- Responses / actions



Survey

- Producers 34 → 52
- Distributors 6 → 11
- Consumers 188 → 218

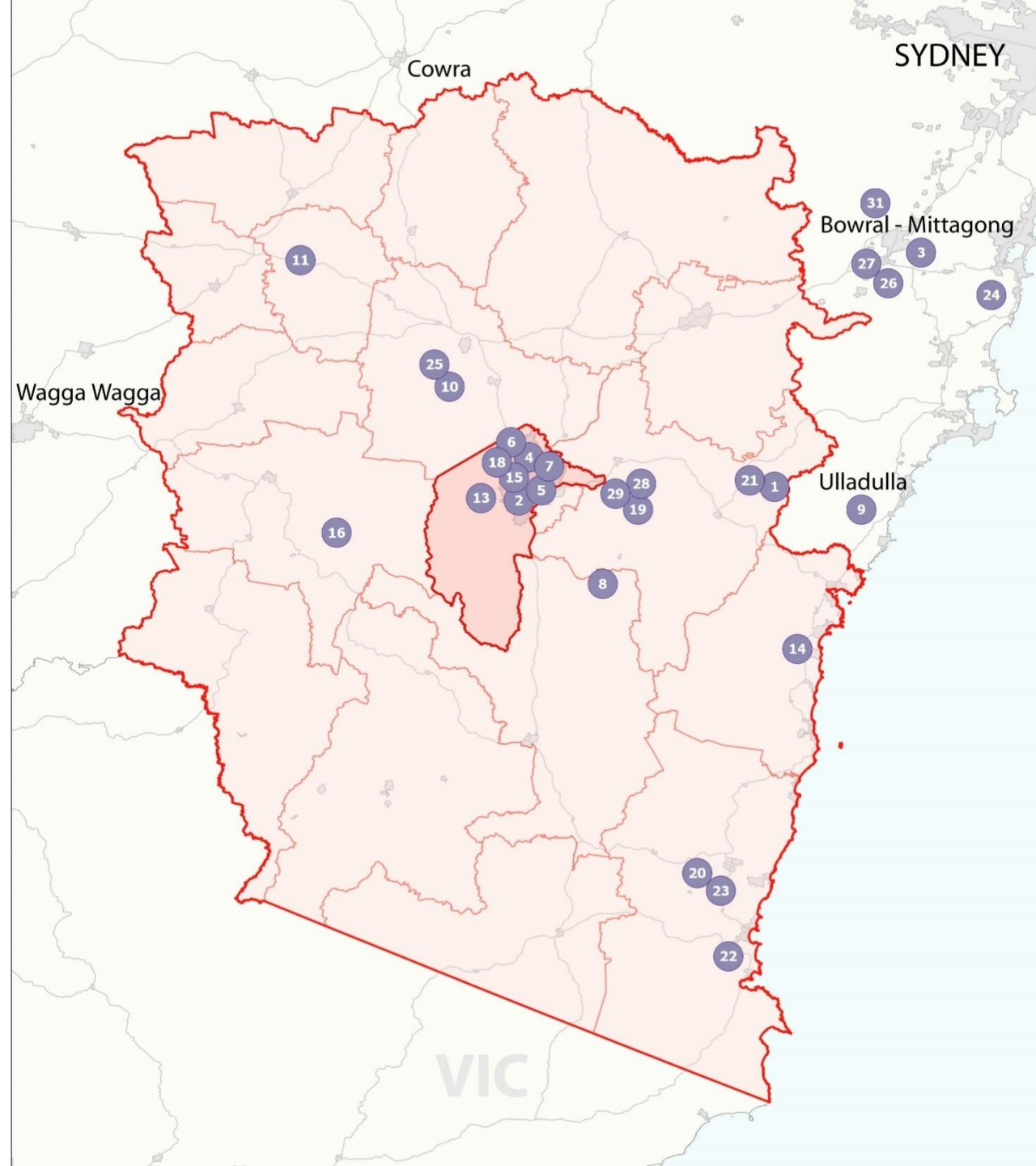
Online via SurveyMonkey.

Distributed via websites, newsletters and networks of the participating organisations.



