



Farmer

SHORT NAME

FAR

**BUSINESS OPERATION**

Family-owned and operated business with two full-time farm workers and casual workers brought in when needed.

**WE NEED TO UNDERSTAND**

- ▶ food loss
- ▶ bottom line
- ▶ value

**DO WE CREATE FOOD WASTE?**

I don't think we create much food waste on our farm but we have a lot of produce that gets rejected from our processors and buyers and that makes my heart bleed.

If I really think about it my food waste or loss actually starts as soon as we head towards picking it off a tree or harvesting it out of the ground. It darn well costs just as much to grow first-grade produce as it does to grow second-grade produce!

I have never included food loss in our business' bottom line but maybe I should but how do I put a value on produce that stays on the farm when I can't sell it?

**CREATING NEW PRODUCTS**

I heard from a neighbour who heard from another bloke that a potato farmer had developed a new product from rejected potatoes. It's hard to imagine a new, profitable product from second grade and rejected potatoes!

Apparently, this farm measured just how much was being graded as seconds and as rubbish and they were shocked when they added up the cost and that's why they tried to do something but I wonder how they found out what to do to create a new business stream? This farmer had no training on this just like us. How the hell did they know what to do?

**NEW PRODUCTS**

- ▶ new business income
- ▶ value-add options
- ▶ other ideas

**WORKING WITH MY SUPPLY CHAIN**



#### SUPPLY CHAIN

- ▶ what do they want?
- ▶ why?
- ▶ can we change?

It would be really useful to understand where retailers are coming from and to work together on issues such as the size and look of the produce and also the packaging issues.

Our processors told us that packaging produce created a lot of loss for everyone down the line. That's because once it's packaged, you have to put a use-by date on it. If the product isn't sold by the specified date it has to be removed from the shelf and we lose out. Actually everyone loses.

So, packaging versus non-packaging of our produce is a real problem.



#### TRAINING & TECHNOLOGY

- ▶ is online the go?
- ▶ will need help!!!
- ▶ hopeless internet
- ▶ no NBN

#### TRAINING

I need to understand more about my food waste and how it impacts our farm business. Maybe then we can do something with the produce that we can't move on? Only if it's worth it though.

I would like to know if there is some sort of training I can do that is not too complicated or time-consuming.

I don't have a lot of time and I am not close to any main towns and it's hard to leave the farm for long.

I would like to be able to yarn to other farmers to see what they are doing - best way to learn I reckon.



#### DIGITAL TECHNOLOGY

My biggest worry is that I am not too great with all that online stuff and my son usually does it for me.

Let's not mention our bloody internet! It drops out regularly - we are still waiting on the NBN to be connected in our area.

It's all pretty frustrating as our mobiles don't work in some of our paddocks either.