



Starting a Produce Swap
in your community
A Resource Guide

Produce Swap

Info sessions & planning meeting



**Facilitated by
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What is a produce swap?

“A regular community event where people come to trade, swap or exchange fresh produce; baked or preserved goods; or anything else that people may need to support domestic food production”



How does a produce swap work?

'Swaps are money free and run on an honesty system'

- Swappers bring their produce and then 'shop' from the table of goods left by others.
- The exchange should be a fair reflection of what has been given and made by mutual agreement



Swappers Don't Just Need To Be Those Producing Fruit Or Veg...other Swap Items Can Include

- **Empty egg cartons**
- Jams or preserves or baked goods
- **Seasonal recipe cards**
- Vegetable seedlings
- **Vegetables**
- Fruit
- Vegetable seeds
- **Homemade produce carry bags**
- Home food production skills
- **Homemade stick on labels for jars and bottles**
- Homemade plant signs for row identification in the garden
- Worm castings or other natural garden fertilisers
- **Bake an unusual recipe, supply copies of the recipe with samples to taste**
- Trade a skill for produce such as pruning, grafting, preserving.
- **Create clever storage/carrying items and ideas for produce**
- Bring along empty jars for people to use for making jam
- **Get permission to harvest from a friend or neighbours yard**
- **Herbs dried into tealeaves**
- Cut up old cards, attach to string/ribbon to label jars

What are some benefits of swaps?

- **Help address the issues of affordability to nutritious food in a community**
- **Help address the issue of access to affordable food in a community**
- **Build skills in domestic food production**
- **Builds and strengthen community connections**
- **Can lead other community food or other community ventures**

So, what's needed to start & run a food swap?

- **Physical space (sheltered, safe and easy access for all ages and abilities)**
- **A dedicated day and time**
- **Tables, chairs, coffee and tea facilities, toilet access**
- **A name & some branding**
- **Some promotional materials**
- **Community enthusiasm & commitment**

Skill Building Workshops and Information

As the swap itself doesn't take long, many swaps include, gardening or other skill building into the swap...

Are there people in the community who would benefit from learning new skills?

and

Are there people who could share their knowledge and skills with others?

How can the Food Alliance Help you in establishing your group



- Support and assist with planning needs
- Assist with any small costs required (printing flyers or other small running or promotional costs)

How to generate interest

You need to gain support from other community members, you need to advertise far and wide for expressions of interest. You want at least 12-15 people interested to make a meeting viable

In the advertisement you need to make it clear:

- that people **do not** need to only be involved, there are many other ways that people can get involved
- That it is free
- The ways that it can benefit or be relevant to people
- That people have a contact number and email to register interest or ask any questions

Getting the word out?

“Getting out in the community & talking with people is the best kind of advisement”

- Local Markets
- Schools, kinder, day-care, Steiner, childcare, playgroups
- Health Services, Doctors, maternal health nurse, Primary Healthcare Services
- Neighbourhood House
- Businesses
- Library
- Landcare or gardening or permaculture groups
- Local newsletters or newspapers
- Probus, Lions Clubs or other community groups

Some produce swap roles

Advertisement:

- Someone to do a reminder email or text leading up to the swap
- Someone to deliver posters & advertisement
- A phone contact person
- Someone to advertise in local media
- Some to update the face-book group

Set up

- Someone to open space
- Someone to put the sign out
- Someone to put the banner up
- Tables set up
- Set up any other resources you may have

Swaps require around a minimum of 8 key people to fill jobs and be on stand-by for others for a swap to be sustained & the swap to remain successful

ANY
QUESTIONS
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Please contact Jess Dorney, Health Promotion at
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