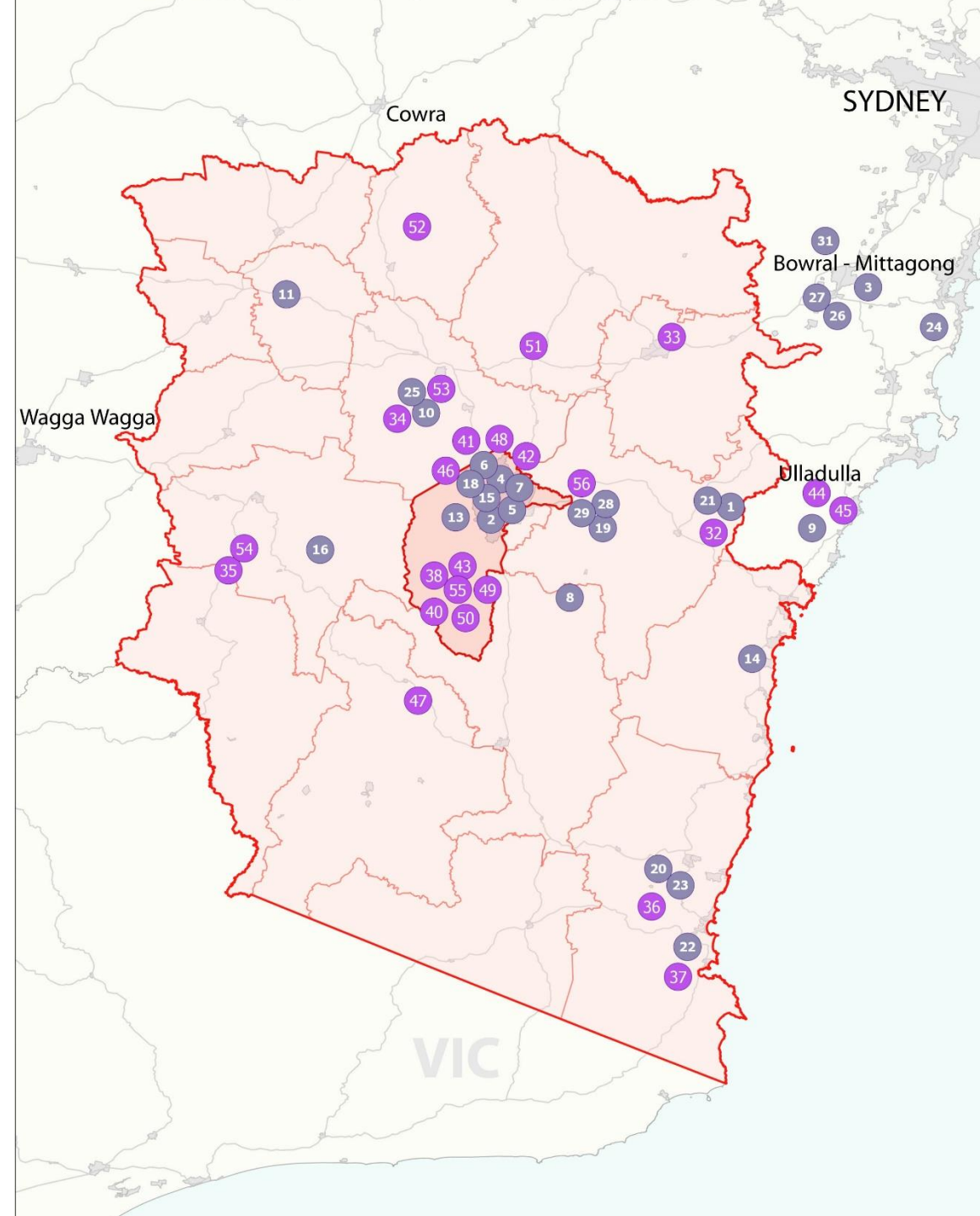
Producer Survey

52 Respondents
(34 in May)



Producer Survey

52 Respondents
(34 in May)



Survey Findings - Producers

Supply weekly or seasonally

Preferred distribution is:

- Local retail shop (41%)
- Local Farmers Market (38%)
- Central delivery for a box scheme (27%)



Producers- The Way Forward

Assistance asked for:

1. Being part of a regional producers group (67%)
2. Establishing contacts with local retailers and consumers (67%)
3. Being part of a region-based marketing brand (60%)



Producers—The Way Forward

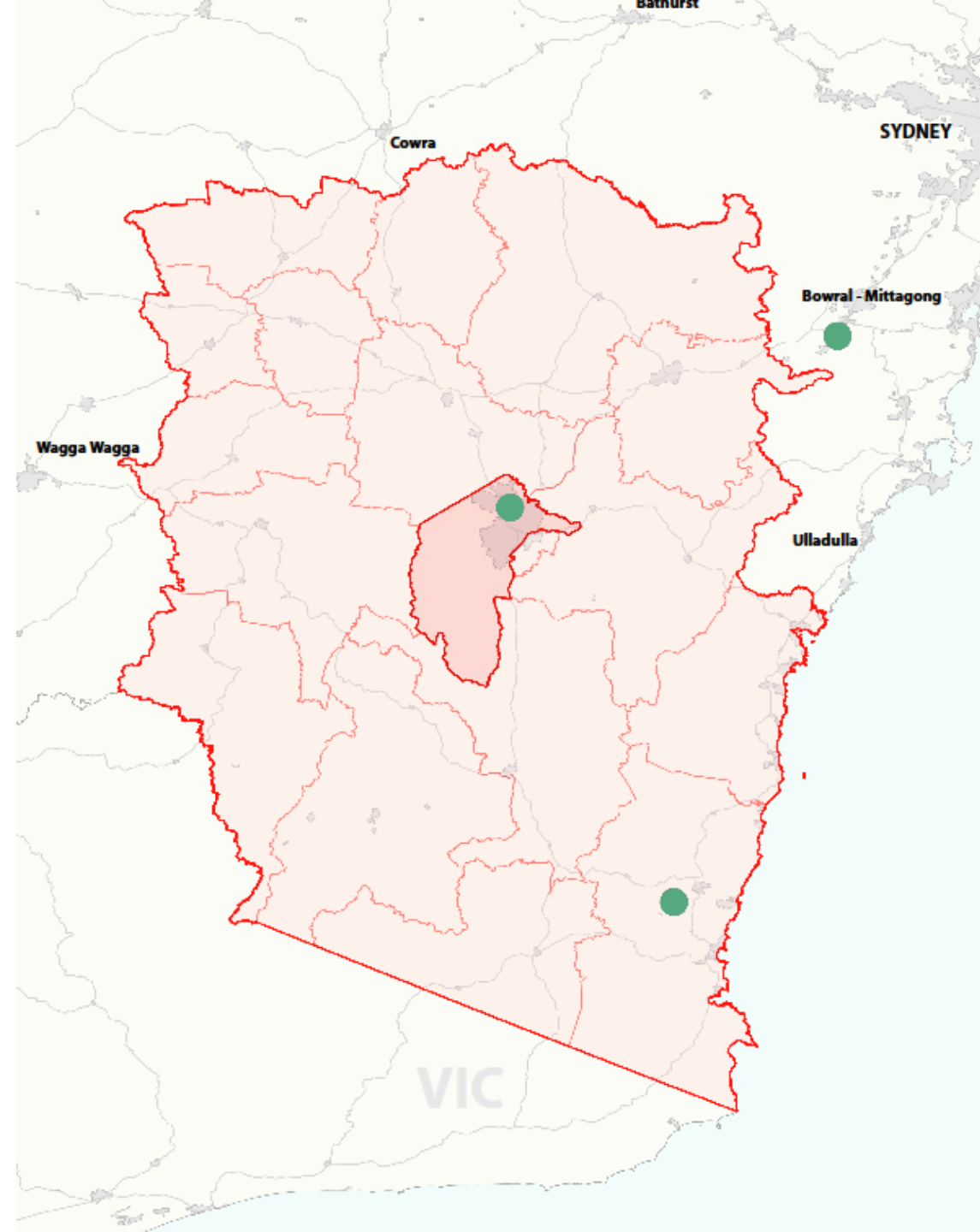
Solutions:

