



Annual Report 2009-2010

January 2011

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Management committee 2010

President	Liz Millen
Vice-President	Mark Ludbrooke (resigned August 2010)
Secretary	Cheryl Walker
Assistant Secretary	Jill Finnane
Treasurer	Pat Rayner
Public officer	Sally James

Members of the Management Committee

Russ Grayson

Catriona Macmillan

Liz Morgan

Jo Freibel (until July 2010)

Lynne Saville (resigned October)

Listserv moderators: Pat Rayner and Fiona Campbell

Presidents report 2010

1 SFFA

The objectives of SFFA are to work towards food security and sustainable food systems using research, education networking and advocacy to realise these aims. The guiding principles of the SFFA are sustainability, human rights, social justice and community development.

Our members work in health, aged care, community services and welfare, local government, urban planning, agriculture and primary industries, community gardens, organic food industries, food and hospitality industries, media, education, ethics, religious organisations and also include interested individuals.

The SFFA encourages government, communities and businesses to work together to deliver programs that will:

- ensure access to affordable healthy food by everyone
- increase public knowledge of the importance of a healthy and productive agriculture in the Sydney Basin and its contributions to our quality of life
- educate people about the importance of a wide range of foods, in particular fruits and vegetables, to good health
- allow people to enjoy seasonal quality food from the region.

Members meet regularly to consider a range of food security and food system issues and plan corresponding activities consistent with the SFFA Business Plan.

The SFFA website and listserv facilitate information share for those interested and working in food – related issues, and regular posts also appear on the SFFA Facebook group and on Twitter.

Since its inception in 2005, SFFA has developed into a credible organisation with a membership of 200 individuals and organisations across a wide range of interests. We have hosted a Food Summit and several regional forums; we hold regular events in Sydney to stimulate debate about food – related issues and food futures, and produce resources which are widely used by students and others active in the field.

The *SFFA Strategic Plan 2008-2010* was developed to build on our achievements and focus on actions to promote real food security and sustainable food systems across the Sydney Basin.

The Strategic Plan identified key directions as:

- identifying opportunities to influence current food-related issues
- developing a longer-term strategic approach to food production and access in Sydney
- using the SFFA strengths as an alliance to maximum effect.

This report will review the progress towards in achieving these goals in 2010.

2 Report on activities in 2010

This has been a very busy and productive year for Sydney Food Fairness Alliance, with activity occurring in the three areas of advocacy, education and networking.

2.1 Advocacy

2.1.1 Lobbying for a Food Policy in NSW

Efforts to initiate a comprehensive and well-consulted food policy for NSW have continued, following on from the Food Summit in October 2009, which brought together diverse individuals, groups and organisations to debate and discuss the future of food security.

The Declaration prepared by the Food Summit through its regional events and final conference, was refined and presented as a two-page summary which was sent to all State MPs.

SFFA members subsequently organised meetings with local MPs to discuss the issues canvassed in the Declaration.

Briefing to NSW Parliament

5 Macarthur MPs kindly volunteered to host a meeting on behalf of SFFA and Macarthur Future Food Forum (MFFF) in order to brief State MPs on the issues, and strengthen calls for the development of a comprehensive Food Policy for NSW.

The 5 Macarthur MPs hosting the event were: The Hon Philip Costa, Geoff Corrigan, The Hon Graham West and Dr Andrew McDonald.

The event was held on 23 September 2010 in the Theatrette at Parliament House. Over 80 people attended, including several representatives from Labour, Greens, Liberal and National parties. Steve Whan, Minister of Primary Industry was in the audience, as was Duncan Gay, Shadow minister for Primary Industry and Energy and Gladys Berejiklian, Shadow Minister for Transport.

A short presentation outlining key issues was given by David Mason, a long-time advocate of sustainable farming in the Sydney Basin who is currently working at the Department of Industry and Innovation.

Jane Mclvor from MFFF presented the case for a state food policy, drawing on key points raised during the consultations undertaken with over 800 people during the 2009 Food Summit process.



