

INNOVATIVE PRODUCTION

- Small scale agriculture
- Market gardens
- Share-farming
- Community gardens
- Waste management (bulk composting or supported on-farm composting)
- Co-ordinated group plans for planting and harvesting schedules
- Shared equipment
- Bulk purchasing
- Seedling raising facility

ENHANCED SALES

- Group marketing
- Targetted marketing to consumers/food service outlets, etc
- Feed into existing food distribution systems (e.g., Food Connect)
- Ongoing business development

NICHE PROCESSING

- Light processing (salad mixes, etc)
- Processing of excess/gluts (freezing, dehydrating, etc)
- Meal packs
- School lunches (e.g., one day/week supply packed lunches to school canteens)
- Prepared foods for institutions (e.g., nursing homes)

Mary Valley Country Harvest Food Hub

Finding ways that small agricultural businesses can work together to facilitate the marketing and distribution of the produce of the Mary Valley.

Mission:

To provide mutual support for farmers in ways that leverage profitability and long-term sustainability in innovative ways

ENGAGING THROUGH EDUCATION

- (of both growers and customers)
- Growers: "Growing for Market" workshops
Certificate II or III competency
Regular ongoing training
Internships/apprenticeships
 - Customers: Newsletters
Workshops e.g. cooking, nutrition
Gardening sessions
Community training facility
 - Other: Work in with schools and youth centres
"4-H" program for young people
Work Placement/experience programs

INVENTIVE DISTRIBUTION

- Use existing networks
- Back-loading
- Dedicated vehicle for deliveries, pick-ups, education purposes

COLLATERAL BENEFITS

- Utilises existing infrastructure (currently idle)
- Encourages current and intending producers through education and business support
- Strong potential for positive outcomes for land sales in the Mary Valley, through attracting lifestyle buyers to small acreage farming
- Strong potential to stimulate and revitalise local communities through population growth, demand for services and increased activity