- Regional producers network
- Online web-based database
- Regional brand
- Regional Produce Farmers Market
- Central box scheme



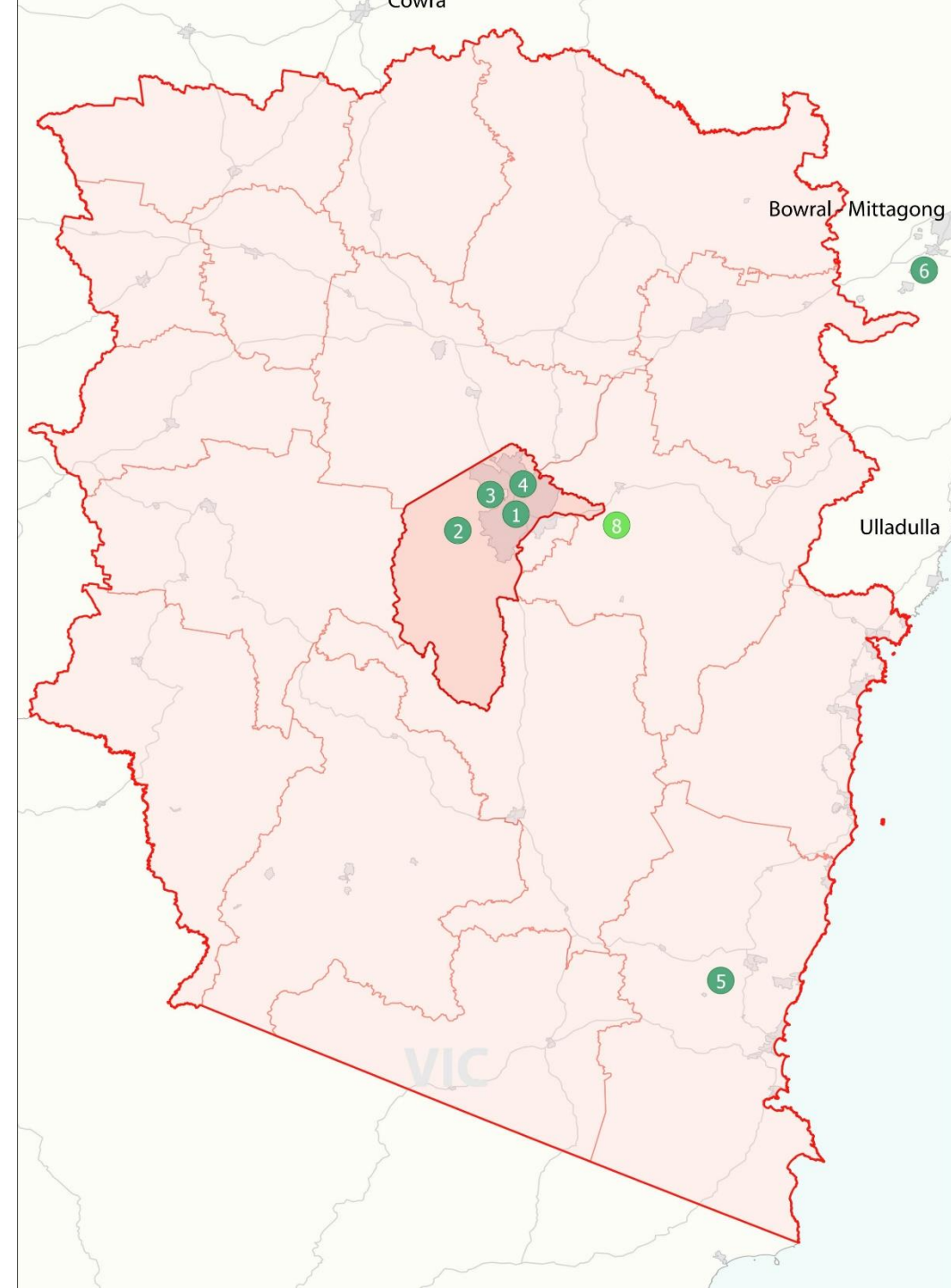
Distributors Survey

11 Respondents
(6 in May)



Distributors Survey

11 Respondents
(6 in May)



Survey Results - Distributors