SFFA at Parliament House September 2010



The Hon Phillip Costa

The case for a food policy was presented in summary form by the poster below

WE NEED A FOOD POLICY COUNCIL, WITH A WIDE RANGE OF STAKEHOLDERS, TO DEVELOP AN INTEGRATED FOOD POLICY

SUSTAINABLE LOCAL ECONOMY



Many rural and urban communities in Australia and worldwide are exploring ways to stimulate local economies through food enterprises. (1)

Tourist trails, farmers markets, social enterprises can support farmers, reduce food miles and generate employment in low-income areas. (2)

1. *Future Food*, 18, (2010), The Sydney Food Fairness Alliance
 2. *Future Food*, 18, (2010), The Sydney Food Fairness Alliance

CLIMATE CHANGE



Australia's agricultural production will decline by up to **27%** by 2080 if climate change is left unchecked. (1)

Australian Greenhouse Office predicts drought will cause:

- **\$8 billion loss** in pasture growth exports
- **\$2 billion loss** in fruit and vegetable exports
- **\$8 billion loss** in broad acre crops. (2)

3. *Climate for Coal* Department, 2007
 4. *Climate for Coal* Department, 2007

FOOD-RELATED EMPLOYMENT



Employment in food related business is a major sector in the economy e.g. in the Sydney basin

- **6,000-12,000** employed in agriculture
- **24,000** employed in food manufacturing
- **48,000** employed in food retail
- **96,000** employed in cafes, restaurants and takeaway outlets. (3)

However, Australia has a shortfall of 1200 agricultural graduates per year! (4)

5. *WARRIOR*
 6. *Australian Bureau of Statistics*, 2009

ENVIRONMENT & WATER

Reliance on traditional food bowls such as the Murray Darling may not be viable in the future. 72% of irrigated crops in Australia are grown in the RD Basin. (1)

With predicted increases in drought we need to preserve land with reliable rainfall for food production in perpetuity. In January 2010, 81% of NSW was in drought. (2)



7. *Murray Darling Basin Commission*
 8. *ABC News*, 2010

LAND USE PLANNING



Estimates suggest that **9,000 ha** arable land would provide for 30% Sydney's vegetable needs. (1)

Mining and development are encroaching on valuable agricultural land that is not protected.

Systematic land assessments and zoning are needed to protect and support agricultural production. 78% of rural land in Sydney basin is zoned rural / residential and often not used for production. (2)

9. *NSW Dept of Environment & Heritage*, 2009
 10. *Land Use Planning Commission*, 2009

FOOD AFFORDABILITY

A family living on the lowest 25% income would need to spend **56%** of their budget to eat a healthy diet. (1)

2.2 million people in Australia live below the poverty line. (2)

A survey of 3 low income suburbs in Sydney found food insecurity in

- **22%** of all households
- **30%** of households with children
- **43%** of single parent households. (3)



11. *Future Food*, 18, (2010)
 12. *Future Food*, 18, (2010)
 13. *Low Income Review of Australia*, 2006, Vol. 17, 247-254

FEEDING THE FUTURE
WHY WE NEED A FOOD POLICY



PEAK FOSSIL FUELS



The peak in global oil and gas production within 10-15 years will have a major impact on food systems. (1)

Current long distance freight of food relies on cheap fuel.

97% world's ammonia based fertilizer derives from natural gas. (2)

14. *Oilwatch*, 2009
 15. *Oilwatch*, 2009

LOSS OF AGRICULTURAL LAND TO URBAN EXPANSION

Sydney's market gardens & farms produce **12%** of NSW agricultural production on 1% of the State's agricultural land. (1)

High quality agricultural land and vegetable farms on the urban fringes are under threat from urban expansion.

The average new house size in NSW is 3 times that of UK and highest house size in the world. (2)



Projected population growth has not considered food needs.

16. *Future Food*, 18, (2010)
 17. *Review of Statistics*, 2009

COST OF CHRONIC DISEASE

Obesity, heart disease, stroke, type 2 diabetes and cancer are leading causes of preventable death and are major contributors to Australia's \$85 billion health budget. (1)

Obesity costs approximately \$21 billion p.a. nationally; while fast food companies spend \$165 million p.a. on advertising. (2)

Only **1 in 10** adults eat the recommended daily intake of vegetables & 1 in 2 eat the recommended daily intake of fruit. (3)

Research has shown a strong relationship between obesity and the rising cost of fruit & vegetables. (4)



18. *Future Food*, 18, (2010)
 19. *Future Food*, 18, (2010)
 20. *Report of the Australian Government*, 2009
 21. *USDA*, 2009

Document produced by Sydney Food Fairness Alliance and Macarthur Future Food Forum, Sept 2010

2.1.2 Contribution to 5 year review of the Sydney Metropolitan Strategy

It's now five years since the Metropolitan Strategy for Sydney was developed, and a review document was produced this year in light of the many changes at a local and a global level which will impact on the Strategy.

