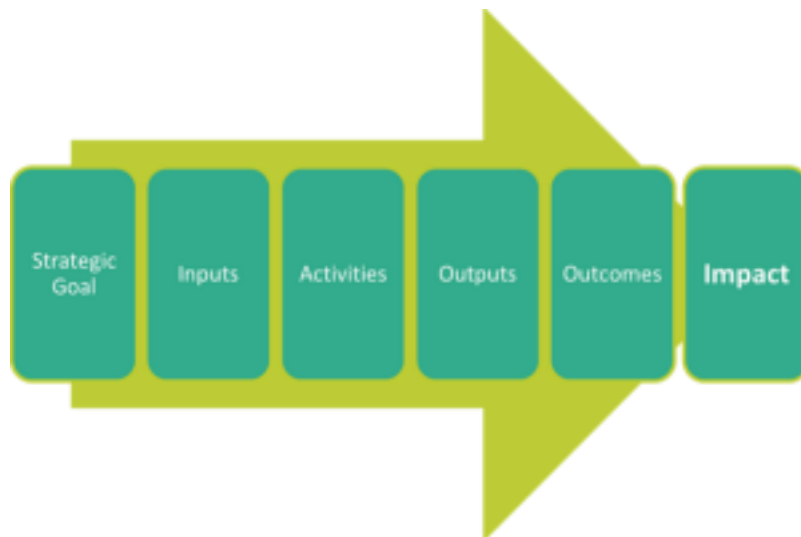


Wimmera Food Collective

Purpose

The Wimmera Food Collective is an inclusive vibrant setting to sell, buy, learn about and celebrate local, affordable and culturally desired fruit, vegetables, grains & legumes.

Theory of change



Strategic Goal

The program contributes to the Centre for Participation's strategic goals:

'Anything is possible for anybody' by creating a vibrant, resilient and inclusive community.

'We are all in this together' by strengthening our reach and impact through strategic partnerships and alliances.

'Authentic leadership' by consolidating and further developing our existing services and resources.

'Getting on with business' by building on and strengthening the significant community assets across the Wimmera Southern Mallee.

Inputs

The inputs (resources) needed include funding, human resources, knowledge and research resources, partnerships and community input.

Activities

The Wimmera Food Hub will be located in one site yet provide for the producers and community of the Wimmera-Southern-Mallee.

We will leverage our deep connections with the multi-cultural community and target non-English speaking people. The 400+ families living in Horsham and all multi-cultural residents across the region including people from India, Myanmar, Philippine's, Malaysia, China, Afghanistan, Iran and Iraq, Japan, Zimbabwe, PNG, Indonesia, Thailand, Vietnam, Nepal, Cambodia, Costa Rica, Argentina, and Pakistan.

We will also target young people and leverage our existing connections and experience engaging young people who are already working with us in food system social enterprises and training.

Outputs

Producers

- Grow food to meet the needs of multi-cultural people.
- Access to a new customer supply through the Hub than they could maintain alone.
- Food Hub managing delivery, marketing and customer payments.
- Fair pricing formula to producers and customers.
- Opportunity for business collaboration and expansion.

All Community

- Strengthening the connection between food, producers and community.
- More inclusive communities.
- Improving access to fresh, quality and affordable produce.
- Learning how to prepare nutritious food with high content of vegetables.
- Showcasing their food cultures
- Increasing consumption of fruit, vegetables, grains and legumes.
- Employment opportunities
- Increased volunteering

Multicultural Community

- Foods that are difficult to source and/or expensive are now accessible

Young people 18 – 25 years

- Skills in event management, retails, hospitality and horticulture that lead to employment pathways in these industries.

Outcomes

Short- and medium-term changes will be to bring together and educate a new generation on healthy and sustainable food sourcing and practices, whilst connecting community food suppliers and organisations to deliver healthy food, at affordable prices

Impact

The long-term impacts will be a vibrant, resilient Community Food Hub that is an inclusive setting to sell, buy, learn about and celebrate local, affordable and culturally desired fruit, vegetables, grains & legumes, helping generate a sense of belonging across the Wimmera Southern Mallee.

Impact statement

If **WE** create a resilient connected food hub, **BY** using and building on our existing programs, networks and food suppliers, **IT WILL** educate a new generation on healthy and sustainable food sourcing and practices, whilst connecting community food suppliers and organisations to deliver healthy food, at affordable prices **AND ULTIMATELY** we create a vibrant, resilient Community Food Hub that is an inclusive setting to sell, buy, learn about and celebrate local, affordable and culturally desired fruit, vegetables, grains & legumes, helping generate a sense of belonging across the Wimmera Southern Mallee.