Challenges

- Would like to stock more local food but it is difficult to find

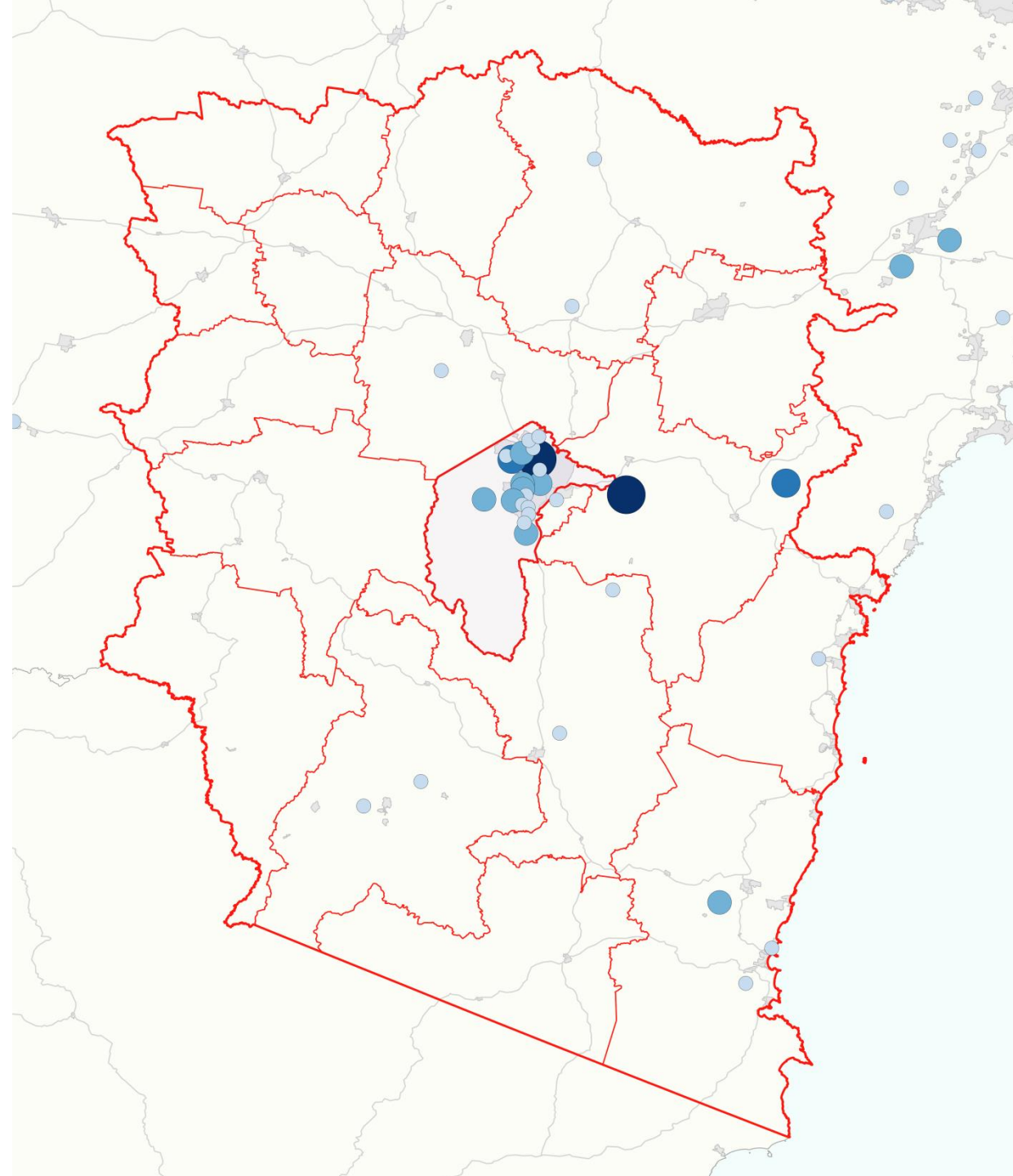
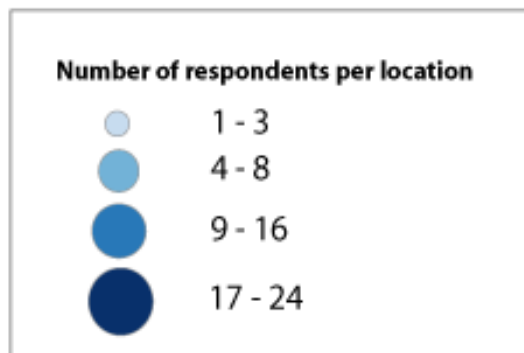
Solutions

- On-line web-based database of producers
- Establish Business to Business (B2B) network for producers and retailers
- Regional branding



