

Environmental Management in Australian Horticulture

VISION AND STRATEGY STATEMENT

Developed by the Horticulture for Tomorrow Industry Leadership Group

VISION

By 2010, Australian Horticulture will have embraced a systematic approach to environmental management that underpins the economic, social and environmental sustainability of the industry.

STRATEGIES

- Encourage adoption of Environmental Assurance through user-friendly Guidelines that harmonise with existing Quality Assurance and Food Safety systems
- Establish a business case for the adoption of Environmental Assurance
- Address impediments to adoption of Environmental Assurance by identifying incentives, training and funding programs to facilitate uptake



Know-how for Horticulture™



Natural Heritage Trust

Helping Communities Helping Australia

PERFORMANCE INDICATORS

To achieve the Vision and implement the Strategies for Environmental Management in Australian Horticulture, the Industry Leadership Group have identified some performance indicators to be addressed through the timeframe of the project (up to March 2006).

Strategy 1: Encourage adoption of Environmental Assurance through user-friendly Guidelines that harmonise with existing Quality Assurance and Food Safety systems

- Demonstrate that Guidelines are user-friendly through grower trials
- Improve environmental outcomes, measured by results from grower trials
- Understand resource use and conservation of the natural resource base
- Assess uptake of environmental assurance by percentage adoption
- Assess and analyse the Guidelines against existing Quality Assurance systems, such as Eurepgap, Freshcare, SQF etc.

Strategy 2: Establish a business case for the adoption of Environmental Assurance

- Address the financial costs of adoption of environmental assurance, by identifying benefits and costs through the grower trials
- Encourage retailer uptake of the Guidelines to reduce the risk of multiple audit requirements for environmental assurance
- Demonstrate industry support and ownership for the Horticulture for Tomorrow initiative by evaluation at conclusion of project

Strategy 3: Address impediments to adoption of Environmental Assurance by identifying incentives, training and funding programs to facilitate uptake

- Identify through the grower trials key stakeholders, including catchment management authorities, water authorities, regulators, government and other environmental/landcare associations, who would be involved with adoption of environmental assurance
- Build relationships for continued key stakeholder involvement after project completion
- Identify potential areas of funding for further uptake of environmental assurance after project completion
- Provide information to industry on training, leadership and adoption:
 - o Identify and encourage grower participation in training courses
 - o Improve and encourage grower leadership at a sub-regional level
 - o Provide options and 'how to' guides for addressing impediments to adoption of environmental assurance, ie list potential informative websites, training and education courses etc
 - o Tools for management of change built into extension material

