



## Case studies highlight the importance of local relevancy

Today the Grower Group Alliance (GGA) released *The Business Models of Grower Groups: A Collection of Case Studies*.

This handbook, developed as part of a series of targeted interviews and submissions from grower growers in Western Australia, South Australia and Victoria, provides a unique insight into how the various broadacre grower groups in Australia are structured.

The case studies explore how a wide range of grower groups have evolved to remain relevant and sustainable to ensure that they can continue to deliver value to their membership base.

According to GGA Project Officer Tom Lamond, the first observation that can be made throughout these case studies is that each group is very unique to its own community; as each community has its own needs and ambitions and it's the grower groups' job to reflect these needs.

"These case studies demonstrate that there is no best practice model when it comes to groups, but rather a best fit for the groups' community and membership base," said Tom.

Due to their ability to respond to the needs of their community, grower groups have cemented themselves a critical element in the delivery and extension of innovative agricultural techniques and practices within their local area.

"With many public and private agricultural extension services seeking to rationalise their business models, local grower groups ensure that development and extension activities reflect the needs of their grower members," said Tom.

Western Australian extension consultant Danielle England says that, without the local relevancy it is often quite challenging to encourage the uptake of a new agricultural practice or technique.

"This is why locally driven grower groups are so critical in the continued growth in productivity and profitability of a farming business throughout Australia."

Farmer groups within the GGA are independent, self-directed, and mainly comprised of broadacre grain and livestock enterprises. They are not-for-profit organisations that aim to drive locally relevant extension and development activities.

The publications of resources such as these case studies are just one way the GGA seeks to build capacity in its member groups by providing vital linkages between growers, grower groups and the wider agricultural industry.

To find out more about how a wide range of grower groups function and seek to deliver benefits to their member's contact the GGA for your copy of; *Business Models of Grower Groups: A Collection of Case Studies*.

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**PHOTO:** GGA Project Leader Rebecca Wallis & GGA Project Officer Tom Lamond with the newly released Case Study Booklet.