It was heartening to note the increased profile for food and food security issues in the review document, compared to the original Strategy. One of the eleven chapters was devoted to issues about land use on the city fringes.

The Review provided another opportunity for the SFFA to draw attention to the need to plan strategically for future food.

Liz Millen, Lynne Saville and Dr Frances Parker worked on submissions on behalf of the SFFA in response to the strategy document.

2.1.3 Media advocacy

A number of opportunities have arisen this year to advocate for SFFA goals through various media.

- Lynne Saville was interviewed for the online SBS series 'Future Food'
- SFFA attracted media coverage in the Sydney Morning Herald for public forums held during the Sydney International Food Festival in October, and the evening with innovative US farmer Joel Salatin.
- Pat Rayner and Sally James both had letters published in the Sydney Morning Herald
- Liz Millen had an article published in 'Sprout' magazine

2.2 Education

2.2.1 Public forums

Raising awareness of issues around food security has long been a strength of the SFFA, and this year we have explored a number of different forums and formats to do this. Highlights this year have been:

March *Food Fights!*

In March, SFFA hosted a lively evening at the NSW Teachers' Federation with several speakers covering important topics.

We were delighted to welcome Jeanette Longfield back to Australia only five months after she gave a keynote address at the Food Summit. Jeanette is from UK group SUSTAIN, the Alliance for better food and farming, and her previous visit inspired so many people that she was invited back to meet with groups across Australia.

Also speaking were Kathy Chapman from the NSW Cancer Council talking about the work of the Parents' Jury and Jemila Hallinan from the Environmental Defenders' office talking about the campaign to maintain agricultural land on the Liverpool Plains.

October *Q & A forums*

Later in the year, we decided on a different approach when planning events to coincide with the **Sydney International Food Festival (SIFF)** in October.

The evenings were held as 'Q and A' style forums, to encourage debate and facilitate audience participation. We were very fortunate to have the well-known radio presenter and food critic Simon Thomsen as our moderator for the two sessions. Over 60 people turned up at the Sydney Mechanics School of the Arts in the CBD to attend each event. The format proved very successful, with lots of questions from the floor.

When Food Systems Collide

The panellists were Myles Bremner, head of Garden Organics in the UK and a member of the London Food Board, Ed Biel, an orchardist from the Sydney Basin; Cate Faehrmann, Greens MLC member; Julian Lee from Food Connect in Sydney and Catriona Macmillan, founder of the Organics Directory. They debated ideas about our current and possible future food systems – and how we might get there.

Unfortunately an accident on the day of the forum prevented the Woolworths representative from attending, but audience questions to Woolworths were collected and forwarded to the company after the event.



Panellists at 'When Food Systems Collide'

Helping Ourselves – When Good food is hard to come by

The second forum was time to coincide with Anti –Poverty Week, and to showcase projects where people are ‘helping themselves’. Speakers were: Simon Gregory from *Food for Life*, a low-cost community-run food market in Warwick Farm; Alicia Martin from Dreams Within, talking about her food co-op for low-income people in the Blacktown area, Bill Crewes from the Exodus Foundation and Kevin Cook, speaking about food security for Aboriginal communities.



Alicia Martin – Dreams Within



Bill Crewes –E xodus Foundation

November Joel Salatin

In November, the SFFA was invited by Milkwood Permaculture to co-host an evening with Joel Salatin, the US farmer who featured in the popular film ‘ Food Inc’, and who has revolutionised thinking about farming methods in the US and around the world. This was a rare opportunity to hear from an inspiring farmer, and Joel spoke to a packed auditorium at the Teachers Federation Conference Centre in Surry Hills



Joel Salatin

2.2.2 SFFA Presentations

During 2010, SFFA was invited to speak on our work and food security issues in a variety of professional and community settings, at conferences, education sessions and meetings.

A growing number of SFFA members have taken the opportunity to represent the organisation at these various forums.

As a result, we are now in the process of setting up a ‘speakers’ bureau’, to streamline responses to such requests and to match up the expertise of SFFA members with the topics of interest.

