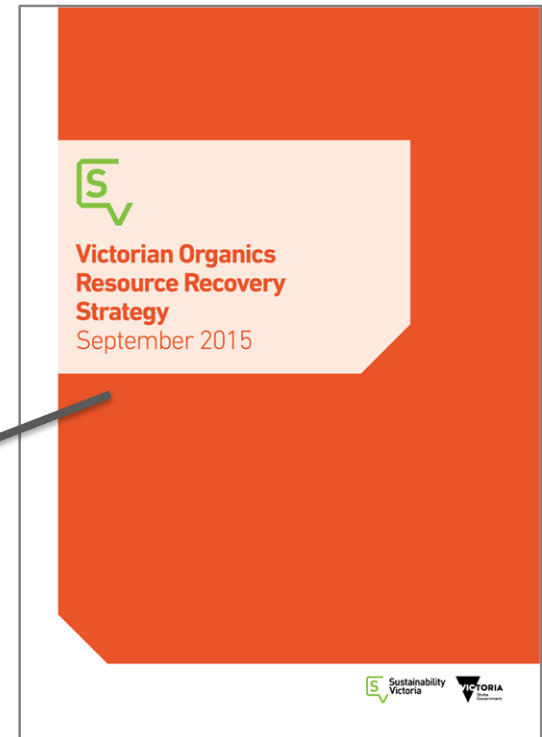
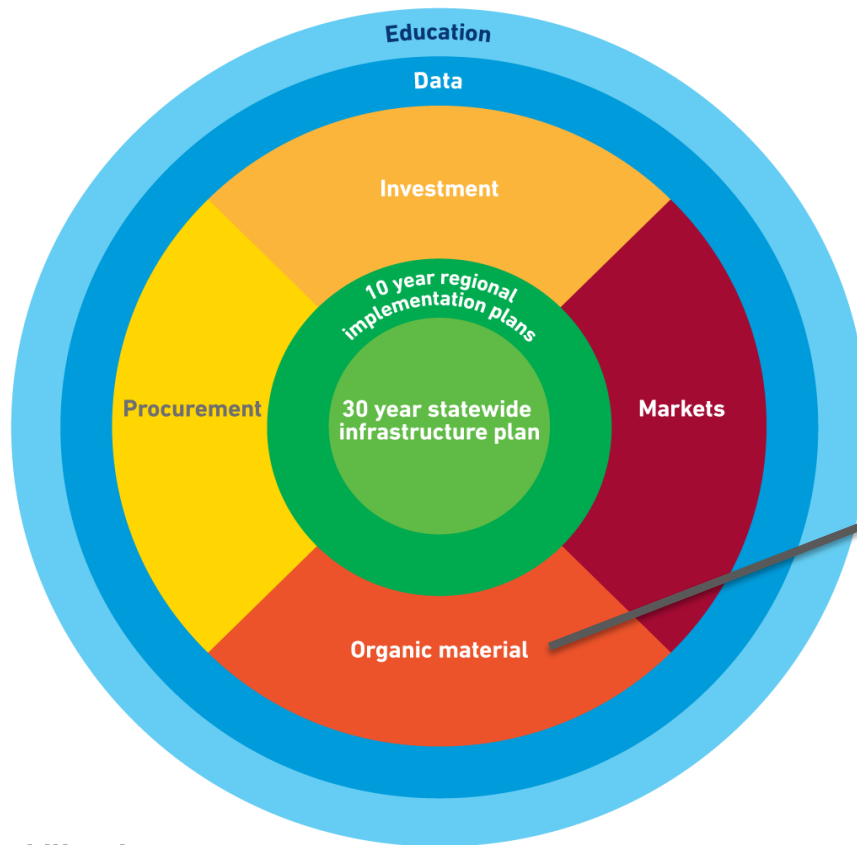


Sustainable Markets: Driving Agriculture Market Demand for Quality Compost

AORA Victorian Members Meeting
12-2pm 20th April 2016

First up, setting the scene: Introducing the SWIRRP

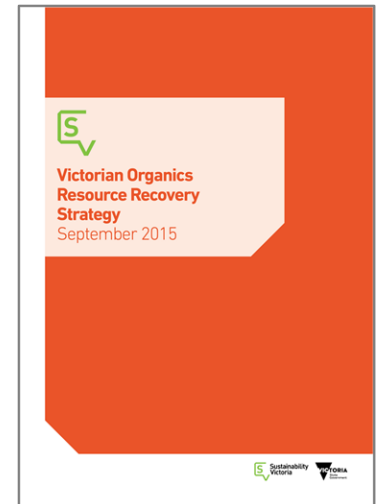
> Everything we do at SV is about delivering on the Statewide Waste & Resource Recovery Infrastructure Plan (SWIRRP)



Victorian Organics Resource Recovery Strategy (VORRS)

30 year vision

A vibrant, functioning recycled organics market that will ensure that the environment, human and animal health and amenity impacts of organic waste are eliminated. Organics resources will be contributing to climate change adaptation and mitigation by improving the quality of our soil and providing an energy source to local infrastructure.



