

**SOUTH EAST FOOD PLAN**  
**A PLAN FOR GROWING**  
**THE REGIONAL FOOD ECONOMY**  
**IN SOUTH EAST NSW**



## **SOUTH EAST FOOD PROJECT**

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**Cover images** of the Bemboka Banquet 2012 by Trevor King

# SOUTH EAST FOOD PLAN

## A PLAN FOR GROWING THE REGIONAL FOOD ECONOMY IN SOUTH EAST NSW

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## INTRODUCTION

The South East Food Plan is part of the South East Food Project which was established by Sustaining Our Towns<sup>1</sup> and SCPA-South East Producers<sup>2</sup> in 2011. The Discussion Paper was issued in December 2011 and is available at [www.southeastfood.com.au](http://www.southeastfood.com.au). It reports research into the barriers to growing the regional food economy and suggestions to address those barriers. The current document translates those suggestions into a plan of action.

The South East Food Project was established with the understanding that Sustaining Our Towns was winding up in March 2012 and that SCPA-South East Producers would be responsible for the implementation of the plan.

The main impact of this change is that while the development of the plan was funded by the NSW Government's Environmental Trust, the implementation of the plan will be the responsibility of a community organisation that is dependent on volunteers, membership fees and grants. Therefore the implementation of the plan will utilise the strategies used by SCPA-South East Producers over the past 20 years to grow sustainable food production in the Bega Valley, namely:

- governance by an incorporated association
- principle driven decision making (see page 5 of the Discussion Paper)
- supporting of producers and special interest groups
- sharing of information and opportunities
- responding to opportunities, requests and the initiatives of others

This approach has given rise to many successful SCPA activities to grow the local food economy. The main activities are listed in Appendix 1 of this paper.

One difference between past SCPA activities and the implementation of the South East Food Plan will be the shift from a local to a regional focus across the 7 shires of the South East Food Region (namely Palerang, Queanbeyan, Eurobodalla, Bega Valley, Bombala, Cooma-Monaro, and Snowy River) and their adjoining districts. This shift in SCPA's focus has begun in recent years and will now gain momentum.

A second difference will be the level of involvement of other organisations, particularly government agencies at the local, state and federal levels. (See Appendix 2 for organisations and individuals who have participated in the planning process and who will be valuable partners in the plan's implementation.)

The Plan presented here does not replace the list (originally published in the Discussion Paper and reproduced in Appendix 6 of this Plan) of local, regional, state and national actions that can be pursued by individuals, organisations and government agencies.

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<sup>1</sup> A government funded program in run in conjunction with the Councils of the South East Region.

<sup>2</sup> The Sapphire Coast Producers Association Inc. (or SCPA – pronounced 'Scarpa') is a community organisation based in the Bega Valley Shire.

## **PROCESS OF DEVELOPING THE SOUTH EAST FOOD PLAN**

### **December 2011**

The Discussion Paper was launched at “Closing the Food Loop through locally grown food” (a Love Food Hate Waste event) held in Queanbeyan in December 2011. The ‘loop’ consists of food production, food supply, food consumption and the recycling of the subsequent waste back into production (for example through the manufacture of compost). This framework inspired the structuring of the numerous South East Food activities into three goals, namely increasing local food PRODUCTION, improving local food SUPPLY systems and increasing local food CONSUMPTION.

### **January 2012**

In preparation for meeting with potential partners, these 3 goals were elaborated into 9 possible strategies and 37 possible activities. These were represented in an A3, multi-coloured document that many people have indicated is a valuable resource. The document is available at [www.southeastfood.com.au](http://www.southeastfood.com.au). A smaller black and white version is in Appendix 3. Note that the overall goal is shown as “Grow the regional and local food economy” but while there are many ways of achieving this, the one being pursued is “Increasing the production and consumption of local food”. This is consistent with the Guiding Principles outlined in the Discussion Paper.

### **February 2012**

In February 2012 discussions were held with potential partners in Narooma and Queanbeyan. These individuals and organisations are listed in Appendix 2

Participants were asked to indicate which of the 37 possible activities shown in Appendix 3 they might be interested in pursuing with South East Food. The form used to collect this information (revised for the second meeting) is at Appendix 4.

After the second meeting the list of participants, their contact details, and a table showing which participants were interested in collaborating in each activity was sent to all participants to encourage networking. This support is highly valued by SCPA-South East Producers and ongoing collaborations will be an important means of implementing the Plan. This support is summarised in Appendix 5. Based on this information a draft list of projects was developed.

### **March 2012**

The draft list of projects was presented at a SCPA meeting of members and associates in Bega in March 2012 and was also discussed with visitors to the SCPA stall at the South East Harvest Festival in Moruya on 17 March. Feedback was largely positive and only minor adjustments have been made.

## THE PLAN

Projects listed below are described in more detail on pages 7 to 16.