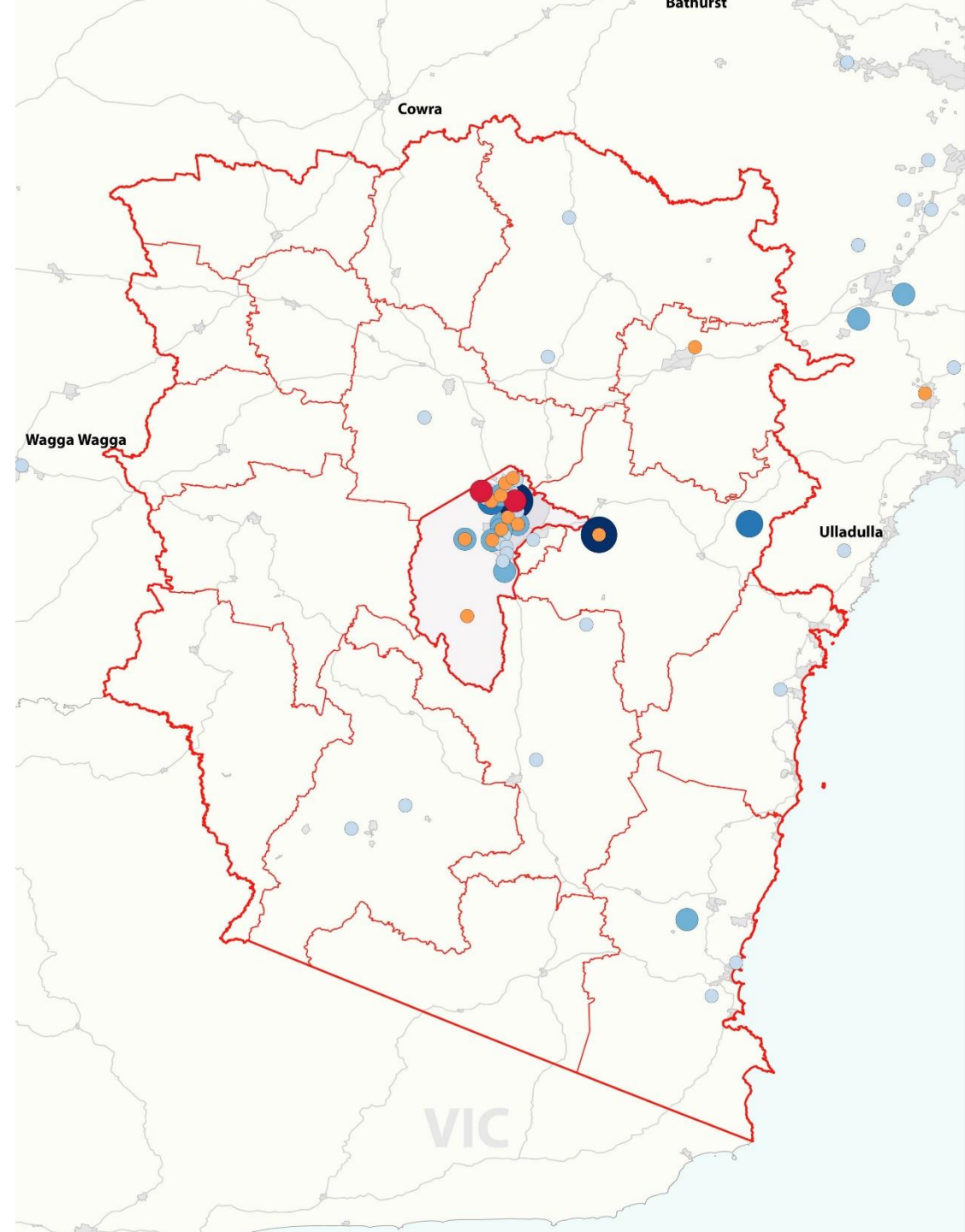
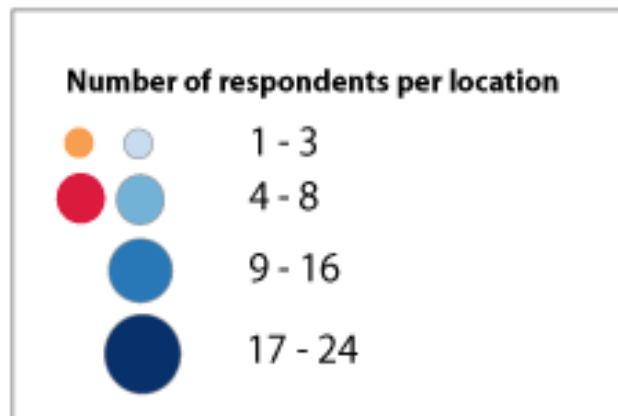
Consumers Survey

