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HELPING FARMERS SELL DIRECT

The Greens' \$85 million plan to help farmers bypass the big two supermarkets will make it easier to get healthy food,

WHAT'S IN IT FOR YOU

More than ever Australians want to "know their farmer" and buy food direct from local growers, but under the highly centralised food retail sectors in the world.

The Greens have a costed plan to give seed funding to projects that help farmers sell directly to consumers — Farmers markets and community food box schemes will help more communities buy direct from their farmers

Regional food hubs will help farmers value-add to their produce and work together to meet larger bulk supply residences, hospitals, hotels and universities.

Regional food hubs matter because short supply chains often mean greater financial returns as farmers receive create strong local branding.

The USA has run a similar program to rebuild local food chains, and their experience shows that communities

LOCAL, FRESH & FAIR.

**Regional food hubs and
more farmers' markets to
help farmers sell direct.**



> LOCAL, FRESH AND FAIR

More and more Australians want to “know their farmer” and buy food direct from local growers. Building a direct food system gets a fair price, creates local jobs and connects communities to affordable healthy food.

With one of the most concentrated food retail sectors in the world dominated by the supermarket duopoly, direct food in Australia is significant. It is time for Australia to learn from the example of other countries and their systems.

The Greens will provide \$85 million in grants over four years from 1 July 2014 for infrastructure and direct food systems in communities, such as:

- Starting farmers markets, mobile markets and community food box schemes.

- Creating and supporting producer cooperatives.

- Fitting out local food hubs for packaging and value-adding local food, including for larger bulk supply.

- Creating and marketing a regional food brand.

Our grants scheme cares for farmers and for local communities, making fresh local food more available and supporting local producers.

> BENEFITS FOR FARMERS AND LOCAL FOOD BUSINESSES

The ability to sell direct to the public through farmers markets and fresh food box schemes has a number of benefits. It often means greater financial returns as producers receive a larger share of the food dollar.

These types of local food systems give farmers viable alternatives to low margin, high volume supply chains, and the opportunity to diversify crops and value-add for greater returns.

Supporting local food systems creates opportunities for farmers in a district to collaborate and create local brands at premium prices. The King Island and Margaret River local brands are good existing examples.

Providing infrastructure such as regional food hubs gives farmers and other local businesses access to processing infrastructure, for example via bottling, juicing or pickling. Small to medium farmers and new enterprises can access infrastructure on their own properties without a guaranteed market.

Food hubs also give farmers the opportunity to collaborate and meet regional commercial demand for food from aged care centres, education providers, hotels and restaurants.

> COMMUNITY BENEFITS

Being able to buy direct from local growers gives communities access to fresh produce at competitive prices and healthy food.

Providing grants will allow groups such as local councils to identify “food deserts” – places where the fresh and healthy food. Funding could then be provided for infrastructure, such as creating mobile fa neighbourhoods.

Local food systems empower people to make informed choices and have full confidence in where the of farmers markets and community food box systems has demonstrated that Australians are actively and their farmers.

Regional food systems also increase local spending and money circulating in the local economy and

> THE USA EXPERIENCE

In 2009 the Obama administration created the ‘Know Your Farmer, Know Your Food’ program, a targ food systems.

The program responded to the demand from American communities and farmers for alternative path

The ‘Know Your Farmer, Know Your Food’ program has been hailed as a success. It has funded foo innovative ways of connecting communities to local food. Funding local infrastructure to provide acce American communities gain better access to healthy food.

Evaluations of key initiatives funded through the program such as regional food hubs¹ has demonstr governments investing in local food systems.

> OTHER PARTIES

Labor and the Coalition governments have long neglected regional food systems. Under their watch supermarket retail sector in the world, and our food system as a result is highly centralised and incre food.

There are significant barriers and little assistance for farmers wanting to sell direct to the public.

The old parties have failed to understand the economic and social opportunities that regional food sy

The Katter Party rails against cheap food imports and promotes protectionism, but has no practical p and support to rebuild local and regional food systems.

1 <http://blogs.usda.gov/2011/04/19/food-hubs-creating-opportunities-for-producers-across-the-nation>

 [Download the Helping Farmers Sell Direct initiative \(331Kb\)](#)

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