

Becoming a Dirty Clean Food Supplier



Dirty Clean Food is Wide Open Agriculture's regenerative food brand. We are looking for regenerative farms and farmers to supply us with your premium produce.



Understanding our supplier program

What is Regenerative Agriculture?

Regenerative Agriculture is a combination of farming principles and practices that increase biodiversity, enrich soils, restore watersheds, and enhance ecosystem services. Regenerative agriculture helps reverse current global trends of atmospheric accumulation of carbon by drawing carbon back down into the soil, offers increased yields, resilience to climate instability, and higher health and vitality for farming communities. (Terra Genesis International)

Benefits of farming Regeneratively

Over time, farmers who adopt these practices will reduce their input costs, and a farm with a strong and healthy ecosystem becomes more resilient to extreme weather and a changing climate.

How does Dirty Clean Food work?

Dirty Clean Food is a wholly owned subsidiary of Wide Open Agriculture Ltd. We are Western Australia's leading regenerative food brand. We distribute regeneratively farmed Western Australian produce to our network of restaurants, retailers and online customers. Being regeneratively farmed is our point of difference and market advantage, we hope to achieve a market premium for our branded products. We aim to pass this market premium onto our farmers, as well as providing support through the regenerative transition from our team. We believe that supporting farmers and their farms to flourish as they undertake this journey is integral to the success of both the regenerative agricultural movement and our brand.





Eligibility - What are we looking for in a potential supplier?

There are 5 initial traits we are looking for in farmers to supply to Dirty Clean Food:

1. Regenerative Commitment:

You are willing to make a long term and holistic future commitment to your regenerative agriculture journey, demonstrated in a dot point farm-plan covering the four focus areas of Soil, Biodiversity, Water/Nutrient Cycles and Learning Journey.

2. Self Identify as Regenerative:

You self-identify as a regenerative farmer (or similar term such as holistic/biological) with a demonstrated commitment to regenerative agriculture including training and participating in industry groups.

3. Implementing Regenerative activities:

You and/or your farm has a past history of regenerative agriculture activities in some areas (Soil, Biodiversity and Water/Nutrient cycles) for at least one growing season.

4. Carbon Neutral Commitment:

You are willing to provide relevant information about your farming practices to DCF as we transition to a become a Carbon Neutral Company (see page 3 for our carbon neutral commitment).

5. Production Protocols:

Agree to comply with the Production Protocols for the specific product you are supplying.

Steps to becoming a supplier

1. Self-Assessment:

Comply with the 5 initial traits as outlined above.

2. Regenerative discussion:

Contact DCF'S Farmland Regeneration Coordinator or Supply and Logistics Manager to discuss your farming practices and your product, and establish whether it fits into the branded product lines DCF are looking to fill. This process will involve a phone call interview of approximately 1 hour (Contact details below).

3. Farm tour & Draft Farm Plan:

Take DCF's Farmland Regeneration Coordinator on a tour around your farm, where we will record your regenerative farming practices into a draft Regenerative Farm Plan, and determine whether your farming practices fit within our regenerative agriculture requirements. This information also informs your Regenerative Tier Ranking. It may also be necessary for the Supply Manager to inspect your livestock production system.

4. Finalise documentation:

If approved, the Farmland Regeneration Coordinator will then finalise your 12 month Regenerative Farm Plan, and liase with you on our farmer support program. The Supply Manager will fill out our Supplier Agreement, discuss commercial terms and a supply schedule, as well as assisting you in finalising the documentation.

Contact Details:

Christie Stewart

Regenerative Farmer Coordinator christie.s@wideopenagriculture.com.au O418 124 598

Warren Pensini

Supply & Logistics Manager warren.p@wideopenagriculture.com.au 0427 348 496



3rd Party Certification: Carbon Neutrality Commitment / Pledge

DCF has made a commitment to become certified Carbon Neutral, rather than adopting a regenerative 3rd party certification, as our consumer research has identified that carbon neutrality is simple and easy to understand, well established in the minds of consumers, and globally credible.

