



Science For A Better Life

Practice Change to Profit: Supporting Effective Grower Groups

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Agenda/ Content

- Engaging with a commercial partner
- Benefits from the grower group relationship
- Things to avoid
- Building better partnerships

Bayer CropScience – Western Australia Formal grower group interactions



- Northern Agri Group
- Mingenew Irwin Group
- Liebe Group
- West Midlands Group
- WANTFA
- Corrigin FIG
- Southern DIRT
- Stirlings to coast
- SEPWA

National programs we sponsor

- CSIRO Carbon Kids
- CSIRO Plant Industry undergraduate program
- Future Farmers Network

SUPPORTING SUSTAINABLE AGRICULTURE IN AUSTRALIA

Sustainable Australian agriculture helps

- Strengthen economic resilience for farmers and Australia.** (Image: Farmer in field)
- Prepare us to meet environmental and climate challenges.** (Image: Earth from space)
- Boost food security in Australia and our neighbourhood.** (Image: Grain in scoops)



Engaging with a commercial partner

What the commercial partner wants to know

- * Background of the group. No. members, hectares, crop rotations and it's key aims.
- * Clarity around Sponsorship Agreement
 - What is the total dollar value inc GST?
 - In-kind components
 - Is trial work considered part of the total \$ of an agreement? Products / services?
- * What does a Sponsorship agreement entitle the partner to?
 - Newsletter articles, trial signs, mail outs or other promotional activity
 - First choice of trial sites or access to growers for on farm demos
 - Speaking slots at events or field days

It's a partnership - Let's work together Communication





Benefits from the grower group relationship

- * Interaction: Nothing beats being involved with a passionate group of growers.

- * Knowledge sharing between the partner and the group.
 - The groups members get early insights into new technologies or use patterns in their backyard. These are often complementary to NVT or DAFWA trials.
 - Increased access to industry experts (national & global) through the partner's network.

- * Grower education
 - Stewardship and support of products to manage resistance and reduce poor product performance.

- * Commercial benefit
 - Increased product sales or a reduction in performance enquiries.





Things to avoid – from the partner perspective

- * Nobody has endless resources, partners included.
 - If additional \$ or support is required it helps to know what it's for or why, and potential benefits.

- * Avoid treating partners like a transactional arrangement.
 - Sustainable partners like long relationships with a group and feel it is where the true value lies i.e. trials, guest speakers, BBQ's etc.
 - Partners that bring “knowledge and information” to members provide tangible value – therefore don't like being treated the same as a cash only sponsor....!

- * Unrealistic timelines.
 - Give people time to get organised i.e. a few weeks notice so they can attend events or provide relevant material.

Building better partnerships

Some examples of what works



MIG – Bayer CropScience European Tour 2015



Opportunities to foster new relationships that enable open and honest communication are valuable.



SouthernDirt
• Dollars • Information • Research • Technology

DIRT to \$ Cropping Challenge

FIELD WALK

Wednesday 7th August 2pm

Collie Changerup Road, 1 km west of Albany Hwy, Kojonup



Different wheat varieties, seeding rates, pre-emergent treatments, fertilizer applications and post emergent treatments – no two are the same, but is there a difference in crop performance?

Meet the teams, find out what they've done so far, and see how the crops are responding. Which team is heading for the winner's circle?

Building better partnerships



Key to success is the quality of the interaction

- * Quality collaborations between grower groups and commercial partner/s to Advance Australian Agriculture allow better use of resources with beneficial and relevant outcomes for all stakeholders.
 - Eg Bayer CropScience and the GRDC's agreement to jointly fund future herbicide research in Australia.

- * Talk to your partners about the trials you are looking to conduct.
 - Sometimes you don't need to reinvent the wheel but can leverage off prior work.
 - The standard "squirt" or variety demos have a place...HOWEVER challenge the group to work on systems or long term trials that involve multiple partners (DAFWA and industry) and growers working together.

- * Break down the us (commercial) and them (growers) mentality, get everyone engaged.
 - Study tours or trips locally or overseas where growers get to spend time with partners and get to know them as well as having more time to share ideas.
 - Social events or gatherings....it's about having fun too!



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Questions?