Increase local food <b>PRODUCTION</b>	Improve local food <b>SUPPLY</b> systems	Increase local food <b>CONSUMPTION</b>
<p><b>1.</b> <u>Establish and/or strengthen local producer support networks</u>, especially in and around urban areas.</p> <p><b>2.</b> <u>Increase the use of sustainable production methods</u> through the provision of training opportunities.</p> <p><b>3.</b> <u>Increase the use of the use of the Bega small species abattoir for poultry processing</u> by sourcing animals from a wider area and co-ordinating transport.</p> <p><b>4.</b> <u>Advocate ways of increasing the availability and use of quality agricultural land</u>, such as leasing land for small scale agriculture, converting from grazing to more intensive uses, and issues relating to flood plain use.</p>	<p><b>5.</b> <u>Build a South East Food Web App</u> to link producers with buyers, send alerts about food wanted or available, and connect those needing or providing transport.</p> <p><b>6.</b> <u>Help local producers to sell their food through local outlets</u>, deal with food safety regulations, market and transport their products. Local outlets include shops, cafes, farm/garden gate stalls, box schemes, events etc.</p> <p><b>7.</b> <u>Highlight opportunities for regional provedore services*</u>. These might range from services managed by collaborating producers to virtual provedores who don't physically handle the produce.</p>	<p><b>8.</b> <u>Conduct a local food menu challenge</u> with prizes for the entrants who design the best week-long menus using local, seasonal food.</p> <p><b>9.</b> <u>Market the region as a supportive and exciting place to produce, experience and live on sustainably produced food</u>. This is an alternative to the 'food tourism' approach used by many regions.</p> <p><b>10.</b> <u>Promote the development of local food styles, especially healthy fast food</u> that can be produced at home or in commercial outlets.</p>

\*A provedore sources food from producers and supplies it to shops and restaurants or directly to consumers. Running a provedore service requires knowledge of who is supplying what, at what quality and at what price, and being able to arrange sales and delivery of that product.

**Project 1 - Establish and/or strengthen local producer support networks,** especially in and around urban areas.

**Strategic rationale:**

This project aims to increase the number of producers and make existing producers more successful. It includes urban and peri-urban areas because there are efficiencies in producing food closest to where most of it purchased and consumed. Targeted products could include fresh fruit and vegetables, fresh herbs, eggs, honey, poultry meat, and processed products including breads, yoghurts, cheeses, dried fruit and herbs, bottled fruit and vegetables.

**Links with other projects:**

- This project could link with Project #2 (sustainable production) in that new producers could be referred to training in sustainable food production techniques
- There are also links with Project #6 (sales through local outlets) which could assist new producers with regulation, marketing and transport issues

**Potential partners include:**

- Sustainable Agriculture and Gardening Eurobodalla (SAGE)
- Existing producers and producer organisations who have the skills and experience to train and support new producers in their area and build supportive collaboration with and among those producers
- Product-specific networks of producers
- Councils and government agencies interested in increasing backyard and community food production
- Catchment Management Authorities (CMAs)
- Landcare groups

**Resources needed:**

- Funds to recompense trainers for their time before, during and after training courses are delivered and to cover other course costs including the development and printing of materials.
- Co-ordinator time

**Proposed process:**

- Identify partner organisations and potential trainers/network leaders
- Develop materials specific to the product type
- Organise dates, venues, participants etc. for initial training (probably on the property of the trainer or of another established producer)
- Organise follow-up sessions, probably on the properties of participants, to assist participants develop their own operation
- Identify opportunities to support the establishment of shared processing infrastructure
- On-going collaboration among participants to build and maintain support networks

**Project 2 - Increase the use of sustainable production methods** through the provision of training opportunities.

**Strategic rationale:**

This project aims to increase the number of local producers and attract more producers from other areas by fostering a supportive environment for producers wanting to use sustainable techniques (including organic, bio-dynamic, permaculture, biological farming, key line farming methods etc.).

**Links with other projects:**

The support activities would be promoted outside the South East region through Project 9 (marketing the region as supportive place to produce food sustainably).

**Potential partners include:**

- Vocational trainers including Secondary schools and TAFE colleges
- South Coast Workplace Learning and similar organisations in other parts of the region
- Sustainable Agriculture and Gardening Eurobodalla (SAGE)
- Catchment Management Authorities (CMAs)
- Landcare groups
- NSW Department of Primary Industries
- Councils, especially their waste recycling operations
- Garden sustainability assessors
- Producers with capacity to train others or host training on their properties

**Resources needed:**

- Co-ordinator time
- Communications networking

**Proposed process:**

- Use SCPA News to promote sustainable agriculture events and activities run by individuals and organisations
- Use SCPA Education to support members who need assistance with course organisation
- Help to establish training that leads to accreditation (for example through VET courses)
- Support High Schools and TAFE Colleges to deliver training in sustainable agriculture of students (for example by linking them with potential field visit sites)
- Assist interested learners to locate work experience or internships
- Collaborate with other educational providers

**Project 3 - Increase the use of the Bega small species abattoir for poultry processing** by sourcing animals from a wider area and co-ordinating transport.

