

SUPPORT FARMERS AND GROWERS

# Buying local produce



*Whenever possible we should support markets, grocers, stores and stalls that source local produce.*



Farming regions around Australia grow produce depending on their climate, landscape, water availability and soil types. Some plants grow well in certain areas and others don't. That is why Australia has many different food growing regions that grow the variety of produce we need.

While it is important to buy produce that is grown in Australia (and your state), there are huge advantages to buying food from your local region. This supports local businesses and helps make our farming communities more sustainable. If we spend money locally then that money cycles through other local business creating employment and wealth within the local economy.

## LOCAL IS BETTER BECAUSE:

- Locally grown food tastes better
- Local food is better for you
- Local food supports local families
- Local food protects the farmland
- Local food keeps taxes down
- Local food benefits the environment and our native plants and wildlife
- Local food boosts our well-being
- Local food is an investment in our future



# From paddock to plate

How far does your food travel?

In this activity you will learn that the produce grown on farms often travels large distances before it gets to us, the customer. Go on the food journey to find out the many steps food can take and why it is important to buy local produce direct from the farmer.

**STEP 1** Read through and complete the 'Where is my food from?' activity sheet. Use the stickers and labels on your vegetables, fruit or meat to work out where they have come from.

Fill in the table for each of the foods and calculate the distance the food has travelled.

**STEP 2** Read through and complete 'The Food Journey' activity. To understand the many steps along the journey refer to the Food Journey Terms in this box ►

Calculate how far Christy's broccoli has travelled to get from the grower to her lunchbox.

**STEP 3** Read through the 'Look for the Signs' information sheet and pay close attention to the different descriptions of the Australian Made, Australian Grown logos.

Complete the 'How well do I know my logos?' activity sheet by filling in the missing descriptions and using your understanding of the Australian Made, Australian Grown logos to describe another logo.

## Food Journey Terms

**Growers** are the farmers who grow the raw produce for the food.

**Processors** take the raw produce and convert it into the form that the product requires.

**Wholesaler/wholesale** markets often buy food in bulk. They then on-sell it to retail grocers.

The **transport** industry is involved in many steps along the way. They transport the food from growers to processors to packagers. Transport can occur in many ways: trucks, ships, planes and trains.

**Packaging shed** is where the products are taken to be packaged and prepared.

**Warehouse operators/distribution centres** store the food for future use and organise it into orders for clients.

**Retail grocers** are responsible for displaying, marketing and selling the food.

**Customers** buy and consume the finished product.

**Farm gate** is where produce is sold directly to the customer from growers.

# WHERE IS MY FOOD FROM?

*Do you have any idea where your food comes from?*

Modern transport is quick and efficient, while cooling, packing, wrapping and preserving technologies ensures food lasts longer. This means our food often travels a long way to get to us.

Go to your fridge and pantry (or lunchbox) and have a closer look at the stickers and labels on any vegetables, fruit or meat items. Fill in the table below for each of the foods showing where they come from.

For some items you may have to use the internet to look up the company name to see where they are based or the town/region to find out where it is.

Use directions in Google Maps™ (or alternative) to calculate how far these places are from your home and fill in the table appropriately. For anything from overseas just write 'a long way' (most mapping tools will not give directions to overseas places).

Food	Country	State	Town/Region	Distance from your home

Are you surprised with how far your food items travel to get to you?

# THE FOOD JOURNEY

Read this story about the journey of how broccoli gets from the farm to the customer and then answer the questions on the following page.

Gazzola  
Farms



Christy is from Rosebud, on the Mornington Peninsula, Victoria. She walks into a local supermarket to buy some broccoli and can see a supermarket worker unloading the fresh broccoli onto the cooled shelf. The box the supermarket worker is unloading says 'Gazzola Farms' on it. Christy's eyes widen with surprise, as she realises that Gazzola Farms is located only 30km from her house. *She's buying local produce!*

While we should try to buy local produce we sometimes do not realise how far it has travelled and how many hands it has passed through along the way. Help Christy piece together her broccoli's journey to see if it is as simple as going from the farm to the supermarket.

The **grower**, Gazzola Farms, is located in Somerville, about 30km from Rosebud on the Mornington Peninsula. The broccoli is picked every second day and put into storage bins. The broccoli is driven by tractors up to 1km to the **packing shed** where it is cooled and packed. The broccoli is packed on site into insulated boxes.

