

# VOICES

newsletter from ALM Group



Number 17, July 2013

## ALM Group News

It's been six months since the last edition of VOICES and a lot has been going on. Here are just some ALM Group developments since January.

## ALM Group Muster

Our February ALM Group Muster 'Connect with Land' was a roaring success; how could I say otherwise! There was a good mix of well attended presentations, great chats over long breaks and extensive **media coverage**.



A highlight of the **program** was the balance between presentations from CLM landholders and those from invited speakers from a range of research, consultancy and NGO organisations. It was all about communication on the basis of having verified performance to back-up legitimate claims from innovative land managers. Photo shows David Crombie, keynote presenter.

## Dusty Takes a Break

**VOICES** pin-up dog Dusty, in keeping with the Muster's connect theme, spent a few days visiting his city friends in Brisbane, though I could tell on his return that he is essentially a bush dog. It might have been just as well he did not go to the Muster for one of the more popular events was a demonstration of no-stress cattle handling by Stewart Taylor, Manager with Emma of the NAP Co property aggregation 'Lanreef'. The future for old style dogs and their co-workers like me looks pretty bleak. For this edition Dusty has given his photo spot over to the **platypus** playing in the farm dam.

## Focus for 2013

Our unambiguous focus for 2013 is to establish the foundation for a national rollout of CLM. To

this end we are actively seeking partnerships with government and the corporate sector.

Among all the hype about food shortages, the growth of markets in Asia, developments in northern Australia and the need for a diversified economy there seems, at least to me, insufficient attention on profitability for producers and for others along the product chain. There is no one solution, however, systems like **CLM** enable product differentiation into higher priced markets, integrate the delivery of ecosystem services and food and fibre production, improve soil-plant-animal function (what we call farm ecology) and dramatically improve the efficiency of delivery of taxpayer support. Why would this not be part of the solution?

## CLM Now Registered Certification Trade Mark



Last month, after two years of detailed documentation and consideration, the Australian Competition and Consumer Commission (ACCC) has determined that CLM meets the requirements for registration as a certification trade mark. This is an authoritative acknowledgment of the robustness of the CLM system and it augers well for recognition in food and fibre markets and for use of CLM by NRM support agencies and by others involved in the provision of ecosystem services.

The current review of the ISO 14001 standard has prompted some observations on the effectiveness of ISO 14001 in promoting better outcomes. I could say I don't want to gloat but it would not be true for in designing CLM we have retained the best of the ISO process while requiring continuous improvement as part of the CLM audit process. This elegant approach overcomes the limitations now attributed to the standard application of ISO 14001. [More](#)

## CLM Videos Now Available

We have produced two **videos** on CLM. One is landholder focused and the other is focused on industry and NRM groups who might partner with ALMG. Thanks heaps to all those who contributed material for the videos, including those whose material did not survive the editing process. As you would appreciate we ended up much more material than could be squeezed into a couple of short videos.

## ALM Board

In February Nelson Quinn resigned as Chair of ALMG. Nelson has guided the ALMG **Board** through a consolidation phase during which we extended CLM to include animal welfare, strengthened efforts on farm ecology, developed ALMG and CLM logos and trade mark registrations and established an expanded skill-based Board.



In other Board news, Julia Telford (photo) was elected chair to replace Nelson. Julia has had a long association with CLM and will play a critical role in its national rollout. Nicole Kerr and Vivienne Scott have resigned as Board members for family and work related reasons. Both Nicole and Vivienne wished the ALM Group every success and we thank them for their all -too-short contributions.

## Positioning Certified Land Management Internationally

In June, as part of our efforts to ensure we are globally connected and to get me away from Legume, I participated in a conference on Food Certification and met with the Executive Director of the Global Roundtable on Beef Sustainability in Amsterdam and with academics, NGOs, philanthropic individuals and organisations in California. [More](#)

## DAFF Innovation Grants Program

Early this month we submitted a DAFF Innovation Grants Program application, *Certification for product differentiation, ecosystem services and sustainable practices*. A successful result would enable us to work with nominated partners to show the Certified Land Management (CLM) system improves profitability, competitiveness and sustainability through: improving environmental and animal welfare management; enabling food and fibre product differentiation; improving the purchasing of ecosystem services; improving legislative compliance; and improving on-farm productivity with an emphasis on improving animal-plant-soil function. The project has national application and addresses priority natural resource management issues on a landscape-linked property basis.

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