**Strategic rationale:**

Meat growers in several shires noted the need for a local abattoir. The existing Bega small species abattoir (which was established with SCPA assistance) is at risk of closure due to a lack of animals for processing. This project aims to increase the number of poultry growers from the wider region and co-ordinate transportation in order to keep this facility in operation (which is a more sustainable approach than pursuing something new).

**Links with other projects:**

Potential producers of poultry needing training and support can be assisted through Project 1 (learning and support networks). Collaborative transport can be fostered through Project 5 (Web App).

**Potential partners include:**

- Bega Valley Gourmet Meats Co-operative (owners of the abattoir on leased land)
- Existing users of the abattoir (who could benefit from an increase in the number of producers and more opportunities to develop collaborative transport arrangements)

**Resources needed:**

- Co-ordination time
- Communications networking

**Proposed process:**

- Develop and issue media releases about the abattoir and the opportunity it offers
- Address the regulatory pressures that make poultry production difficult
- Support potential producers of poultry
- Co-ordinate collaborative transport where possible

**Project 4 - Advocate ways of increasing the availability and use of quality agricultural land**, such as leasing land for small scale agriculture, converting from grazing to more intensive uses, and issues relating to flood plain use.

**Strategic rationale:**

Lack of affordable land is one of the identified barriers to growing the local food economy. There is much good agricultural land in this region that is not available to prospective food producers for regulatory and economic reasons. This project will be research-based and will address these issues through liaison with land owners, regulators and policy makers.

**Links with other projects:**

As the retention of quality agricultural land for food production is an issue in much of eastern Australia and beyond, this project has the potential to link with Project 9 by demonstrating that the South East region supports sustainable food production.

**Potential partners include:**

- Councils, especially policy and planning sections
- Sustainable Agriculture and Gardening Eurobodalla (SAGE)
- Regional Development Australia offices (RDAs)
- Catchment Management Authorities (CMAs)
- Urban planning consultants

**Resources needed:**

- Information on issues and solutions
- Co-ordination time

**Proposed process:**

- Research the issues and the solutions applied in other areas
- Liaise with regulators and policy makers
- Prepare options paper and foster community debate
- Lobby authorities

**Project 5 - Build a South East Food Web App** to link producers with buyers, send alerts about food wanted or available, and connect those needing or providing transport.

**Strategic rationale:**

Traditionally food has been transported to central (city) markets for sale before it is transported to buyers. If the transportation of food is to be reduced, then an alternative means of connecting sellers and buyers is needed. Densely populated areas can rely on local markets, but in thinly populated areas electronic markets are also valuable.

**Links with other projects:**

- The Web App has the potential to be a driver of food production in the region and thereby be relevant to the whole of the South East Food Plan.
- It is especially relevant to Project 7 in that it would provide data for provided services (both physical and virtual)
- The Web App would also assist Project #6 by facilitating sales through local outlets
- Project #3 (small species abattoir) would also benefit from an Application that allowed collaborative transport arrangements to be made electronically

**Potential partners include:**

- Regional Development Australia offices (RDAs)
- Economic Development, Shoalhaven City Council
- Sustainable Agriculture and Gardening Eurobodalla (SAGE)
- Potential users of the Web App (that is, any producer and any consumer of food)

**Resources needed:**

- \$60k to develop the Web Application
- Administrative personnel, office resources and funding to populate the application with data and advertisers

**Proposed process:**

- Specifications have been developed
- Obtain funding
- Develop and trial application

**Project 6 - Help local producers to sell their food through local outlets,** deal with food safety regulations, market and transport their products. Local outlets include shops, cafes, farm/garden gate stalls, box schemes, events etc.

**Strategic rationale:**

Small scale food producers are discouraged by difficulties in satisfying food safety regulations, finding buyers and arranging transport. The issues and solutions vary from one product to the next. Advice needs to be product specific, up to date, accessible and easily understood. Liaison with outlets is needed in order to understand their requirements with respect to food safety, packaging, labelling, delivery etc.

**Links with other projects:**

- This project can assist the urban and peri-urban support networks in Project 1.

**Potential partners include:**

- Councils, especially food safety regulators
- South Coast Harvest Experience
- Southern Harvest Trail
- Buyers including shop owners, growers market organisers, cafes managers and event organisers
- Sustainable Agriculture and Gardening Eurobodalla (SAGE)
- Producers experienced in the issues of selling through local outlets

**Resources needed:**

- Expertise in food safety regulations
- Information about the requirements of target outlets
- Funds to cover meeting and printing costs

**Proposed process:**

- Identify produce that could be marketed locally and target outlets for that produce
- Research food safety and marketing requirements
- Support producers in their negotiations with outlets

**Project 7 - Highlight opportunities for regional provedore services.** These might range from services managed by collaborating producers to virtual provedores who don't physically handle the produce.