Compost and SV

- Compost is a priority material
 - SV is actively influencing towards sustainable markets
- > Targeting: **product quality, performance and demand**

Market challenges

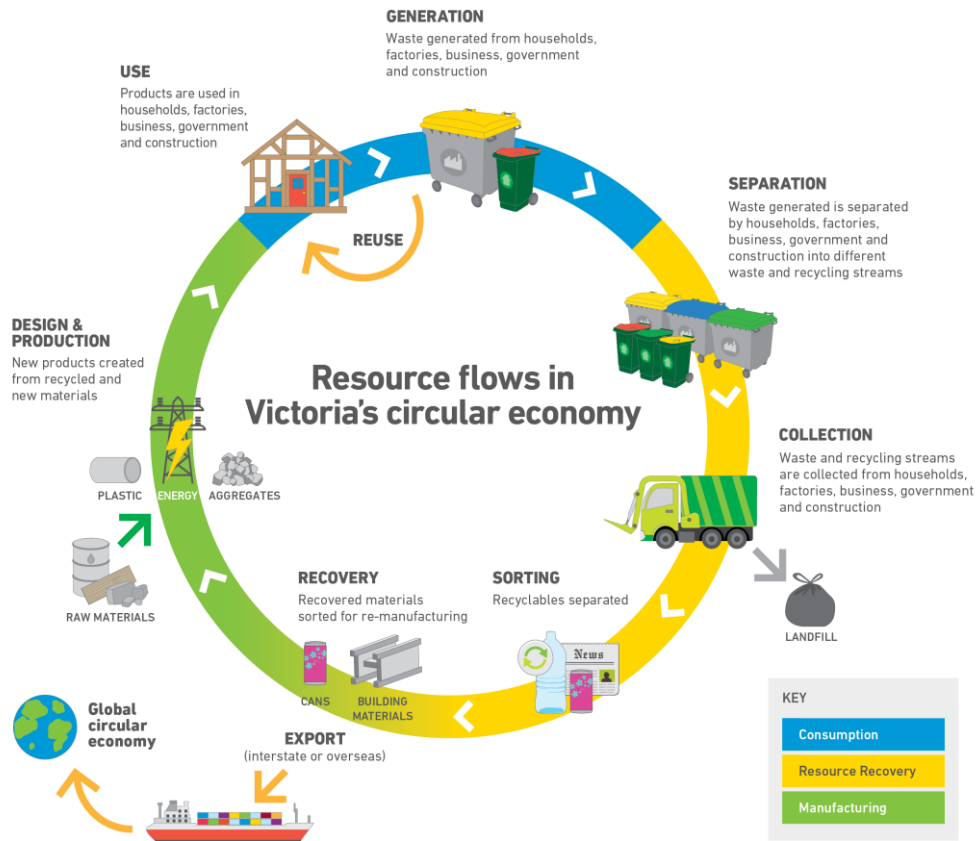
- Ensuring products are **fit-for-purpose** and meet the needs of the customer
- Consistency of supply
- > Making cost-competitive products that are better than alternatives

Known barriers to the RO market

- > Absence of strong and sustainable end markets
- > Transport costs – producers located near Metro Melb, far from potential expanding markets
- > Perception of poor quality product – early days contamination has eroded market confidence
- > Lack of information and *evidence* re. benefits of RO products



The circular economy



Government interventions

Policy, regulation and data governance		
Infrastructure interventions	Core market development interventions	Education interventions
Infrastructure investment to improve quantity and quality of recovered resources	Research and development (material / product performance and development)	Education for industry and consumers
Resource recovery infrastructure hubs	Product specifications (quality standards)	
	Product procurement	
	Product stewardship	

Sustainable Markets project (under VORRS)

- > Sustainable Markets project: Driving Agriculture Market Demand for Quality Compost
- > Beginning by working with the Dairy industry

Strategic outcomes



This suite of work seeks to:

1. Understand the farming community's knowledge and confidence of compost products and their performance, quality assurance, etc.
2. Develop and communicate an easy-to-use information pack to help farmers understand and use compost products under *AS4454*
3. Develop one market specification (for dairy)
4. Revise *AS4419: Soils for landscaping and garden use*
5. Develop a quality assurance program that is **useful to both compost producers and farmers alike**

Sustainable Markets Project Reference Group (PRG)

- > Reps from the composting industry including **AORA**, **dairy industry**, state govt (Vic, SA & NSW) and soil science experts
- > High-level advice and input, project development, risks and issues, provide sector perspectives and access to key groups

The PRG: Key to a successful outcome

- > We see involvement of AORA and thus its members, and strong voices from the dairy industry, as **critical to project success**
- We want this project to reflect the needs, wants and practicalities of the Dairy and Compost industries so that they can complement each other
- > Together, we can design a QA system that works and positively leads to **expanded markets for RO products**
- > Using our collective networks, we can all **promote the QA tool** and increase awareness, uptake, market confidence and credibility.

The QA tool: Timeframe

- > Now: SV & RMCG are developing a prototype QA tool in consultation with industry and the market.
- > May/June: SV & RMCG will present a prototype QA tool to the **PRG for more feedback**
- > Product specifications for Dairy will also be developed
- > All of the above will be communicated via our collective networks

The QA tool: Vision

- > A functioning QA system, fully adopted and championed by compost producers and retailers/distributors, by 2020.