



## WHAT IS THE PILOT PROGRAM?

This project has been funded by Hort Innovation, using the vegetable industry research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.



# THE ENVIROVEG PILOT PROGRAM

The EnviroVeg program is evolving over this five year project by developing robust, up-to-date resources and processes and focusing on driving recognition to benefit members and educate communities.

This pilot program is a funded pathway through EnviroVeg to reach Freshcare Environmental certification and attain the best practice benefits of environmentally responsible, sustainable vegetable production.

By following the pilot program structure (below), thirty vegetable production businesses will transition through the program and have all costs covered in order to achieve third party Freshcare Environmental certification through EnviroVeg. The pilot will take place over a year, depending on the availability and schedule of applicants.

## END BENEFITS

An avenue to achieve recognition from councils and retailers for complying with up to date Environmental Management Practice

Access to program environmental branding and associated benefits

Achieved certification to the Freshcare Environmental (ENV3) Standard

Received training in vegetable industry Environmental Best Practices

Ongoing support from EnviroVeg personnel

A plan for achieving long term sustainability of growing areas, minimising farm run off, and supporting biodiversity

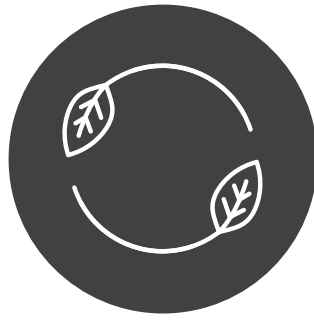
The latest information on sustainable vegetable growing practices

Identified areas for improved resource and production management

Identified cost savings

Costs covered for training, auditing and certification

The pilot program has a total worth of around \$990 per business, these costs are covered by the project for thirty successful applicants. Businesses can participate in the pilot program by covering their own costs. The training structure outlined in the pilot program will remain available to all businesses for the duration of the project.



## GAP ANALYSIS

Identify production savings and benchmarking

### WHAT DO I DO?

Find out your environmental management practices strengths and weaknesses by completing the EnviroVeg self-assessment. This delivers a feedback report detailing improvement areas and methods for production and cost savings, as well as referencing the EnviroVeg Resource, associated resources and certification requirements.

### WHAT DO I GET?

- Increased production efficiencies
- Identified cost savings
- Recognition as an EnviroVeg member
- Benchmarking against industry data

### WHAT DO I USE?

- Feedback report
- Environmental management practice resource
  - the EnviroVeg Resource
- Forms and templates
- Additional resources under development



## FACILITATED TRAINING

Receive individual support to build knowledge and training

### WHAT DO I DO?

Build on the knowledge you have gained from the self-assessment feedback report and target environmental management practice weaknesses by completing one on one training with a best management practice specialist from Growcom.

Use modules of the Hort-360 program to improve on the gaps identified within the self-assessment.

Participants also meet the training requirements for Freshcare Environmental (required for certification).

### WHAT DO I GET?

Increased support and identification of production and cost efficiencies/savings

Refinement of environmental management practice knowledge, especially strengthening practices identified through the self-assessment

Improvements on the benefits from the gap analysis

### WHAT DO I USE?

Interactive training session

Feedback from trainer

Hort360 modules

Freshcare Environmental resources (forms and templates)

Vegetable specific auditing resources

Recognition of completion of Freshcare Environmental training



## CERTIFICATION

Achieve recognition and underpin environmental credentials

### WHAT DO I DO?

Gain certification to the Freshcare Environmental program via use of the EnviroVeg resources to meet audit requirements.

Certified EnviroVeg members will be supported before, during and after the audit process and program resources will evolve for this purpose.

Access EnviroVeg program branding.

Achieve recognition from retailers, communities and consumers.

### WHAT DO I GET?

Certification to a recognised Environmental Standard

Access to EnviroVeg Branding and recognition for environmental commitment

Benefits from gap analysis and training levels

### WHAT DO I USE?

Freshcare Environmental audit and certification

Co-badged certificate (EnviroVeg / Freshcare)

Certification and audit feedback mechanisms

EnviroVeg branding

Benefits from gap analysis and training levels

## REGISTRATION OF INTEREST FORM - ENVIROVEG PILOT PROGRAM

The EnviroVeg program is seeking interested vegetable producers to participate in a program pilot. To do so please provide answer the questions below and return to [andrew.shaw@ausveg.com.au](mailto:andrew.shaw@ausveg.com.au). The pilot program is a chance to be the first to participate in the new format of program training and certification process with all associated fees covered.

Applications close on **10 February 2018** and will be assessed by a panel comprising of representatives for Hort Innovation, project partners, and the EnviroVeg committee. Applicants will be informed of the outcome by **10 March 2018**.

Given name  Surname

Company name  Position

Email

Phone  State/growing region

Vegetable crops produced

Business size (employees)

0-10  51-100  Over 100

Business size (turnover, \$)

0-500,000  500,001-1,000,000  1,000,000-5,000,000  Over 5,000,000

Why do you want to participate in this pilot program?

Have you previously been involved in EnviroVeg or Freshcare Environmental? If so, how?

Would you be willing to share your EnviroVeg journey and talk to industry members and consumers about what you have got out of the pilot program? If so, what methods would you be willing to participate in:

Presenting at industry events  Speaking with growers at industry events  Writing articles for industry

Appearing on video throughout the pilot program  Other (please provide detail below)