1. **What is the East Gippsland Online Foodmap?**
   - The East Gippsland Foodmap is an interactive online directory of local food producers and providers in East Gippsland.
   - The aim of the Foodmap is to provide up to date accessible information on our local food and produce.
   - The Foodmap supports producers and providers to promote their products.
   - The Foodmap is powered by Dibble utilising Google mapping systems and is contiguous with the online Southern Gippsland Foodmap and the yet to be launched Central Gippsland Foodmap.

2. **What sort of businesses can apply to be on the Foodmap?**
   - Growers of food in East Gippsland such as meat, fruit, vegetables, nuts and eggs.
   - Local producers of cheese, honey, diary, wine, smallgoods, preserves etc.
   - Local artisan food businesses that use produce not grown in Gippsland that make other food products such as chocolate, fudge, bread, biscuits, preserves and ice cream.
   - Local businesses or groups that sell or provide locally sourced produce. For example butchers, grocers, delicatessens, rural small stores, farmers markets, food cooperatives, community gardens, food swaps.
   - Local restaurants and cafes which specialise in serving local produce ‘paddock to plate’.
3. **What are the benefits and features of the East Gippsland Foodmap?**
   
   **Health and Wellbeing**
   - Enables community to see where and how to access fresh local produce.
   - Encourages locals and visitors to buy fresh and local produce.
   - A platform for telling food stories from and independent producer perspective.
   - Enables small stores to access and sell local produce.

   **Sustainability**
   - Enables locals to locate and source local produce, reducing food miles.
   - Encourages increased diversity within the local food system.
   - Enables producers to showcase their commitments (sustainability, environmental, social).
   - Allows businesses to network with customers and with each other, identifying potential synergies, opportunities and partnerships

   **Economic**
   - Platform for local food producers, processors and outlets to upload their information and become visible to customers and each other.
   - Showcases the food experience opportunities in the region for locals, tourists and potential new residents and businesses.
   - Raises profile of farming and food production as a valued livelihood in East Gippsland.

4. **Other food projects occurring in East Gippsland**
   There are several projects in East Gippsland being delivered to leverage our strong food sector. These include:
   
   1. **East Gippsland Food Brand**: a branding project to assist promoting East Gippsland produce. This initiative is being managed by East Gippsland Marketing.
   2. **Regional Produce Aggregator**: an online sales system to assist sales and distribution for growers and processors. This initiative is being managed by the East Gippsland Food Cluster.

   The East Gippsland Foodmap managed by East Gippsland Shire Council is aligned with these projects, providing a way to connect consumers to your business; connecting business to business; assisting restaurants and other food services identify local produce; and encouraging the community and visitors to the area to access and buy local fresh food and produce.

5. **We grow local produce but do not have farm gate or direct sales – can we apply to be on the Foodmap?**
   - Yes, the Foodmap will enable you to share the story of your produce and show your connections with where your produce is available – ie farmers markets, grocers, cafes etc.
   - You are in control of what information you provide on your Business Profile.
6. **Mobile Apps - Is there an application for mobile devices?**
   A mobile app is in the scoping phase. In the meantime, Dibble is ensuring the website is as accessible as possible for mobile devices by implementing a ‘responsive’ design strategy, whereby the site adapts to the user screen size.

7. **Restaurant/café that feature local produce**
   - Restaurants and cafes can be great ambassadors for local produce and the ‘paddock to plate’ philosophy.
   - You can show your connections with the growers and providers of your produce so that your customers can find out more about the story behind their dining experience.
   - It is important for the integrity of the Foodmap that your business genuinely features local produce to a significant level and not just a few products occasionally.

8. **Our retail outlet stocks a range of East Gippsland and or Gippsland produce, can we apply to be on the Foodmap?**
   - Yes, retail outlets can be great ambassadors for our local produce.
   - You can show your connections with the growers and providers of your produce so that your customers can find out more about the story behind their purchases.

9. **Can our retail business show ‘connections’ to our suppliers of local produce in the East Gippsland region or elsewhere in Gippsland?**
   Yes you can, with their permission of the producer who has a Business Profile on the national Dibble platform either directly or through online Regional Foodmap Guides such as the East Gippsland, Central Gippsland or Southern Gippsland.

10. **Can we show where our produce is available in the East Gippsland region or elsewhere?**
    Yes you can, so long as your retail outlet has a Business Profile on the national Dibble platform either directly or through the Regional Guides such as the East Gippsland, Central Gippsland or Southern Gippsland online Foodmaps.

11. **Is there a cost to local food businesses to go onto the Foodmap?**
    - There is no cost to businesses to sign up with the functionality that is currently available.
    - At some point in the future, Dibble may consider a premium service that unlocks further functionality as it is developed.
12. How will the Foodmap be kept up to date?
   - Council is working with Dibble to consider the best method to do this as circumstances can change, especially for small businesses.
   - Users of the Foodmap can provide feedback, and reminder emails may be sent out by Dibble to ensure businesses are still active.

13. We have our own webpage and Facebook page, how does this work with the Foodmap?
   The Foodmap will provide you with an opportunity to link with your website and other social media such as Facebook and Twitter.

14. Can users give feedback on the Foodmap?
   - Yes, users can give a score (star rating) and post questions or comments to individual food businesses.
   - This will also be monitored by Dibble to ensure the comments are legitimate.

15. Who determines what businesses can be on the Foodmap?
   - Local food businesses apply online via the Foodmap to create their Business Profile in agreement with the Dibble published terms and conditions.
   - Dibble administers this process to maintain the integrity of the Foodmap.
   - It is important that food businesses comply with relevant statutory requirements including permits, food safety and truth in labelling.

16. Privacy & Security
   - Dibble will take all reasonable measures to ensure that user privacy is protected.
   - This includes running the site of secure servers and using various encryption methods to keep your data safe.

17. What is East Gippsland Shire Council’s role in the Foodmap?
   - Council is providing funding to develop and maintain the Foodmap.
   - Council’s role in the Foodmap is to support the development of an East Gippsland entry point, or Regional Guide, into the national Dibble platform.
   - Facilitate engagement by Dibble of local food producers and providers to enable businesses/groups to develop their business profile pages onto the Foodmap.
   - Council will have a small role to support hosting and administration of the Foodmap.

18. How do I get my business/group on the Foodmap?
   - Register your interest at the Information Session
   - Once registered you will receive the Regional Food Map Getting Listed guide that will explain the steps to upload your business profile.
   - You can also receive support with your Business Profile upload by contacting Council staff, Rhonda James or Stephen Kleinitz on 03 5153 9500.