

Agricultural Competitiveness Green Paper Submission

Date submitted

20/10/2014

Name of Organisation/Individual

Open Food Foundation

What are the top policies from the Green Paper that the Government should focus on in the White Paper and why?

What policies from the Green Paper don't you support and why?

General Comment

The Government is interested in stakeholder views on whether there are new marketing systems or other tools or mechanisms that could restore the balance of power to producers" (P.31). We are a non-profit organisation building an open source platform that makes it easy to find, buy and sell source identified food. Our aim is supply chain transparency. Farmers can sell own products direct or through wholesalers and retailers on the system. The Open Food Network trial site here: <https://openfoodnetwork.org.au/> Full launch for Australia scheduled for March 2015. The Open Food Network service is design for farmers direct marketing high value premium produce and to support emerging Value-based supply chains as defined by the USDA and discussed in this research doc: <http://www.extension.org/pages/70544/an-evolving-classification-scheme-of-local-food-business-models#.VEScN-eb-rw> on US Extension website. While these value based supply chain models are fledgling here, we believe that the Open Food Network can play an important roll in enabling growth. (Note also that the underlying open source software could be re-purposed to support online services targeted to other sectors (eg small scale premium / high value product exporters or bulk commodity markets) although we have no interest ourselves in pursuing the business in those areas).