[Title Slide

CERES Environment Park

An organic farm in the heart of Melbourne Victoria.

Young woman is walking through a lot of plant plots with growing plants. Camera zooms in on a large brown and yellow flower. Moves to face to camera with Sita sitting in a room.]

[music] My name is Sita Beckwith. I'm the communications manager here at Ceres Environment Park.

[Camera moves to Shane French, sitting in a room.]

My name is Shane French, and I'm the manager for the incursions and excursions part of the education team at Ceres Community Environment Park.

[Sita is walking outside in the Environment Park.]

We're a non-profit organization. We're based in Brunswick East. We have four and a half hectares of land.

[Camera zooms in on plants]

We're now a registered organic farm.

[Footage changes to a stall with organic vegetables, Sita is talking to a woman in an apron and cap. Footage shows the woman packing vegetables into brown paper bags. Camera zooms in on the woman’s face and on baskets of fruit – lychees and pears]

We deliver environmental education programs to school students around the state, we do organic fruit and veg box delivery scheme and run a bunch of different social enterprises.

[Camera focuses on bins full of apples. Shane speaks. Camera zooms out to people on the farm, a group of people, two men]

The Ceres Organic Farm has been a core part of what Ceres does, and has been since the start of the park. There's a lot of evidence that organic is better for you. It's certainly better for the environment, and it's also a way of farming with the seasons, and farming with the climatic patterns that you have in an area.

[Sita walks into a shed, marked with a sign saying Organic shop. The camera pans
around to show Packed shelves with a mixture of produce including jams and a range of other items, then zooms in onto hessian bags, printed with the Ceres logo, then jars. It then moves to Sita talking to the shopkeeper, then pans around the shop again showing Sita being served at the till, and other people in the shop shopping. There are seeds being sold on the wall and other garden items nearby.

We deliver fruit and veg boxes to around 900 households across Melbourne per week. It's grown to the stage where it's actually a third of the turnover of our entire business, and we're rapidly becoming one of the largest organic fruit and veg buyers in Victoria.

[Sita walks out of the shop]

[Face to camera – Shane inside]

So we're finding that schools are wanting to embed sustainability in environmental education across their curriculum.

[Shows Sita walking around the farm. Shows a sign on a fence saying Puppy parking, pooches out of the market please. There is a pan of water for the dogs. Then back to Shane]

When Ceres first started, the idea of having a garden at your school and coming to Ceres to learn to have gardens at your school was quite revolution, but now it's standard. It's just part of what we do.

[Sita in the office with other office workers, then back in the shop looking at a table of books. Back to face to camera inside]

When I first started here in 2010, we received in that year our one millionth school visitor. Our main thing that we do is try and educate young minds about environmental and social changes that they can make in their own lives, that they can take back home to their families, and that they can make a difference.

[Camera goes to sign on front gate, saying CERES, then zooms out to show Sita under the sign]

If we all come together, we can improve our practices and change the world.

[silence]

Discussion Points

1. Explain what a not-for-profit business is and what a social enterprise is
2. Explain CERES’ business – what do they do? What makes them a social enterprise?
3. What is an organic farm?
4. What are the advantages of organic farming?
5. Both Sita and Shane think educating children about sustainability and the environment is really important. Why do you think this is?
6. Why do you think an organic farm located in the city can be a successful social enterprise? (You might want to explore further the influence the ‘Hipster Movement’ has on business)