Practically speaking, becoming certified Carbon Neutral means that we will need to undertake a Greenhouse Gas (GHG) emission assessment on the whole supply chain of our products, including the farms supplying our product lines. To undertake a GHG emission assessment, we need our farmers to agree to provide DCF with detailed information on their farming operations as required for a GHG emission assessment. This information may include fertilizer regime and usage and inputs over a year, fuel, electricity, detailed grazing information (stocking rates, rotation, stock classes, etc) and more. A more detailed list will be provided within the next 2 months. To assist DCF in maintaining Carbon Neutral certification, it is then required that you take best endeavors (in line with your farm plan) to reduce carbon emissions year-to-year. With our support of course.

We will collaborate with you in designing a win-win process for this. The draft process is as follows:

Undertake Carbon Emission Assessment — Pilot Project:

In the next 6 months DCF will begin to undertake a Scope 3 Greenhouse Gas (GHG) emission assessment on your farm and will present back to you your GHG Footprint.

Carbon Reduction Plan:

We will work with you in reference to your farm plan to collaboratively identify areas where emissions can be reduced. We are also exploring mechanisms to reward emission reductions.

Carbon Market Linkages:

We will link you to information on how to participate in the carbon market.

As this program is still in development, specific areas of this activity will be provided in due course.

Our Carbon Neutral program is in a pilot phase, so we are still working through the detail. We will keep you informed every step of the way. The information provided here is subject to change.





Production Protocols

What are they?

The Dirty Clean Food Production Protocols are a set of non-negotiable rules for how a particular product is produced, processed and delivered to DCF receival points. These protocols are specific to individual product lines (crops and livestock) and are aligned to consumer demands and expectations. They are required in order to demonstrate our comparative advantages to other products with the hope to achieve a market premium.

These protocols tend to focus on quality control, animal welfare, health, food safety or other consumer driven requirements. Examples include MSA scores, protein %, no-hormone, grass-fed, no-antibiotic, high animal welfare, HACCP or nil chemical residue.

Why are they needed?

The market for each of our product lines is highly competitive and specialised, and each product may have a unique target market and range of competitors. To respond to this and ensure we can achieve a market-edge for our products, we need to create custom standards to deliver on our promises to our customers.

For a copy of the production protocols relevant to your particular product, contact DCF's Regenerative Farmer Coordinator (contact details on page 2).





Regen Tier Ranking and Pricing System

Our Regenerative Tier Ranking is used to establish a tier system that rewards our famers for loyalty, sharing your story to provide transparency for our customers, and recording your regenerative farming practices, creating a 3 tier system that also informs our pricing structure. Tier 1 receives the highest premium for their product, followed by tier 2 and tier 3.

Pricing structure is specific to each branded product line. For more information on pricing contact DCF's Supply and Logistics Manager (contact details on page 2).

The Regenerative Farm Plan directly informs the Regenerative Farming section of the Regen Tier Ranking.

Loyalty: Tick One Only					
1 point (required)	Sign up to Production Protocols and < 1 year as a supplier				
3 points	Sign up to Production Protocols and < 1 year as a supplier				
Storytelling	g: Tick One Only				
1 point (required)	Allow farm access to DCF staff to gather information/material for promotional purposes				
3 points	As above plus provide 16 high quality seasonal pictures, videos and stories to DCF per annum (4/ season) highlighting your farm, your story and your regen journey				
5 points	As above plus maintain an active social media platform (Instagram or Facebook). Minimum 1 post per week and > 500 followers				
Regenerati	ve Farming: Tick all which apply				
1 point (required)	Regenerative Farm Plan: Work with FRC to develop your annual 12 month regenerative farm plan				
1 point	Commit to a learning journey: Maintain membership in a regenerative agriculture focused organization (eg RegenWA).				
2 points	Commit to a learning journey: Attend at least 2 regenerative agriculture related training programs per annum.				
3 points	Biodiversity: Maintain actively managed biodiversity conservation areas, revegetation or riparian zone on 5-10% of the farm area.				
6 points	Biodiversity: Maintain actively managed biodiversity conservation areas, revegetation or riparian zones on >10% of the farm area.				
3 points	Soil Health / Biodiversity / Water & Nutrient Cycles: Provide annual in-field observational data (for at least 4 of 6 outcome areas — see appendix 2)				
6 points	Soil Health / Biodiversity / Water & Nutrient Cycles: Provide annual measurement data by 3rd party (for at least 4 of 6 outcome areas — see appendix 2)				

