

## Verifying our environmental credentials

The Certified Land Management (CLM) system verifies the environmental credentials of landholders. CLM complies with international standards and meets the ACCC requirements for registration as a certification trade mark.

CLM is a major innovation in environmental management combining the need for:

- Land managers to improve and be recognised for superior land management. This improves environmental outcomes and strengthens community cohesion.
- Australia to substantiate its 'green' credentials in domestic and export food and fibre markets. This enables producers to differentiate their products and is extremely powerful in trade negotiations/market access
- More targeted and efficient delivery of support for superior environmental outcomes. This dramatically improves the effectiveness and efficiency of delivering government support and for procuring environmental outcomes.

CLM meets the call:

- From the past President of the National Farmers' Federation for farmers to be valued for their production of food and fibre and to be respected for their environmental delivery
- From the Executive Director of the Australian Farm Institute for policy innovation to support on-farm natural resource management in part through a more sustained approach to the use market-based-instruments (MBIs) underpinned by sensible, outcome-focused regulations
- From the CEO of GrainCorp for Australia to be a reliable supplier of high margin, safe, green and high quality food, deliberately avoiding competing in a low-margin supermarket role.

CLM has been developed and road tested with landholders across four States.

The potential of CLM has been recognised by Australian, Japanese and Korean food and fibre corporations and to a limited extent by Australian natural resource management agencies.

The not-for-profit landholder driven Australian Land Management Group (ALMG) made representations to the Coalition before the election for support to roll out CLM on a national basis over five years. The target is to have 1,000 landholders adopting CLM. A national roll out will enable the potential of the system to be fully evaluated.