218
Respondents
(188 in May)



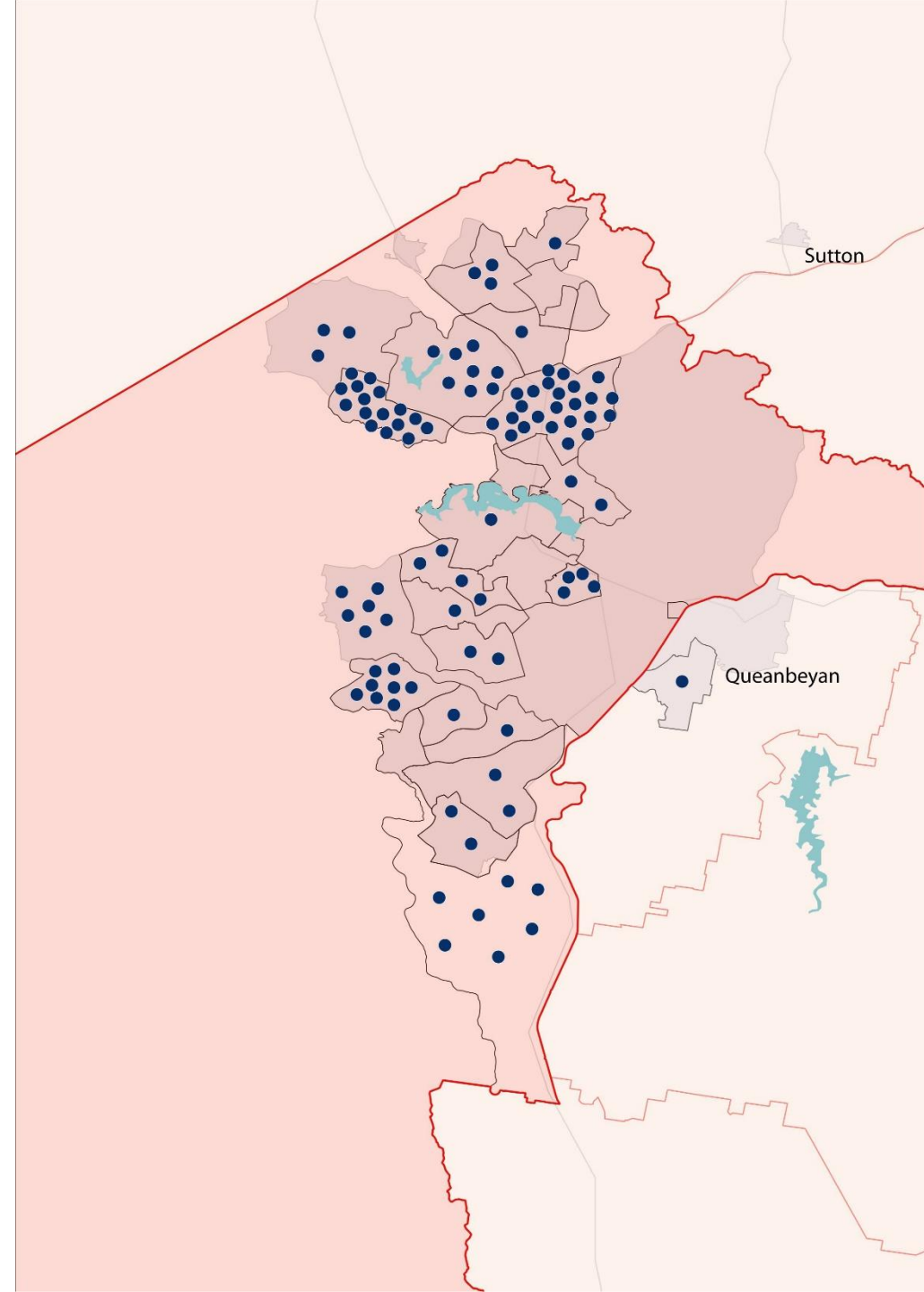
Consumers Survey

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Consumers Survey

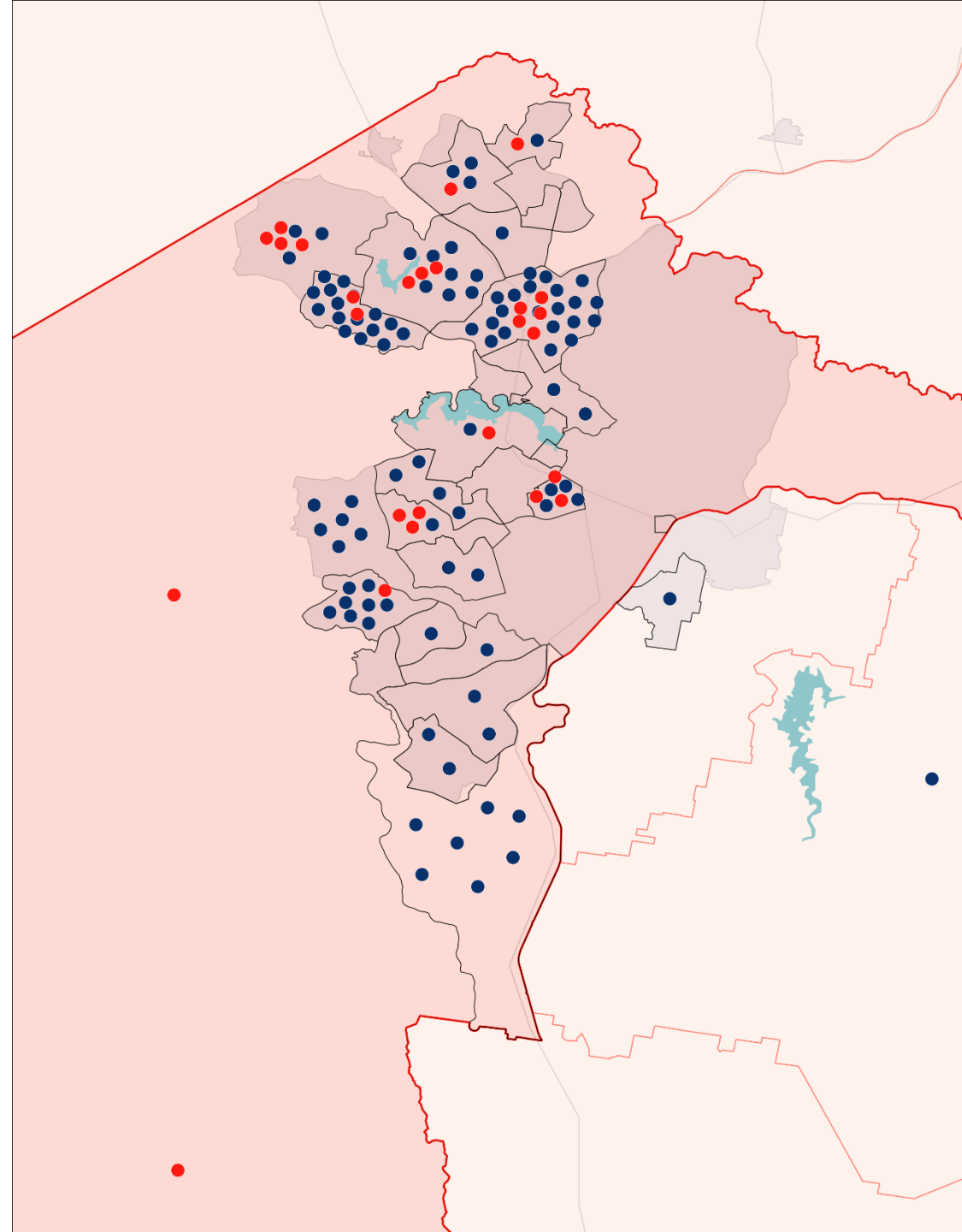
Close Up -
Canberra



Consumers Survey

Close Up -
Canberra

New = Red



Survey Results - Consumers

Looking for:

1. Fresh (98%)
2. Local (88%)
3. Chemical free (80%)

On a weekly basis



Survey Results - Consumers

Challenges: Difficulty finding and identifying local food

'It's not on the label' and
'I do not know'.



Survey Results - Consumers

Shopping preferences are:

1. Purchases at existing retail outlets (79%)
2. Local Farmers Markets (71%)
3. A 'choose your own' box scheme (41%)



