



James Gridley

Assignment 1 Presentation
S2695829



Brief

- What do you think about debt?
- Repond to this position from your gut, personal observations, from research or form a mixture of all three with your visual communication work



Debt

- Social Debt
- Economic Debt



Issue

- Australian Farmers
- Price Gouging
- Fear to speak up
- Lack of awareness





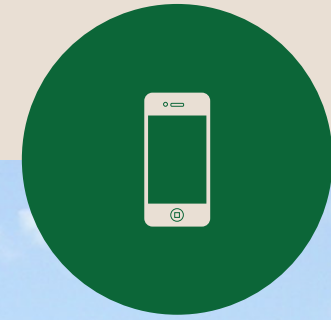
Food For Farmers

- Non-Profit Organisation
- Giving farmers a fair go
- Support the farmers who support Australia



Badge

- Awarded to grocers/markets who support FFF
- Required to be listed on FFF Finder
- Approval process



Australian Farmers Need You!

Recent campaigns by big supermarket chains such as coles and woolworths to drop prices on dairy products and fresh produce may appear good to the consumer, but the farmers are wearing the cost of the chain price wars and they need our help!

Farmers can't often speak up to address their concerns with this issue as they risk losing business from some of their biggest suppliers.

Who Are We?

We are Food For Farmers. A non profit organisation dedicated to giving Australian farmers a fair go.

Founded in 2012 we are looking at making a difference Australia wide. Farmers help put food on our tables every day so we want to help them in any way we can.

Why?

There are approximately 134,000 farm businesses in Australia, 99% of which are family owned and operated.

Each Australian farmer produces enough food to feed 600 people, 150 at home and 450 overseas. Australian farmers produce almost 93% of Australia's daily domestic food supply.

What You Can Do!

When you are at the grocers or markets, just look for the FFF badge near the checkout, as only FFF approved grocers and markets can show our badge. The badge signifies that they support our farmers and give them a fair deal for their produce.

Free App Out Now!

We have released a free mobile application called FFF Finder, where you can enter your address and find grocers and markets near you who support our farmers! It is available on Google Play and the iTunes App Store.

If you would rather search from home, head over to www.foodforfarmers.com.au where you can also search for markets and grocers near you who support our farmers!

www.foodforfarmers.com.au



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About

We are Food For Farmers. A non profit organisation dedicated to giving Australian farmers a fair go. Founded in 2012 we are looking at making a difference Australia wide. Our goal is to stop farmers from being gouged by big companies such as Coles and Woolworths to ensure they not only stay in business, but keep feeding Australia.

Farmers help put food on our tables every day so we want to help them in any way we can. There are approximately 134,000 farm businesses in Australia, 99% of which are family owned and operated. Each Australian farmer produces enough food to feed 600 people, 150 at home and 450 overseas. Australian farmers produce almost 93% of Australia's daily domestic food supply. So naturally, they mean a lot to us, and we want to keep them around.

134,000

Farm businesses in Australia

600

People fed per day per farmer

93

Percentage of domestic food supply from Australian Farmers



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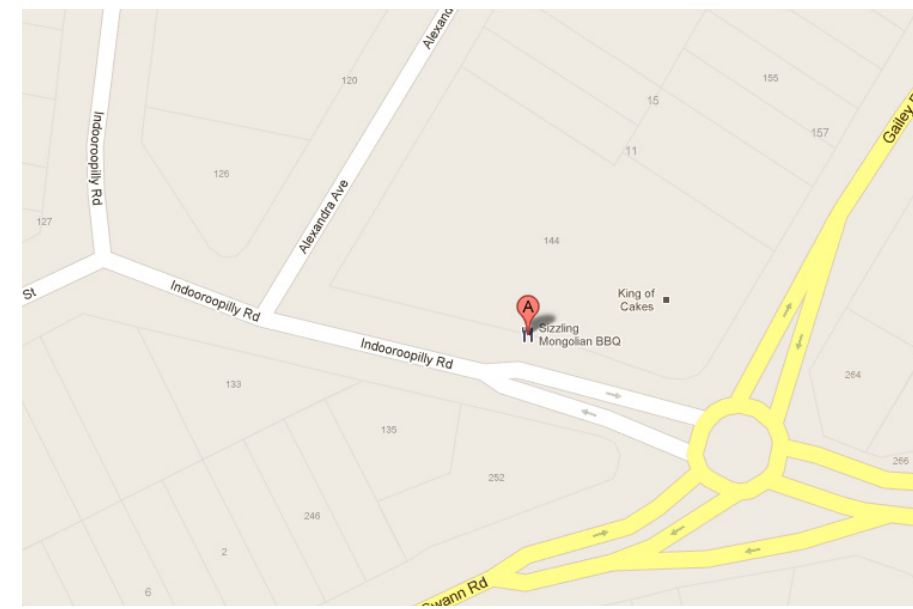
Locate

Enter address or postcode

Brisbane Saturday Fresh Market
Saturday 6:00am - 12:30pm
252 Sherwood Road Rocklea 4106

Naturally Fruit
Monday - Friday 8:00am - 8:00pm
144 Indooroopilly Road Taringa 4068

Naturally Fruit
Monday - Friday 8:00am - 8:00pm
Saturday 7:00am - 4:00pm
Sunday 9:00am - 1:00pm
0418 755 202
144 Indooroopilly Road Taringa 4068





Mobile Application