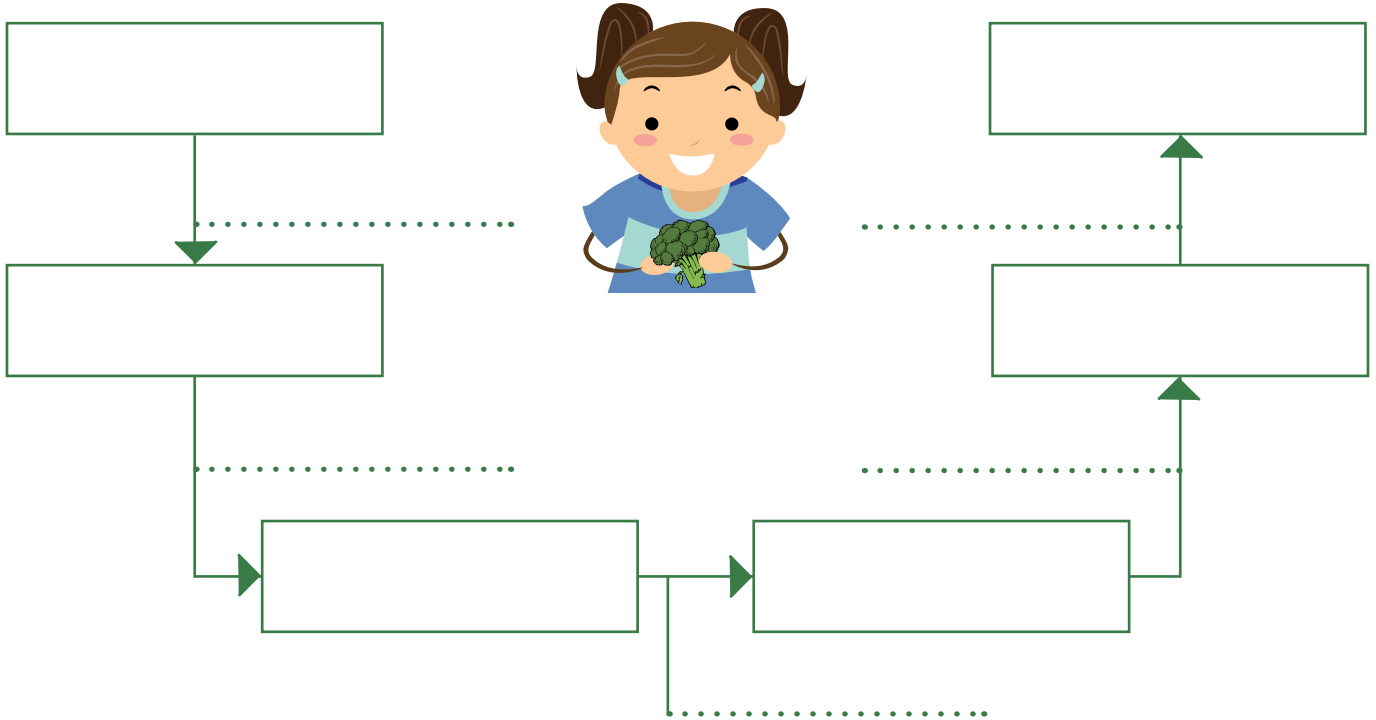
Some of the broccoli is then transported 85km from the farm to the **wholesaler**, Epping Wholesale Fruit and Vegetable Market, where it is available for sale to retail grocers. A buyer for a private supermarket retailer purchases the broccoli from the market wholesaler and arranges for it, with the rest of his purchases, to be transported 60km to the supermarket **distribution centre** in Mulgrave. The broccoli is then sent from the distribution centre to the supermarket **retail grocers** including the Rosebud store, which is about 70km away from the distribution centre.

Eventually the broccoli is taken out and put on display. Christy, the **customer**, then buys the broccoli from her local Rosebud **retail grocer** and takes it home, 5km away.

Alternatively, Christy could have bought the broccoli at Benton Rise Farm, a **farm gate** located about 18km from her house in Rosebud. The journey of this broccoli is a bit different – it is harvested by Gazzola Farms, sent to their **packing shed** 1km away and then sold and transported 11km directly to the **farm gate** for sale to customers.

# HOW FAR HAS CHRISTY'S BROCCOLI TRAVELLED?

1. There are multiple steps highlighted in the story as the broccoli travels from the grower to the supermarket to Christy. Write these steps in order on the diagram. Include the transport distances on the dotted lines.



2. How many different times has the broccoli been transported around the countryside?  
 .....

3. Using the distances in the story, calculate the total distance that the broccoli has travelled to get to Christy. Show your calculations.

Answer: .....

4. How far would the broccoli travel if Christy bought it straight from the farm gate (Benton Rise Farm) and took it home?  
 .....

5. If Christy bought the broccoli direct from the grower (Gazzola Farms) or farm gate (Benton Rise Farm), would it be fresher than buying it from the supermarket? Explain your answer.

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 .....  
 .....  
 .....



# LOOK FOR THE SIGNS

The certified Australian Made, Australian Grown country of origin logos support growers, processors and manufacturers in Australia by helping them to clearly identify their products as genuinely Australian.



**AUSTRALIAN MADE**<sup>®</sup>

The product has undergone its last 'substantial transformation' in Australia.



**AUSTRALIAN GROWN**<sup>®</sup>

All of the product's significant ingredients are grown in Australia and all, or nearly all, of the processing has been carried out in Australia.



**PRODUCT OF AUSTRALIA**<sup>®</sup>

All of the product's significant ingredients come from Australia and all, or nearly all, of the manufacturing or processing has been carried out in Australia.

The Australian Made, Australian Grown logos are able to let us know the amount of ingredients that are grown or produced in Australia that are contained in a product that is Australian Made.

## KANGAROO LOGO

Tells consumers the product was grown, produced or made in Australia.

## TEXT

Clarifies the origin, the bar chart and the minimum Australian content.



## BAR CHART

Tells consumers the proportion of Australian ingredients.

NOTE: each division on the bar chart equals 20%

# HOW WELL DO I KNOW MY LOGOS?

Each of the logos below are incomplete as they are either missing the percentage of Australian ingredients; or the yellow colour in the bar chart representing the percentage as a proportion.

1. Fill in the percentage or colour the bar chart in yellow so the 4 logos below are correct.



Made in Australia from at least 50% Australian ingredients



Made in Australia from at least % Australian ingredients



Made in Australia from at least 75% Australian ingredients



Made in Australia from at least % Australian ingredients

Sometimes the Australian Made, Australian Grown logo can show a combination of things.

2. What do you think the logo on the right represents?

.....  
 .....  
 .....

3. Why do you think a company/producer would want to show these things off to their customers?

.....  
 .....  
 .....  
 .....



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