



SMARTchoice

TAFCO
RURAL SUPPLIES

AUGUST 2010

TAFCO has been involved with the 'Alpine Valleys Agrifood' initiative as reported in previous Newsletters.

"Whilst marketing and investment attraction are pivotal elements in progressing this initiative, the business development role of working with existing supply chain operators and local farmers is of critical importance."

We are pleased to further our commitment to the project through investing in it's next phase which will explore the various models of marketing farmers produce through existing supply chains and the potential opportunities for TAFCO to assist and grow as a business. Regional Development Victoria have provided funding to assist with the development of a **Supply Chain Strategy and Business Plan** focused on an alliance between Berry growers, Perfection Fresh & TAFCO. McKinna *et al* have been appointed to undertake the task by the Rural City of Wangaratta.

McKINNA *et al* has had a long history in industry development across many agricultural sectors and has been the strategists behind award winning programs in meat, fresh food and milk. Find out more about them at www.mckinna.com.au.

The intent of this project is to scope out a business model and plan for the establishment of a business entity that will provide a supply chain to market for row crop growers in the Alpine Valleys.

TAFCO recognise that in order to be globally competitive in any new industry, we must be able to do things differently from our competitors. We understand the need to investigate innovative approaches to marketing that will help our growers achieve the scale needed to deliver global cost competitiveness and the marketing propositions that will differentiate our product sufficiently.

The first opportunity identified is to grow and pack berries for Perfection Fresh. This will be used as a case study to demonstrate how the supply chain model and business plan will be constructed.

The intention is to explore the creation of a business unit within TAFCO which would act as a supply chain manager, building the link between growers and Perfection Fresh. Long term the intention would be to build the business around a range of products.

A feasibility study is also included as part of the project.

Initially, producers of fresh berries are asked to participate in discussions with the consultants. Whether you're a new entrant to the industry or have been growing for years and may have some experiences or learnings you would like to share. There is no commitment to do any more than have a chat.

Berry growers and interested farmers are invited to have a conversation with the consultants by contacting:

Rebecca Brown
McKINNA *et al*
Rebecca@mckinna.com.au
03 9696 1966

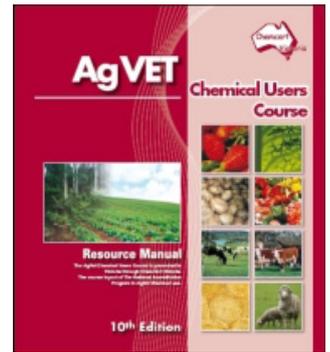


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Primary Producer Proud



FARMER TRAINING DATES



AGVET CHEMICAL REFRESHER COURSE

Tuesday 5th October 2010 9.00a.m – 5.00p.m

Myrtleford Savoy Sporting Club

\$160* includes manual and lunch

A refresher course needs to be undertaken by people wanting to keep their Agvet Chemical User Certificates current. Certificates are current for 5 years – there is no legal requirement to keep your certificate current, but considering the constant changes to legislation and your obligation as farmers to some how keep up with it all – a refresher every five years is probably not a bad idea....

Hazardous Substances & Fall from heights legislation, the introduction of High Consequence Dangerous Goods (ammonium nitrate) and changes to the Occupational Health & Safety Act are just some of the topics which have changed and significantly impact on farmers. If your not sure whether you are due to undertake a refresher then it's probably time to book in, but you can check with Chemcert by phoning (03) 5622 2055 the date of your last course.

WHOLE FARM PLANNING—

The SMARTchoice Project has a 'brief' to assist local landholders conduct Farm Management Plans for their properties. DPI conducts a course to develop these and it normally runs over three sessions. Among other things the course includes computer mapping, land classing, soil management and vegetation management relevant to your patch of dirt. You end up with a 'plan' for your property which can be useful for future management. DPI intends to conduct a number of these opportunities in the area during October and November. You do not need to be a computer guru to be involved.

There is a cost for these courses but some of you could be eligible to claim expenses through the Farm Ready scheme. For others not in this category, whilst SMARTchoice staff will not be directly involved with the running of the courses we may be able to subsidise local landholders who enrol as a result of this newsletter. You would need to contact Kerry Murphy or Gary Baxter to discuss this. If you are vaguely interested and would like to find out more detail on exactly what the course is about, or where a course is, you can call Mary Anderson at DPI in Wangaratta on 0357238655.

DIPLOMA IN AGRICULTURE—Got Skills? Get Recognised!

Currently there are numerous opportunities available for farmers to gain a nationally accredited Diploma of Agriculture qualification through a service called Skills Recognition for Farmers (*some of you may be familiar with the term RPL or recognition of prior learning*)

If you have experience and knowledge of farming and would like to have a qualification but don't have the time or inclination to go to school, then this program offers a great alternative. An industry trainer will visit your farm and work through the process at a time convenient to you. Contact Kerry at TAFCO for more information.

FRESHCARE V.3— Full Freshcare & Upgrade/Transition Training

This popular Quality Assurance Program is now available through TAFCO and will be conducted when there are sufficient numbers. (A minimum of 4 farms)

All Freshcare Training qualifies for FULL FarmReady Reimbursement - Applications must be lodged with FarmReady at least 5 working days prior to training event.

Contact Helena from Hort-Ag Consultancies on 0407 772299 or by email helenaw@bigpond.net.au for further information about FreshCare V.3.



REGISTER for courses by phoning TAFCO 57521800 or email kerry@taftco.com.au