**Ian Locke – The Other Side**

Hello, my name is Ian Locke from the Tasmanian Fruit & Vegetable Export Facilitation Group. In April 2020 we initiated a new project group called The Other Side. And The Other Side is about developing options, strategies, recommendations and suggestions that horticulture producers can consider as they seek to re-enter the export market post COVID-19.

It’s about embracing uncertainty. Uncertainty is toxic for economic recovery but as you reduce uncertainty, and it leaves, you’ll find that economic growth returns. And that’s what our project is all about.

The Other Side seeks to consider what the options are – we have a knowledge bank of resources that are freely available to be shared. And from those resources which we are updating on a regular basis, we can develop strategies, we can stress test them, almost like having war games as we re-imagine what the new market will be like – the new normal they call it.

But, of course, it’s going to be an ongoing process. But as we seek to evaluate, we seek to prioritise, and under The Other Side project, anyone can access the information that we develop.

So please come along and join us with The Other Side, you can find us here. Thank you