Survey Results – Consumers

Solutions

- **Information** – database with links to producers
- **Access** – more local produce in local stores, local farmers market, box schemes
- **Branding** – identification and labelling



Key findings:

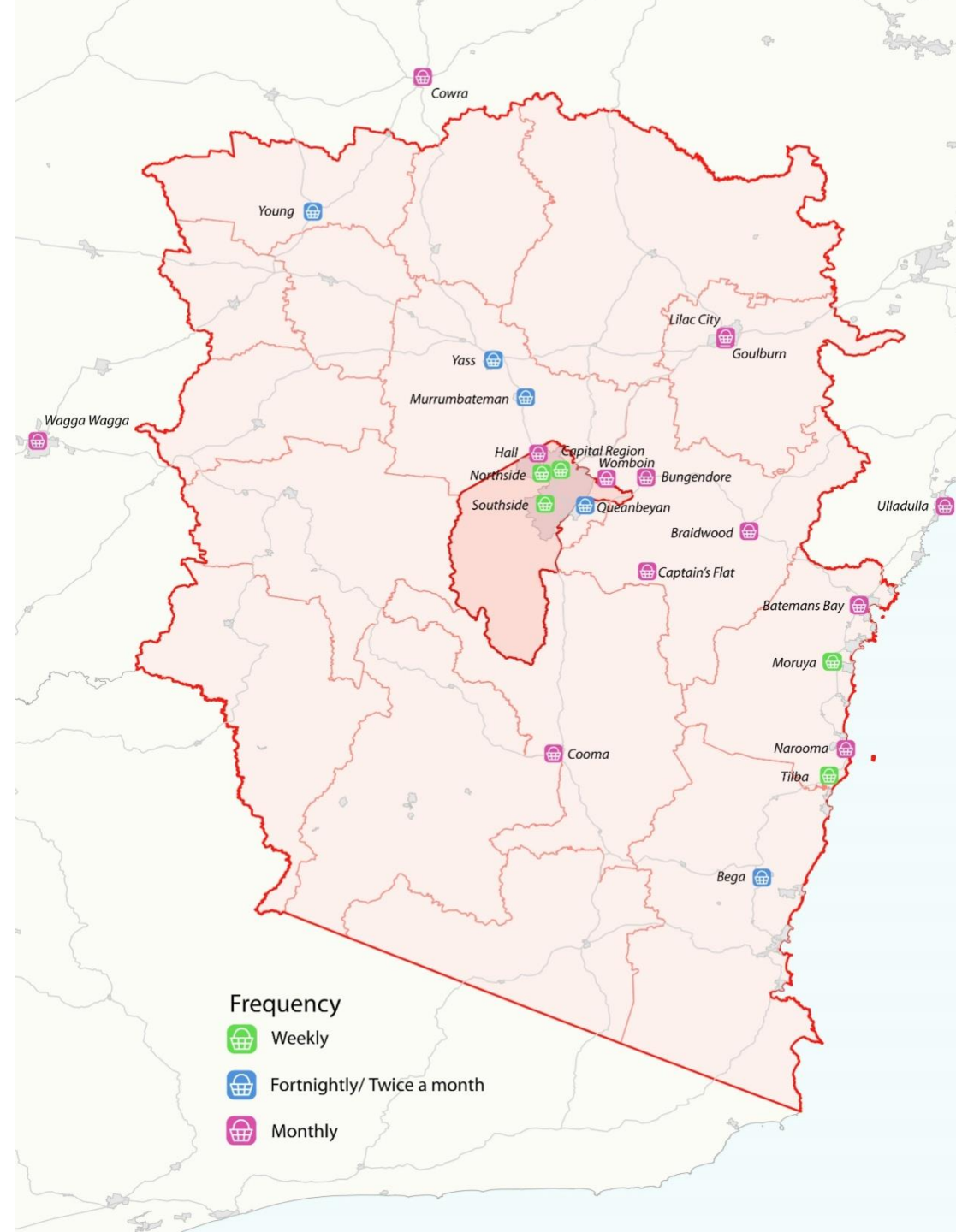
- Regional brand and producers network
- Database of regional producers accessible by consumers and retailers
- Database of regional retailers accessible by consumers and producers
- Regional Produce Farmers Markets
- Box schemes

Conclusions from Local Food Initiative Survey, October 2014

Farmer's Markets

Issues

- Access for Regional Producers
- Identification of Regional Produce



Where to From Here?

