



# Lessons from the Field

Emma Germano - I Love Farms



**National Vegetable Extension Network**

VICTORIA - NORTHERN,  
WESTERN & SOUTH EASTERN

2014 Nuffield Scholarship recipient Emma Germano, used her scholarship to research global export opportunities for vegetables and primary produce. Emma, General Manager of 'I Love Farms' based in Mirboo North in South Gippsland and Victoria Farmers Federation Horticulture president, found the experience to be enlightening in confirming her role as a rural entrepreneur and global food producer.

## Shared challenges

During her travels, Emma noted a number of local issues common across the globe, including succession planning, water security, urban encroachment, agri-political issues and the globalisation of world food markets, including trade negotiations and logistics.

## Industry collaboration

The take home message for Emma was the need to facilitate a culture of cooperation, particularly as vegetable growers have traditionally been quite competitive. Additionally, Emma noted the importance for growers to continue to build their professional capacity and attract young talent from other industries.

## Key lessons

- Emma Germano used her Nuffield scholarship to research global export opportunities for vegetables and primary produce
- Issues for Australian primary producers are common across the globe, including succession planning, water security, urban encroachment, agri-politics and world food markets
- There is a need for a culture of cooperation amongst vegetable farmers to address these challenges
- Important for growers to continue to build their capacity and attract young talent from other industries

Emma's Nuffield report 'Growing the Pie; export opportunities for Australian vegetable growers' is available on the Nuffield website [here](#).



Emma Germano on her farm in Mirboo North in South Gippsland

Photo Credit: Greg Scullin, 2014