**Strategic rationale:**

In thinly populated areas the co-ordination of local supply and local demand is problematic. If we want to avoid sending food to city markets and buying it back then we to find new forms of exchange to compete with centralised city markets and global import-export firms. Some of these involve physical outlets such as shops, cafes or produce markets or commercial transport services. Alternative and complementary strategies are addressed in this project.

**Links with other projects:**

Project 5 (Web App) can provide data to support local provedores.

**Potential partners include:**

- Narooma Chamber of Commerce
- Sustainable Agriculture and Gardening Eurobodalla (SAGE)
- Economic Development, Shoalhaven City Council
- Local businesses seeking provedore services
- Producers experienced in dealing with or managing provedore services

**Resources needed:**

- Information about demand and supply of provedore services in the region
- Web App to compile information about produce supply and demand

**Proposed process:**

- Identify existing and new local provedore services and promote them through the communications network
- Identify areas (geographic, by product type or by transport requirements) where provedore services are needed and advertise these opportunities
- Publish suggestions through networks

**Project 8 - Conduct a local food menu challenge** with prizes for entrants who design the best week-long menus using local, seasonal food.

**Strategic rationale:**

Consumers are increasingly disconnected from regional, seasonal food production. This project aims to raise awareness of:

- the locally produced foods that are available in any one season,
- the pattern and variety of meals that result from seasonal eating, and
- the dietary changes that would be needed if we were to exist on only local food.

This is a more difficult challenge than preparing one dish for a 100km dinner. It is an easier challenge that actually living on a 100km diet for any length of time.

**Links with other projects:**

This project can be linked to Project 10 (local food styles and healthy fast food).

**Potential partners include:**

- Palerang Local Action Network for Sustainability (PLANS)
- Councils, especially their community support services
- South East Resource Recovery Group
- Southern Local Health District
- Narooma Chamber or Commerce
- Producers knowledgeable about local seasonal food availability
- Hospitality trainers in schools and TAFE

**Resources needed:**

- Partners with good local connections who can encourage potential participants
- Information about regional produce to assist participants design menus
- Credible judging panel
- Donated prizes (such as vouchers from local restaurants, food outlets or producers in exchange for publicity)
- Co-ordinator time
- Funds to cover meeting and printing costs

**Proposed process:**

- Set conditions, rules and judging criteria
- Arrange prizes
- Establish a web site for registration and information
- Publicise through media releases to local papers, emails and direct approaches
- Arrange judging of entries and awarding of prizes
- Publicise winning ideas
- Package the challenge for distribution to other locations and groups across the region

**Project 9 - Market the region as a supportive and exciting place to produce, experience and live on sustainably produced food.** This is an alternative to the 'food tourism' approach used by many regions.

**Strategic rationale:**

Some recently arrived producers in the Bega area have reported that they were attracted to the area through SCPA activities such as Field Days and permaculture events, and Sustain magazine published in conjunction with Austcom.. This project aims to continue this on a regional basis, by supporting similar activities elsewhere in the region and by promoting the region to a wider audience of potential and existing producers who are using (or interested in learning about) sustainable production techniques. This promotion would be through media releases, interviews and articles rather than through paid advertising.

**Links with other projects:**

This project uses material arising from Project 2 (sustainable production methods) as well as material from other SCPA activities such as the SCPA Organic Certification System (SOCS).

**Potential partners include:**

- South East Region of Councils (SEROC)
- Councils, especially their economic development services
- Regional Development Australia offices (RDAs)
- South Coast Harvest Experience
- Southern Harvest Trail
- Catchment Management Authorities (CMAs)
- Landcare groups
- Narooma Chamber of Commerce
- Palerang Local Action Network for Sustainability (PLANS)

**Resources needed:**

- Information about sustainable production across the region
- Journalism skills and high resolution photos
- Funds to recompense costs of researching and preparing media material

**Proposed process:**

- Prepare regional food display materials for use across the region
- Prepare press releases and other promotional materials
- Target publications and events external to the region to promote the region and its activities to food producers

**Project 10 - Promote the development of local food styles, especially healthy fast food** that can be produced at home or in commercial outlets. “Local food styles” might be defined in terms of ingredients and preparation methods. “Fast food” is food that is purchased ready to eat or needing minimal preparation. “Healthy fast food” is made from fresh ingredients, especially fruit and vegetables, with little or no fat or salt.

**Strategic rationale:**

One of the characteristics of locally grown food is that it is usually sold to the buyer in a form that requires preparation. That is, there is little processing of local food into packaged, tinned or frozen food. Therefore only people who can cook are likely to buy local food. One solution is to teach cooking skills. Another approach is to focus on increasing the number of local outlets selling local produce in healthy fast food options. As many consumers are holiday-makers, or visitors to tourist-oriented events, the use of local food in fast-food options is an opportunity worth exploring.

