



REGIONAL GOALS

Knowledge K1, K2, K3

## Guiding horticultural investors and growers in the Peel-Harvey

### *Horticulture Guide for investors and Growers*

Through its work on the Peel Sustainable Agriculture Technical Working Group, PHCC has assisted in the development of a suite of information tools for those planning to establish or expand horticultural operations in the Peel-Harvey Coastal Catchment. The Peel-Harvey Coastal Catchment grows more than \$350 million of agricultural produce across 142,790 hectares, with production expected to increase significantly over the next two decades.

The tools are designed to give investors, growers and local government the information and guidance necessary to make decisions which lead to more sustainable horticultural developments and protect water quality and the health of Catchment waterways.

The suite of tools include a:

- Brochure guiding investors and growers on site selection for investment, emphasising the importance of a site's land capability

- Model local planning policy to assist proponents and local governments considering horticultural proposals
- Detailed regional-scale mapping of land capability across the Coastal Catchment

The inter-linked tools assist horticultural proponents from the point of site selection through to development application and give them the confidence to address local and state government policy requirements in the one process.

The PHCC worked closely with the Department of Primary Industries and Regional Development (DPIRD), Shire of Murray and other TWG members to prepare the brochure and model local planning policy. The land capability mapping, prepared by DPIRD, is made publicly available on the PHCC website along with all information tools.

Through continued promotion and improvement, it is hoped that this initiative will assist in making new horticulture in the Catchment, including the Peel Food Zone, catchment-friendly, sustainable and profitable.

#### FUNDING PROGRAM

Australian Government's National Landcare Program

#### PHCC PROGRAM

*Supporting Sustainable Agriculture in the Peel-Harvey*

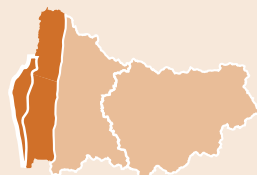
#### PHCC PROJECT

*Horticulture Guide for Investors and Growers*

#### FUNDING

National Landcare Program	\$15,000
Peel Regional Leaders Forum	\$15,000

#### REGIONAL COVERAGE



Ramsar Wetlands  
Coastal Plain

#### STAKEHOLDERS

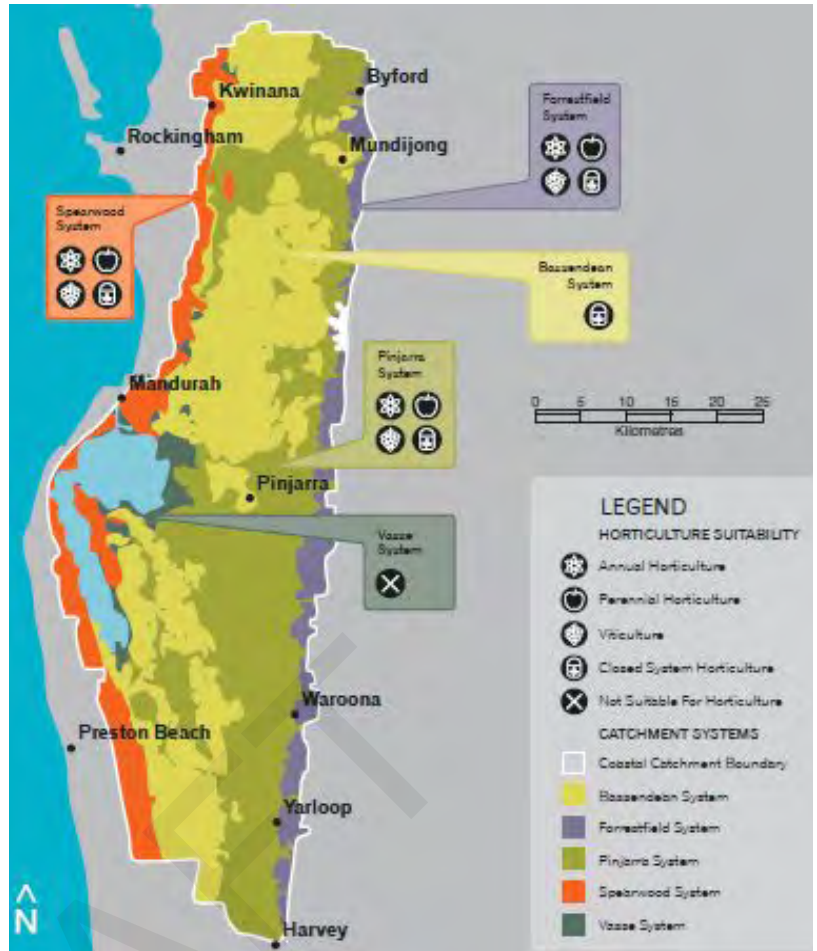
Horticulturalists, Shires of Serpentine-Jarrahdale, Murray, Waroona and Harvey, Peel Development Commission, Department of Primary Industries and Regional Development, Department of Planning, Lands and Heritage, Department of Water and Environmental Regulation, Vegetables WA

#### BENEFICIARIES

Horticultural industry, landowners, catchment community, state and local governments

#### PROJECT MANAGER

Jane O'Malley



*“This suite of tools has made it easier for those seeking to establish new horticultural enterprises in the Catchment to focus on areas that have the soil conditions that are most likely to support their type of production, and comply with government environmental policies to protect the Peel-Harvey Catchment”.*

*~ Heather Percy, Senior Research Officer, Department of Primary Industries and Regional Development ~*

#### KEY ACHIEVEMENTS

- Development of standardised advice on the suitability of major types of horticulture across five land systems and over 70 land units in the Coastal Catchment
- Consensus reached among state and local government decision-makers and catchment managers on the application of state government policy in the catchment
- Industry engagement and awareness raised on the importance of catchment management through the brochure ‘Horticulture in the Peel-Harvey’
- Promotion of revised land capability mapping and advice through the PHCC website
- Supports new horticulture in the Catchment, including the Peel Food Zone, that is catchment-friendly, sustainable and profitable.

#### PUBLIC AWARENESS

The Brochure was re-published in full in the Vegetables WA quarterly magazine

#### COLLABORATION

A collaborative project of PHCC, four local governments, three state government agencies and the Peel Development Commission

#### LINKS TO OTHER PROJECTS

Linked to other projects of the Peel Sustainable Agriculture Technical Working Group, and State Government through the Peel Food Zone Initiative.

#### FUTURE ACTIVITIES

The next initiative of the Peel Sustainable Agriculture Technical Working Group is to prepare guidelines for proponents of development proposals related to the Moderate Scale Animal-keeping operations