Current Tier Ranking					
Total Points	+ 23 points 14 - 22 points	14 - 22 points	1 – 13 points		
	Tier 1	Tier 2	Tier 3		



DCF Farmer Support

At Dirty Clean Food we are deeply committed to working alongside our farmers on their regenerative farming journey. We firmly believe in the spirit of stable, long-term, trusted partnerships. By signing onto our program Dirty Clean Food are committed to working alongside you to achieve the following outcomes:

Outcome	Our support	Your Commitment
A 2 page dot point Annual Regenerative Farm Plan that covers 4 key areas that we have identified of Soil Health, Biodiversity, Water/ Nutrient Cycles and Commitment to a Learning Journey.	1 day with you on your farm listening to and recording your regen farm activities, and 2 days of us in the office formally writing up your farm plan. We'll prepare a draft version and then ask for your feedback and comments. Our aim is to record your regenerative journey, rather than provide specific advice.	1 day spent working at your farm with our Regen Farmer Coordinator. Then feedback via email or phone on the final plan (about 2–4 hours work)
A monthly newsletter that connects all of our suppliers to updates at WOA, grants and new DCF products	A practical, informative newsletter emailed to you once per month	A quick read for you each month. If anything interests you, you can follow up with the Regenerative Farmer Coordinator
Identify potential grant funding to support specific projects related to your Regenerative Farm Plan	Speak with you to identify your key interests and focus in your regen farm plan. Then conduct a regular update on external grants that are tailored to your interests. We will commit to providing a review and edit for up to 2 grants per year (grant application up to a value of \$25 000).	Work with us to identify your key interests and focus in your regen farm plan. You lead the grant writing process, and collaborate with us to review your application.
Linkage to a University or a Research Institution that has an interest, focus and capacity in regenerative farming project establishment, measurement and outcomes.	Over the next 12 months we will identify a University or Research Institution to partner with key regenerative agriculture projects.	Quick read in the newsletter, we'll keep you informed as opportunities develop.
Case study of your regenerative journey that is shared with our supplier network and through DCF's social media and more broadly.	Listen and record your story and knowledge base from your experiences. Capture them in a case study that can be shared with other farmers in the DCF supplier network and our customers and through DCF's social media.	A one day field visit with our Regen Farmer Coordinator to listen and record your key lessons and experiences on our personal journey. This will include taking photos of you and your farm.
Communicate your regenerative journey to DCF customers	Ideas and basic training for you to take photos of your farm (during a farm visit). Plus interviews over the phone every 2 months to collect your stories for DCF and your social media.	Take photos while you are out on farm and send them to us. Plus have one conversation with us every 2 months over the phone
Align our success with your success	A once off offer to engage in WOA's Farmer share option scheme	Decide if you want to participate, then provide relevant details to WOA's Managing Director

Potential Supplier Brochure 6



Outcome

Being part of a Certified Carbon Neutral Brand. The branded product you supply / supply into will be Certified Carbon Neutral by 2023. You will have a Scope 3 Greenhouse Gas Emission assessment done on your farm at our cost, and you will have an understanding of the Carbon Footprint of your farming system.

PLEASE NOTE: Our Carbon Neutral program is in a pilot phase, so we are still working through the detail. We will keep you informed every step of the way. The information provided here is subject to change.

Our support

In the next 6 months DCF will begin to undertake a Scope 3 Greenhouse Gas (GHG) emission assessment on your farm and will present back to you your GHG Footprint.

We will work with you in reference to your farm plan to collaboratively identify areas where emissions can be reduced. We are also exploring mechanisms to reward emission reductions.

We will link you to information on how to participate in the carbon market. As this program is still in development, specific areas of this activity will be provided in due course.

Your Commitment

Provide farm data for a GHG emission audit. Provide to DCF detailed information on your farming operations required for a GHG emission assessment. A detailed list of what information may be required will be provided to you shortly.

Try to reduce your GHG emissions. To assist DFC in maintaining carbon neutral certification, it is required that you take best endeavors (in line with your farm plan) to reduce carbon emissions year-to-year. With our support of course.





Regenerative farming Principles and Practises

These principles have been cross referenced by undertaking a review of the world's key certification standards, thought leadership books and company statements regarding regenerative agriculture. Core principles were extracted from the most common themes occurring across all sources.