**Links with other projects:**

Could link with Project 8 (Local food menu challenge) by giving prizes for entries that develop local food styles or include healthy fast food recipes

**Potential partners include:**

- Southern Local Health District
- Health service providers
- Event organisers
- Catering businesses and take-away outlets
- Councils (especially Community Development Sections)
- Palerang Local Action Network for Sustainability (PLANS)
- Narooma Chamber of Commerce
- Producers and others interested in promoting fresh food

**Resources needed:**

- Working definition of ‘healthy fast food’ and ‘local food styles’
- Co-operating food outlets, cooks
- Media exposure

**Proposed process:**

- Research regional food styles to identify possibilities
- Research approaches to healthy fast food
- Develop materials to be sent to caterers and food outlets
- Seek their reports of items they serve that meet the criteria
- Arrange for those items to be taste tested by anonymous volunteers
- Provide free promotion for those items and businesses that meet the criteria

## APPENDICES

### APPENDIX 1 – SCPA activities to grow the local food economy 1992-2012

#### To increase PRODUCTION of local food SCPA has:

- Built a network of collaborating producers
- Convened special interest groups and seminars
- Run a 'Live the Dream' promotion for 3 years at the RAS Easter Show in the mid 90s
- Run South Coast Field Days
- Convened permaculture events such as the Bio-Regional Permaculture Convergence
- Established the SCPA Organic Certification System (SOCS)
- Supported the Bega Valley Seed Savers network
- Sponsored SCPA Education courses on farms
- Assisted in the establishment of the Bega small species abattoir
- Run permablitz events in home gardens to assist homeowners while skilling participants
- Developed relations with Show Societies and encouraged the use of production kitchens
- Developed documentation and starter kits on Biological Farming and Organic Farming
- Partnered with the Far South Coast Land Care group to deliver composting training
- Shared information about available land with potential producers
- Provided direct marketing assistance for beef producers
- Supported community gardens
- Provided assistance to members through help with insurance of events and at markets

#### To improve the local food SUPPLY systems SCPA has:

- Provided timely information to the network of producers by email
- Published The Producer news sheet
- Issued SCPA News (now sent weekly by email)
- Co-ordinated the transportation of produce
- Established and run the SCPA Market in Bega and supported markets in other locations including Nethercote and Tilba
- Provided promotional support for food outlets selling locally produced food

#### To enrich the local food CULTURE & increase local food CONSUMPTION SCPA has:

- Run 100km Dinners at Café Evolve in Bega
- Built an association with the Bemboka Banquet
- Delivered the Kitchen Gardener segment on ABC South East Breakfast Radio
- Developed the Rural Tourism Network
- Collaborated with Austcom to publish Sustain magazine
- Collaborated to stage the Bega Valley Festival in 2009 - 'Communities in Transition'

## **APPENDIX 2 – Participants in planning meetings held February 2012**

### **COMMUNITY ORGANISATIONS AND INDIVIDUALS**

**Stuart Whitelaw**

President, Sustainable Agriculture & Gardening Eurobodalla (SAGE)

**Fraser Bayley**

Old Mill Rd Bio Farm; Sustaining Our Towns Adviser;  
Sustainable Agriculture & Gardening Eurobodalla (SAGE)

**Dr Fiona Whitelaw**

Moruya Sustainability Hub Project Officer

**Geoffrey Grigg**

Secretary, SCPA-South East Producers; Austcom

**John Champagne**

President, SCPA-South East Producers; Permaculture trainer

**Helen Litchfield**

Food producer in Cooma area; Cooma Community Garden

**Genevieve Derwent**

Future local food producer in Bega area

**Karen Lott**

Co-organiser of the Nethercote Produce Markets.

**Matt Deveson**

President, Narooma District Chamber of Commerce & Tourism,  
Restaurateur, Whale Motor Inn, Narooma

**Melinda (Mel) Hillery**

Palerang Local Action Network for Sustainability (PLANS)

**Ray Buckley**

Auditor, Sustaining Our Towns

**Roger Park**

Auditor, Sustaining Our Towns

**Andrew North**

Live Designs and Eco Life

**Stina Kerans**

Ecotel Motel

**Paul Payten**

Organising Team Member, Eco Hub

## **LOCAL GOVERNMENT**

### **Don Cooper**

Executive Officer, South East Regional Organisation of Councils

### **Geoff Pryor**

South East Resource Recovery Group (SERRG) Coordinator

### **Annie Werner**

Waste Reduction Projects Officer, Bega Valley Shire Council

### **Mark Shorter**

Sustainability Officer, Eurobodalla Shire Council,

### **Chris Kowal**

Eurobodalla Shire Council

### **Jack Miller**

Goulburn Mulwaree Council

### **Ben Harnwell**

Economic Development Officer, Shoalhaven City Council

### **Greg Pullen**

Economic Development Manager, Shoalhaven City Council

### **Neil Southorn**

Policy Planning Manager, Strategic Planning & Infrastructure Group, Shoalhaven City Council