Some examples of presentations given this year by SFFA members include:

Conferences

- April Russ Grayson presented at the **'Plains to Plate'** conference in Adelaide
- April Lynn Saville presented on *'Food Policy and Planning'* to the **Public Health Association conference** in Canberra
- Nov Liz Millen presented *'Advocacy through Alliance'* at the **NSW Health Department's Health Promotion Symposium**
- Nov Liz Morgan presented at **Agri-Food XVII: Conference of the Australian and New Zealand Agri-Food Research Network**. Her talk was *titled 'Evolution and role of the Sydney Food Fairness Alliance'* and was part of a panel discussion: *'Food Security 3: Equity, disadvantage and food sovereignty'* She is working with Frances Parker to expand the presentation to appear as a published paper in a book on food security, to be published by Springer.
- Dec Mark Ludbrooke presented at the **Red Cross National Conference on Food Security in Alice Springs: Advocacy for Food Security and Sustainable Food Systems (A Work in Progress)**.

Presentations to Community groups

Sally James presented to Ryde Rotary and to Meadowbank Progress Association on food security issues and the SFFA

Lyn Saville presented to the Environmental Defender's Office

Pat Rayner presented to the Blue Mountains Food Security Group.

Mark Ludbrooke was on a panel at the Randwick EcoLiving Fair.

Professional group, students

Mark Ludbrooke spoke on food security to NCOSS

Pat Rayner spoke to the MSc Sustainability students at Sydney University in September

Liz Morgan presented to a group of Catholic school students with CLRI

Participation in community events

SFFA was represented at several community stalls, which prove an excellent way to meet new people and to engage with them. This year stalls were held at Blacktown and at Lane Cove Fairs.

3 Networking

The website and listserv continue to be used to link people with each other, to promote events and to disseminate ideas.

This year the website has had a facelift and the communications team has been working hard to make it more user-friendly and to keep it up-to-date.

In addition, we have ventured into the world of Facebook and Twitter, which offer access to different audiences and the possibility of interactive participation.

Our first 'live' twitter event was the first forum in October and attracted 19 comments during the session - a good start.

4 Development of SFFA Infrastructure

This year, the management committee decided to employ a part-time worker for one day a week, to assist with running and developing the organisation. We were overwhelmed with the response, with 17 high-calibre applications for the position. In August 2010, Mark Ludbrooke started in the position, which was initially slated as a six-month trial. It has proved invaluable to have a staff member, and at the time of writing in early 2011, the committee has agreed to commit to continue with this position for at least another six months.

5 Fundraising

Following on from the successful public forums and tours organised in 2009, SFFA was awarded \$9,000 by the City of Sydney to support our program of public education and awareness raising.

6 Acknowledgements:

SFFA is grateful for the ongoing support of many individuals and organizations.

Thanks to

- **Red Cross**, for providing a meeting place in the CBD
- **City of Sydney** for funding support for public events and education program.
- **SFFA volunteers** who have given so generously of their time, advice, expertise and often sheer hard work this year.

Special mentions to Pat Rayner for her work as Treasurer, to Cheryl Walker for her excellent minutes, to Catriona Macmillan for behind-the-scene events management, to Fiona Campbell for modernising and troubleshooting the website and to Alex Girdwood for her work on establishing a SFFA presence on social media.

SFFA Income and Expenditure Statement 2009-2010

Income

Opening balance		\$	16,553.11
Food Summit October 2009	\$		970.00
Grant - Dept FHCSIA	\$		2,335.00
Jeanette Longfield - Talk and workshop	\$		380.00
Q&A Panels	\$		1,185.00
Entry sales Joel Salatin	\$		4,500.00
Membership	\$		1,045.00
Interest	\$		61.67
Donation	\$		5.00
Donation - collection for RPA	\$		110.00
	\$		10,591.67
		\$	27,144.78

Expenditure

Payment to Office of Fair Trading		\$	47.00
Deft payment Systems Auscover Pub. Liability Insurance	\$		350.00
Jeanette Longfield - workshop and talk	\$		1,499.96
Q&A Panels	\$		1,217.03
Food Summit 2009	\$		227.00
Phone charges	\$		148.00
Website hosting	\$		109.45
Purchase computer - money from grant	\$		1,949.95
Purchase - external hard drive	\$		149.00
Present - C Doyle	\$		30.00
Bank fees	\$		3.25
PO Box	\$		197.00
RPA Hospital donation	\$		110.00
Payment SIFF	\$		150.00
Contract work - M Ludbrooke	\$		5,885.47
Contribution re Myles Bremner visit	\$		280.00
Payment to NCOSS membership	\$		67.80
NCOSS - for job advertisement	\$		67.00
Contribution to conference costs - C Macmillan	\$		200.00
Pop up banner	\$		354.99
Petty cash	\$		102.10
Reimburse for fuel - (grant)	\$		145.82
	\$		13,290.82
Final Balance		\$	13,853.96

