



Why we do what we do...

Sprout exists to change the conversation about local food systems and support local producers to grow and market ethical, sustainably produced food that supports thriving local economies.

How we do it...

Sprout works in the following ways:

- **Sprout Producers Program** (capacity building for new and emerging producers)
- **Mentoring** (ongoing support for SPP Participants and other producers)
- **Advocacy** ('the' voice for small producers)
- **Networking** (by connecting virtually and in person)
- **Communications** (changing the conversation; inspiring a new future; telling stories of success/change)
- **In partnership** with like-minded organizations with common interests and purposes.

What we do...

Sprout is known for:

- **The Sprout Producers' Program** - a peer-to-peer supported producer training and capacity building program that is designed for small producers, especially in the start-up and early development phase of their businesses. It is supported by a mentor program and an alumni program.
- **A Knowledge Bank** – Sector statistics about the contributions to the State and national economy of Tasmania's small scale

produce sector, their productivity and also capacity to provide market intelligence for consumers and producers who need to know what produce is available, when, where; but also what opportunities are available in the market.

- **Advocacy** we have our 'ears to the ground' and strong relations with industry and Government. We advocate for small and emerging food producers in Tasmania.
- **Workshops** and other shorter producer development programs.
- **Changing the conversation** about the benefits of local food.
- **Networking** and producer development through Cross-pollinate conference & events, and SPP participation and Alumni.



2020-2025 Strategic Plan

Our vision

Our long-term vision is that:

Sprout is recognised as the key organisation supporting the success of small and emerging food producers in Tasmania.

Our vision for the next 5 years is...

to have consolidated our unique 'place' as *the* recognised organisation developing and supporting small and emerging producers in Tasmania.

Strategic Pillars

The five key strategic pillars of our 5-year Plan are:

- Producer capacity building
- Advocacy for small primary producers
- A 'knowledge bank'
- Working collaboratively with others to enhance the local food system.
- Our own financial resilience and sustainability

Assumptions

This strategy is based on the following assumptions:

- That growth in the number of people engaged in all of Sprouts' activities and programs is fundamental to growth and sustainability of the organisation. This will help both diversify the income streams and also increase the quantum of funds passing through the organisation's bank account, enabling Sprout to have a broader participation and leverage more impact.
- That growing the number of people participating in all of our activities and seeing our communications across a range of media is the key to growing our reputation as the voice for small producers in Tasmania.
- That the current Directors of the Sprout Board want to transition to be 'strategically focused', guiding the future of the organisation and ensuring good governance.

Core Enabling Strategies/Actions

- Sustainably grow participation in our Producer Capacity Building offerings (SPP, Workshops and new products).
- Form strategic partnerships with key enabling organisations.
- Invest in building knowledge and data-retrieval systems to implement our 'knowledge bank'.
- Grow the financial and human resources of the organisation to ensure our strategic objectives can be achieved.