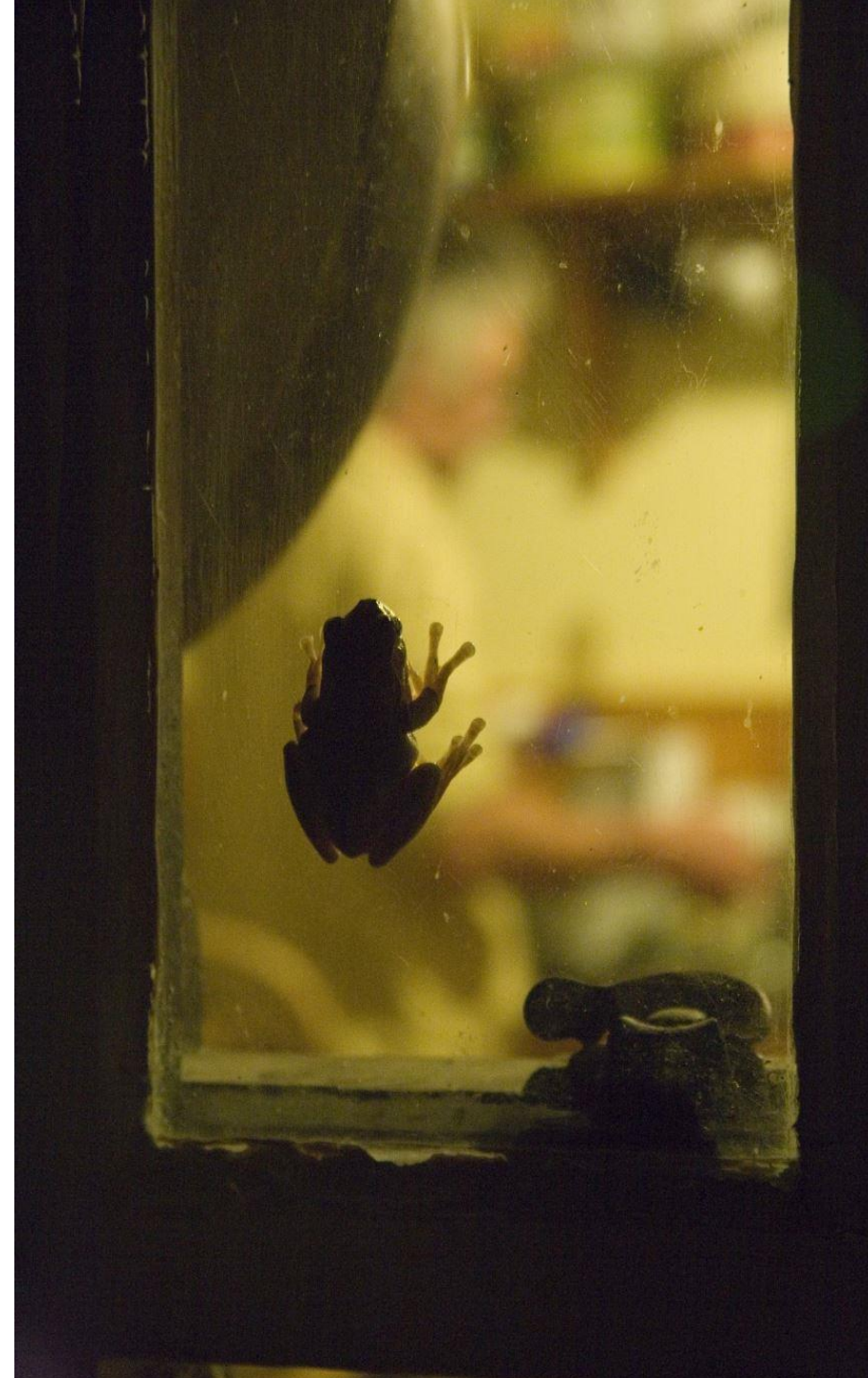
- **The benefits** Southern Harvest Association can deliver to members.
- Is the “Southern Harvest” the brand for the Australian Capital Region?
- **Would you** like to be involved with regional produce farmers markets?
- **Would you** like to be involved with regional produce box schemes?



Small Groups

In groups of 5-6

- a) Discuss and write list on butchers paper of what Southern Harvest could do to serve you individually and collectively
- b) Do you support Southern Harvest to be the brand for local Capital Region Food?



How to Become a Southern Harvest Member

Options (see Participation Handout)

1. Stay Informed – tick box 1, 'Interest List'
 - Free, receive monthly newsletters and alerts
2. Individual member – tick box 2
 - \$50, Member benefits –Connect, Develop, Promote
3. Association member – tick box 3
 - \$250, ALL members of your organisation , including other organisations and their members, receive access to Membership benefits.

Launch of Southern Harvest Bungendore Farmers Market

Date – Either Saturday or Sunday,

Time - Mornings

Place – Options are being considered

Frequency – Fortnightly to begin, with review

Are you interested in setting up or strengthening other Farmers Markets? Register your interest on the Participation Handout.

Next Steps

What happens to implement the agreements from this meeting?

Who is responsible?

By when?

Next meeting?

Thank You

Let's share a Southern Harvest meal