

EOV Monitoring Process Proves Quick and Supportive

Canberra, 14 January 2019: In less than 4 months the new environmental accreditation, **Ecological Outcome Verification**, has set up its first 20 baseline sites, proving the process is fast and collaborative.

In the initial set-up phase farmers were worried such rigorous scientific monitoring might prove too onerous. But Tony Hill, chair of the new Land to Market EOV cooperative, says farmers are discovering that the process is easy and energising, but still robust.

Using rigorous scientific methodology, the monitoring measures soil health and biology, ecosystem processes, plant species and biodiversity.

The monitoring is done by trained independent verifiers but engages landholders so they can see exactly how their ecology and soil is responding to their chosen farming methods. From this baseline they can then work towards improvements for both their environment and bank balance.

Tony Hill says, “we don’t seek to judge any management practices and these first baselines are allowing land holders to participate enthusiastically in the monitoring of their pastures – where the conversation often leads to discussions about innovations, grazing practices and importantly, supporting each other with knowledge and ideas.”

“We’ve had a lot of attention not just from media but also the broader agricultural community, who recognise that proof is needed to show we deserve our social licence to grow Australia’s food and fibre in an ecologically responsible way. But we can’t achieve this alone, that’s why we want to support farmers to build this evidence base.”

The latest member of the cooperative is also the largest so far. The Philp family of Wyena Station in Central QLD who run a 12,600 Hectare organic beef cattle operation have just signed up.

Sherri Philp says, “we have a goal to improve our soil health and native grass cover, so we want well documented evidence to measure this. This will lead to recognition that our management practices are tracking us to the outcomes we want.”

The Philp’s property already has organic certification and they expect the Land to Market verification will offer even greater profitability for their beef.

This hope looks justified, given the recent signing on of the Kering luxury fashion brand as a Frontier Founder of the Land to Market program, advocating regenerative sourcing of its leather and fibre.