The associated list of practices have been specifically recognized by at least one of the world's leading regenerative agriculture standards. This list is growing and changing constantly and is here for illustrative purposes only. We work with our farming partners to record their on farm practises best suited to their farm.

This list is by no means exclusive, we have grouped the principles and practises together here as a guide for us to record what our farmers are doing on farm into their Regenerative Farm Plan. Some of these practises do overlap under multiple principles.

1. Understand the Context of your Farm Operation

There is no one fits all solution – farmers need to intimately know their landscape, ecology, weather patterns and growing system to choose management practises best suited to their environment. Understanding whole system thinking is the first step in changing your mindset toward regenerative thinking.

2. Minimize soil disturbance

- No-till practices.
- Strategic deep ripping, keyline or contour ploughing to improve soil structure.

3. Keep the Soil Covered

- Keep the soil covered year-round (with the use of mulch, residue, plants).
- Cover cropping and green manures.

4. Maintain Living roots year round

• Maintain living roots in soil year-round (provides exudates to microbes and fungi).

5. Feed the Soil Food web (not the plant)

- Use of mulching, manure and compost.
- Work towards eliminating/minimising synthetic fertiliser usage.
- Buffering (eg carbonate bonding) of water soluble nutrient applications.
- Fungal and microbial inoculation of soil and/or seed.
- Work towards eliminating/minimising pesticides and fungicides.

6. Increase diversity in production systems

- Diverse crop rotations (minimum 3 crops, ideally a non-repeating pattern).
- Pollinator strips, biodiversity plantings, wind buffers, interplanting etc.
- Permanent plantings / silvopasture, Integrate trees, perennials etc into growing systems.
- Diversity of plantings within production systems: multi-species plantings, intercropping, polycultures, native pastures etc.

7. Integrate livestock Into Production systems

- Animals integrated into cropping or tree crop systems.
- High density rotational grazing / Holistic Planned Grazing.
- Rotational in field bale-grazing.
- Multispecies (animals) grazing.
- Animal welfare abide by the 5 freedoms': freedom from hunger & thirst, discomfort, pain, injury or disease, fear and distress, and freedom to express 'normal behaviors'



8. Enhance above ground biodiversity and ecosystem health

- Corridors and connectivity for biodiversity enhancement (at farm and regional scale).
- Conservation zones within the farm.
- No deforestation or clearing.
- Protect endangered species.
- Undertake invasive species management.

9. Nurture the water cycle

- Riparian and wetland restoration and protection (waterways).
- Runoff management to avoid erosion.
- Water conservation within production systems (efficiency).

10. Positive social and community contribution

- Positive community and industry partnerships happening on-farm.
- Wage fairness and worker conditions of the highest standard.
- Increase local employment.
- Producer involved in community groups or donates to worthwhile causes.
- Producer is a member of regenerative ag or industry groups

11. Commit to a learning journey

- Regenerative practices improve year on year.
- Documented holistic farm plan in place to cover all aspect of farming enterprise.
- Farmer regularly attends training events and works to increase their skills and knowledge.



Appendix 1

Example Regenerative Farm Plan

As DCF opted to become certified Carbon Neutral, rather than adopting a Regenerative 3rd party certification, we need to tell the story very clearly and openly to our consumers about how we are supporting regenerative farming. We do this through recording each farmer's on farm practices into a Regenerative Farm Plan. We then tell the story of how our farmers are farming through sharing their stories on social media and our website. Our regenerative farm plan shows our farmers commitment to farming regeneratively, and we work with our farmers to identify key practises that we can then share to educate and build a connection with our consumers. The information recorded here also informs the Regen Tier Ranking scorecard.

