

Agricultural Competitiveness White Paper – Submission IP231
GV Food Cooperative
Submitted 10 April 2014 via email

Dear folks,

We at the GV Food Cooperative have been struggling for 3 years to build an alternative food supply chain to that currently available and dominated by large corporations and retailers.

Our view is that:

1. Large corporates are finding the inflexibility of large premises and massive workforces too difficult to sustain in western societies.
2. Real capacity exists in Australia in small to medium grower/ producers who offer innovative products and a “food story”
3. Marketing and distribution has been opening up through the internet but opportunity and coordination are still limiting factors for SMEs
4. Establishment of small local agencies such as the GV Food Cooperative to promulgate the story, inspire change and find domestic and export markets at a slower, lower level will likely be the most sustaining over the long term.
5. Support here means lots of micro loans and greater liaison between suitable training and consulting groups to offer local energetic services that engage communities
6. Corporates can benefit by selecting successful R&D from smaller innovators while fostering collaboration rather than squashing opposition.

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