### **Marianne Jones**

Business Treading Lightly, Shoalhaven City Council

### **Geraldine Manser**

Community Development Officer, Queanbeyan City Council

### **Kaya Michener**

Sustainability Officer, Queanbeyan City Council

## **CATCHMENT MANAGEMENT AUTHORITIES (CMAs)**

### **Don McPhee**

Catchment Coordinator, Far South Coast, Southern Rivers Catchment Management Authority

### **Peter Pigott**

Regional Landcare Facilitator, Southern Rivers Catchment Management Authority

## **NSW HEALTH**

### **Christine May**

Health Promotion Leader (Healthy Weight Co-ordinator), Southern NSW Local Health District

## **REGIONAL DEVELOPMENT AUSTRALIA (RDAs)**

### **Fiona Hatcher**

Executive Officer, Regional Development Australia - Far South Coast Inc.

### **Richard Everson**

Project Officer, Regional Development Australia Southern Inland

### **Liz Veitch**

Manager - Projects & Communications, Regional Development Australia ACT

### **David Gregory**

Committee Member. Regional Development Australia ACT

## APPENDIX 3 – Possible activities table used in meetings with potential partners

A full-size (A3) coloured version of this table is available at [www.southeastfood.com.au](http://www.southeastfood.com.au)

Level 1	GROW THE REGIONAL & LOCAL FOOD ECONOMY								
Level 2	INCREASE THE PRODUCTION & CONSUMPTION OF LOCAL FOOD								
Level 3 Goals	Increase local food PRODUCTION			Improve the local food SUPPLY system			Enrich the local food CULTURE & increase local food CONSUMPTION		
Level 4 Possible Strategies	P1 Increase <u>number of local food producers</u>	P2 Increase production through <u>sustainable food production practices</u>	P3 Increase <u>local processing of local food</u>	S1 Increase <u>connectivity among producers &amp; buyers &amp; coordination of supply &amp; demand</u>	S2 Develop <u>transport &amp; distribution systems with commercial &amp; collaborative elements</u>	S3 Increase the number of <u>shops &amp; food outlets selling local food</u>	C1 Increase local <u>consumer knowledge of local food, its benefits &amp; availability</u>	C2 Build a richer <u>regional food culture</u> around local food	C3 Build the <u>reputation of the region as a source of quality food that is sustainably produced</u>
Level 5 Possible Activities	<p><b>P1.1</b> Improve availability of quality <u>agricultural land</u></p> <p><b>P1.2</b> Increase <u>urban &amp; peri-urban food growing, sale &amp; exchange</u></p> <p><b>P1.3</b> Help producers manage <u>regulation pressures</u></p> <p><b>P1.4</b> Promote region as an <u>attractive place for sustainable producers</u></p> <p><b>P1.5</b> Provide <u>support, training &amp; mentoring</u></p>	<p><b>P2.1</b> Increase use of <u>sustainable farming methods</u> (organics, poly-culture etc.)</p> <p><b>P2.2</b> Improve <u>soil quality, waste recycling &amp; compost production</u></p> <p><b>P2.3</b> Improve <u>water management</u></p> <p><b>P2.4</b> Increase <u>generation &amp; use renewable energy</u></p>	<p><b>P3.1</b> Develop <u>processing infrastructure</u> (abattoirs, packing sheds, commercial kitchens for rent etc.)</p> <p><b>P3.2</b> Encourage (groups of) <u>producers to vertically integrate</u></p> <p><b>P3.3</b> Encourage <u>processing of seasonal surplus</u></p>	<p><b>S1.1</b> Develop <u>Web App to link producers with buyers &amp; send alerts about food wanted or available</u></p> <p><b>S1.2</b> Encourage <u>collaboration among producers &amp; buyers</u></p> <p><b>S1.3</b> Encourage <u>provedore services</u> (including virtual provedores who don't physically handle the produce)</p> <p><b>S1.4</b> Promote <u>direct marketing methods</u></p>	<p><b>S2.1</b> Develop <u>Web App to connect those needing &amp; providing transport</u></p> <p><b>S2.2</b> Develop a <u>network of depots in highway towns</u></p> <p><b>S2.3</b> Increase <u>food movement within the region</u> avoiding transportation to &amp; from cities</p>	<p><b>S3.1</b> Increase the number of <u>shops &amp; supermarkets selling local food</u></p> <p><b>S3.2</b> Develop more <u>farmers markets</u></p> <p><b>S3.3</b> Encourage <u>farm/garden gate sales</u></p> <p><b>S3.4</b> Support development of <u>box schemes</u></p> <p><b>S3.5</b> Increase the use of local food by <u>restaurants, cafes, canteens, caterers, tuckshops &amp; clubs</u></p>	<p><b>C1.1</b> Develop <u>point-of-sale information</u> about local food &amp; its traceability</p> <p><b>C1.2</b> Educate local buyers about <u>regional food seasonality</u></p> <p><b>C1.3</b> Promote <u>key regional food producing areas</u> to consumers within the region</p> <p><b>C1.4</b> Promote <u>health benefits of fresh food</u></p> <p><b>C1.5</b> Arrange <u>events on farms</u></p>	<p><b>C2.1</b> Develop local food activities with <u>local chefs</u></p> <p><b>C2.2</b> Engage locals in <u>challenge of living on a local food diet</u></p> <p><b>C2.3</b> Celebrate <u>outstanding local food producers</u></p> <p><b>C2.4</b> Develop <u>healthy fast food options</u> using local food</p>	<p><b>C3.1</b> Develop &amp; promote <u>local or regional food styles</u></p> <p><b>C3.2</b> Develop &amp; promote <u>local or regional food brands</u></p> <p><b>C3.3</b> Market the region as a <u>food tourism destination</u></p> <p><b>C3.4</b> Promote the region as a <u>leader in sustainable food production</u></p>