	Regenerative Agriculture Principles	Example Regenerative Practices	Current Regenerative Farming Activities	Planned Actions for the next 12 months
Soil Health	Minimize soil disturbance	 No-till practices. Strategic deep ripping, keyline or contour ploughing to improve soil structure. 	Yeomans plough trial to see if root penetration and drainage is improved in heavy clay irrigated soils	Continue yeomans plough trial to see if root penetration and drainage is improved in heavy clay irrigated soils – trialling different species mix
	Keep the soil covered year round	 Keep the soil covered year-round (with the use of mulch, residue, plants). Cover cropping and green manures. 	 Strip grazing cattle through dryland pasture where they are flattening barley grass and adding manure, which becomes self composting Soil remains covered year round in all irrigated pasture areas (kikuyu pasture) 	 Continue strip grazing through dryland pasture Trial a multi species mix on sandy rises where chooks are rotated through to reduce sand blow and bare areas and improve soil structure.
	Maintain living roots year round	Maintain living roots in soil year-round (provides exudates to microbes and fungi)	Living roots in the soil year round in the irrigated paddocks	 Removing thatch with chooks and run mulcher over to de thatch. Conducting trials, seeding into thatch while kikuyu is recovering. Process is trial and error on what tools to use achieve results. Increasing diversity and more seasonal species.
S	Feed the soil food web (not the plant)	 Maintain living roots in soil year-round (provides exudates to microbes and fungi). Use of mulching, manure and compost. Work towards eliminating/minimising synthetic fertiliser usage. Buffering (eg carbonate bonding) of water soluble nutrient applications Fungal and microbial inoculation of soil and/or seed. Work towards eliminating/minimising pesticides and fungicides. 	 Straight compost application of 100 cubes over John's paddock manure from cows and chooks over all pasture paddocks No liquid chemical fertilizer applications on pasture (only compost tea) (Note: irrigation drains get a glyphosate atrazine mix to control kikuyu as uncontrolled kik blocks the irrigation channels) 	 Run chooks over irrigated country where thatching is present - chook manure with thatch becomes self composting, Hay to be fed out in strip grazing system on dryland pasture to increase carbon and feed soil biology Looking into running minature sheep in the irrigation drains to negate use of herbicide for weed control Establishing on fam vermiculture system (worm farm) to convert on farm organic waste into fertilizer

Example Regenerative Farm Plan

	Regenerative Agriculture Principles	Example Regenerative Practices	Current Regenerative Farming Activities	Planned Actions for the next 12 months
	Increase diversity in production systems	 Diverse crop rotations (minimum 3 crops, ideally a non-repeating pattern). Pollinator strips, biodiversity plantings, wind buffers, interplanting etc. Permanent plantings / silvopasture, Integrate trees, perennials etc into growing systems. Diversity of plantings within production systems: multi-species plantings, intercropping, polycultures, native pastures etc. 	 Summer multi species mix of maize, millet and sunflower Second summer trial mix of fescue, linseed, forage brassica, chicory and plantain. Kikuyu pasture also has paspalem, perennial rye, white clover, strawberry clover, birds foot trefoil, vetch and plantain in drainage channels. 	 Trialling different management tecniques and mixes to increase diversity on kikuyu pasture Trialling a mix of cereal rye, pea and seradella over chicken pasture to keep the ground covered and improve sandy soil types
Biodiversity	Integrate livestock into production systems	 Animals integrated into cropping or tree crop systems. High density rotational grazing / Holistic Planned Grazing. Rotational in field bale-grazing. Multispecies (animals) grazing. Animal welfare - 5 freedoms': hunger & thirst, discomfort, pain, injury or disease, fear and distress, express 'normal behaviors' 	 Holistic planned grazing currently 40 day recovery period on irrigated kikuyu pasture Intensively strip grazing cattle through dryland pasture, density and grazing time dependant on available feed, aim is for cattle to knock down barley grass to act as mulch, and become self composting with residual cattle manure Rotating the chooks through after the cattle, need higher number of chooks to be able to keep up consistent rotation. Farmer has highest standards for welfare for the stock - good management practises are preventing pest, disease, discomfort, any sick animals are thoroughly investigated, quarantined and given vet treatment where necessary 	 Continuing holistic planned grazing over the whole farm, tweaking the system as they become more familiar with how each paddock and soil type behaves on the new farm Looking at increasing chook numbers to 1000 to improve rotation through cow pasture, pending council / water authority approvals
	Enhance above ground biodiversity and ecosystem health	 Corridors and connectivity for biodiversity enhancement (at farm and regional scale). Conservation zones within the farm. No deforestation or clearing. Protect endangered species. Invasive species management. 	 Trialling diverse species in irrigated pasture mix: consists of kikuyu, paspalem, perennial rye, white clover, strawberry clover, birds foot trefoil, vetch and plantain in drainage channels. Invasive species management - fox control, shooting and territory replacement with maremmas. 	 Get to know the property and identify where fences would be of most benefit, ie around swampy paperbark country Identify location and species for planting a mix of deciduous and fodder ie tag, black locust trees In Irrigation areas for shade and habitat Look into which endangered species are present on farm Continue fox control look at tree management plans to encourage and support local wildlife

