



BRAND TASMANIA

2030 VISION FOR TASMANIA

The Greens' plan for a certification scheme for Tasmanian products

Tasmania's clean, green image is our competitive advantage. Well marketed identifiable products, adhering to ethical, health and environmental standards will command price premiums and continue to grow Tasmania's world class reputation.

Our brand relies on Tasmania remaining a beautiful, clean, sustainably managed state. The Greens were the first political party to recognise the importance of Tasmania's clean, green reputation. Now everyone recognises the importance of Tasmania's 'brand', however we believe the economic value of our brand has not been properly quantified or recognised, nor has its potential fully been realised.

> PRESERVING AND GROWING THE TASMANIAN BRAND

Tasmania's worldwide reputation for fresh produce is widely recognised. The Greens believe Tasmania needs to do more to leverage the economic value of the Tasmanian brand to grow the Tasmanian economy while preserving the high standards we are known for around the world.

To drive this, the Greens will:

- **invest \$3 million** over the three years in the **development of a voluntary 'product of Tasmania' logo certification, franchise and marketing process** to ensure the Tasmanian brand is recognised for high quality all over the world, including a voluntary 'appellation' scheme to identify 100% Tasmanian products.
- **continue to strongly advocate for the maintenance of high environmental and biosecurity standards** to ensure the clean, green Tasmanian brand is preserved.
- **prioritise the maintenance of the moratorium on genetically engineered organisms in Tasmania** to ensure Tasmania can continue to be an exporter of high quality differentiated products into growing markets.

The establishment of a labelling and franchising scheme will help Tasmanian producers receive market price premiums all over the world.

> BRAND TASMANIAN FRANCHISES

Many Tasmanian producers benefit from our image and emphasise Tasmania's environmental friendliness, purity and quality in their marketing. By instituting a 'opt in' logo and labelling process we will ensure all Tasmanian producers who meet the criteria can take advantage of this economic value to further promote their produce.

Funding will be provided to the Tasmanian Government to begin the conversation with farmers and producers about the establishment of a franchising system and developing a business plan for a franchise logistics network to supply top quality produce.

Our ultimate vision is for the establishment of Tasmanian branded stores all over the world selling high quality Tasmanian produce and for the Tasmanian 'label' to be synonymous with clean, green premium produce.

> MAINTAINING OUR HIGH STANDARDS

Tasmania's clean, green image relies on high environmental and biosecurity standards. The Greens have been at the forefront of the movement to protect Tasmania's pristine image, through high profile environmental campaigns. This pristine image is now an important economic asset in Tasmania. Tasmania's disease free status is also crucial.

That is why the Greens initiative for a properly resourced national biosecurity authority which is independent and expert based will assist Tasmania to meet the challenges of protecting the state from pest and diseases in a world facing climate change.

These two elements underpin the ongoing growth and success of Tasmania's brand as the state moves to formalise its competitive advantage as clean and green.