**APPENDIX 4 – Data collection form (Revised)**

Name:..... Organisation:.....

Which possible activities might your organisation be interested in pursuing with South East Food?

Code.....Topic.....What do/might you do in this area?.....  
.....

## APPENDIX 5 – Outcomes of planning meetings held February 2012

The number of individuals or organisations who indicated an interest in pursuing each activity in partnership with South East Food is shown in (red)

<p><b>P1.1 (9)</b> Improve availability of quality <u>agricultural land</u></p> <p><b>P1.2 (12)</b> Increase <u>urban &amp; peri-urban food growing, sale &amp; exchange</u></p> <p><b>P1.3 (6)</b> Help producers manage <u>regulation pressures</u></p> <p><b>P1.4 (8)</b> Promote region as an <u>attractive place for sustainable producers</u></p> <p><b>P1.5 (7)</b> Provide <u>support, training &amp; mentoring</u></p>	<p><b>P2.1 (8)</b> Increase use of sustainable <u>farming methods</u> (organics, poly-culture etc.)</p> <p><b>P2.2 (10)</b> Improve <u>soil quality, waste recycling &amp; compost production</u></p> <p><b>P2.3 (6)</b> Improve <u>water management</u></p> <p><b>P2.4 (4)</b> Increase generation &amp; use <u>renewable energy</u></p>	<p><b>P3.1 (9)</b> Develop <u>processing infrastructure</u> (abattoirs, packing sheds, commercial kitchens for rent etc.)</p> <p><b>P3.2 (1)</b> Encourage (groups of) producers to <u>vertically integrate</u></p> <p><b>P3.3 (5)</b> Encourage <u>processing of seasonal surplus</u></p>	<p><b>S1.1 (5)</b> Develop <u>Web App to link producers with buyers &amp; send alerts about food wanted or available</u></p> <p><b>S1.2 (3)</b> Encourage <u>collaboration among producers &amp; buyers</u></p> <p><b>S1.3 (4)</b> Encourage <u>provedore services</u> (including virtual provedores who don't physically handle the produce)</p> <p><b>S1.4 (3)</b> Promote <u>direct marketing methods</u></p>	<p><b>S2.1 (2)</b> Develop <u>Web App to connect those needing &amp; providing transport</u></p> <p><b>S2.2 (3)</b> Develop a <u>network of depots in highway towns</u></p> <p><b>S2.3 (1)</b> Increase <u>food movement within the region</u> avoiding transportation to &amp; from cities</p>	<p><b>S3.1 (7)</b> Increase the number of <u>shops &amp; supermarkets</u> selling local food</p> <p><b>S3.2 (5)</b> Develop more <u>farmers markets</u></p> <p><b>S3.3 (4)</b> Encourage <u>farm/garden gate sales</u></p> <p><b>S3.4 (4)</b> Support development of <u>box schemes</u></p> <p><b>S3.5 (7)</b> Increase the use of local food by <u>restaurants, cafes, canteens, caterers, tuckshops &amp; clubs</u></p>	<p><b>C1.1 (2)</b> Develop <u>point-of-sale information</u> about local food &amp; its traceability</p> <p><b>C1.2 (6)</b> Educate local buyers about <u>regional food seasonality</u></p> <p><b>C1.3 (3)</b> Promote key <u>regional food producing areas</u> to consumers within the region</p> <p><b>C1.4 (10)</b> Promote <u>health benefits</u> of fresh food</p> <p><b>C1.5 (6)</b> Arrange <u>events on farms</u></p>	<p><b>C2.1 (9)</b> Develop local food activities with <u>local chefs</u></p> <p><b>C2.2 (6)</b> Engage locals in <u>challenge of living on a local food diet</u></p> <p><b>C2.3 (6)</b> Celebrate <u>outstanding local food producers</u></p> <p><b>C2.4 (6)</b> Develop <u>healthy fast food options</u> using local food</p>	<p><b>C3.1 (4)</b> Develop &amp; promote <u>local or regional food styles</u></p> <p><b>C3.2 (11)</b> Develop &amp; promote <u>local or regional food brands</u></p> <p><b>C3.3 (12)</b> Market the region as a <u>food tourism destination</u></p> <p><b>C3.4 (8)</b> Promote the region as a <u>leader in sustainable food production</u></p>
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Three activities that attracted considerable support but which are not included in the 10 projects listed in the Plan are:

P3.1 Develop processing infrastructure – priorities for the development of new infrastructure will be identified over the next 12 months

C3.2 Develop and promote local or regional food brands and C3.3 Market the region as a food tourism destination were deferred and preference was given to C3.4 Promote the region as a leader in sustainable food production. The latter, in conjunction with P1.4 Promote the region as an attractive place for sustainable producers have the capacity to increase the number of sustainable producers and the volume of production, which needs to precede brand development and increased food tourism.

## APPENDIX 6 – Action for individuals, organisations and government agencies.

The following list was originally published in the Discussion Paper and is reproduced here due to its ongoing relevance.

### Local Actions

Collaborate in processing, aggregation, transport and marketing	Producers
Collaborate to run a food outlet or daily farmers' market	Producers Local community groups
Establish local food aggregation depots around the region	Producers Local community groups
Co-ordinate local transport possibly involving a depot with cold store on a highway or main road	Producers Local community groups
Undertake local food action planning	Local community groups
Encourage community participation in food production e.g. Mama Bake or Show Societies to stimulate a food culture	Local Community groups
Produce high quality compost from green waste that is available to producers free or at a low cost	Local Government
Provide space / infrastructure for a permanent farmers market	Local Government Local Community groups
Protect good farming land around towns: "enshrine" good agricultural land for food production; "set aside prime land for food production using 99 year leases" (See P19/20)	Local Government
Encourage food production on urban blocks and small holdings	Local Government
Allow small landowners better opportunity to hold water on their properties	Local Government
Allow more people to live on productive properties where they work	Local Government
Integrate increased production of local food into local economic development strategies	Local Government
Integrate commercial kitchens for community use into community buildings	Local Government

### Regional actions

Co-ordinate regional transport to connect local food depots / centres	Regional community groups
Share grower, buyer and transport information through a web application	Regional community groups
Undertake regional food action planning	Regional community groups Regional agencies
Link local community groups with similar priorities and plans	Regional community groups
Employ regional co-ordinator/s to undertake regional work	Regional community groups
Implement small farm education and support program (including assistance with soil health/improvement)	Regional agencies

Undertake community education campaigns e.g. community education on local seasonal foods TV series	Regional community groups Regional agencies
Review regional approach to zoning land for agriculture	Regional agencies
Review regional approach to implementing health and other regulations with an impact of local food production and value adding	Regional agencies

### State actions

Review health and other regulations with regard to their impact on local food production and value adding: <ul style="list-style-type: none"> <li>allow recycled jars to be used</li> <li>approval and support for mobile abattoirs for local butchers and for on farm slaughter and sale of meat</li> <li>allow sale of raw milk and cheeses made from raw milk</li> <li>food inspection and licensing laws (more in line with Europe)</li> </ul>	Department of Primary Industry
Review frameworks for use of suitable crown land to allow use for production or processing	Department of Lands
Amend Local Government Act to support rating discounts for small farms and residency of farm workers on farms	Department of Local Government
Engage the community in food discussions via mixed media	NSW Health
Develop grant programs that support development of small/local farming initiatives including: <ul style="list-style-type: none"> <li>Local producers using sustainable methods – such as permaculture food forests</li> <li>Community led training and support</li> <li>Turning degraded land into productive land</li> <li>Better local farmers market infrastructure</li> <li>Integrating commercial kitchens into community buildings</li> <li>Community food education campaigns</li> <li>Employment of regional co-ordinators</li> </ul>	General

### Other (national) actions

Identify how the carbon tax can benefit small food producers and networks	Climate Change
Raise the priority of local food production in relevant plans	Agriculture, Forestry, Fisheries
Undertake a review of small scale, sustainable food production including the effect of GM crops on seed stocks	Agriculture, Forestry, Fisheries
Revise food labelling standards to require showing origin within Australia	Food Standards
Review economic levers to support increased small scale local food production including: <ul style="list-style-type: none"> <li>Pricing mechanisms to give local food an advantage</li> <li>Tax cuts for smaller producers</li> <li>Subsidies for organic growing</li> </ul>	Finance / Treasury