Example Regenerative Farm Plan

	Regenerative Agriculture Principles	Example Regenerative Practices	Current Regenerative Farming Activities	Planned Actions for the next 12 months
Water and Nutrient Cycles	Nurture the water and nutrient cycle	 Riparian and wetland restoration and protection (waterways). Runoff management to avoid erosion Water conservation within production systems (efficiency). 	 Currently using flood irrigation to irrigate 64 hectares on a 14 day cycle through summer / autumn Reduced rate of ammonia sulfate application from 50kg/ha to 20kg/ha No liquid chemical fertilizer applications on pasture (only compost tea), (Note: currently using glyphosate atrazine mix to control kikuyu in irrigation drains) Managing poultry where runoff is being reused / is not ending up in the water table as per department of water requirements Improving inundation issues (runoff not applicable here as country is flat, clay soil and water moves slowly) by direct drilling a winter and summer multi species cover crop to improve infiltration 	 Increasing carbon in the soil by trialing deep rooted annuals in the irrigated bays, identify waterlogging tolerant species that can deepen the soil profile Increasing soil profile to hold more carbon to improve water retention to stretch out watering days on irrigated pasture from 14 to 21 days by planting deep rooted winter and summer annual cover crop mix in through kikuyu Looking into running minature sheep in the irrigation drains to negate use of herbicide for weed control Trialling deep rooted winter crop, researching species that can handle inundation in the meantime
a learning journey	Positive social and community contribution	 Positive community and industry partnerships happening on-farm. Wage fairness and worker conditions of the highest standard. Increase local employment. Producer involved in community groups or donates to worthwhile causes Producer is a member of regenerative ag or industry groups 	 Member of RegenWA Donates eggs to local fund raising events in and around Harvey Very transparent and active on social media both instagram and facebook, and tells very detailed stories about regen practises happening on farm, engages customers and wider regen audience Sells produce at farmers market and has high rate of repeat return customers who value both their products and them as farmers 	Member of RegenWA Donates eggs to local fund raising events in and around Harvey Maintaining social media presence and engaging their audience with detailed stories about regen practises happening on farm Maintaining presence at farmers markets
Commit to a	Commit to a learning journey	 Regenerative practices improve year on year. Documented holistic farm plan in place to cover all aspect of farming enterprise. Farmer regularly attends training events and works to increase their skills and knowledge. 	 Completed a holistic management course (Brian Wellburg 2015) and farm plan for the previous farm Member of the grazing matcher group 	 Undertake the Regrarains REX 13 Week farm planning course Attend SWCC events Looking to lead regen ag focus group with SWCC

Example Regenerative Farm Plan

Appendix 2

Outcomes measurement (Voluntary)

Optional outcomes measurement in the areas of soil health, biodiversity and water / nutrient cycles.

		Record data or attach relevant information			
Recommended:	Proposed method for measuring progress	Year	Year	Year	Year
Soil Carbon					
Infield by farmer: Eg: Horizon depth – visual assessment					
3rd party verified: Eg: Verified soil carbon project Lab soil testing, Organic carbon %					
Nutrient / Water Dynamics					
Infield by farmer: Eg: In-field infiltration					
3rd party verified: Eg: Soil particle and water nutrient testing					
Soil Aggregate structure and stability					
Infield by farmer: Eg: Ribbon test, soil jar test Penetrometer testing, soil crumble					
3rd party verified: Eg: Soil CEC levels					
Microbial Biomass					
Infield by farmer: Eg: Root / soil accumulation Fiber decomposition test, soil temp					
3rd party verified: Eg: Lab Microbial testing					
Biodiversity / Natural Capital					
Infield by farmer: Eg: % of farm protected for biodiversity Photographic points 3rd party verified:					
Eg: Established project with 3rd party organisation					
Plant Nutrient Density					
Infield by farmer: Eg: Brix testing					
3rd party verified: Eg: Plant tissue testing					