



Value Proposition of Grower Groups

- They are independent, farmer driven and managed organisations that deliver locally relevant RD&E to members. They do this by combining farmer, science and industry input to ensure relevance and rigor
- They play a critical role in agricultural industry with strong membership and connection direct to farmers. Their continual contact with growers and industry enables them to identify emerging issues quickly and cost effectively, which is crucial for strategic and tactical investment decisions
- They are well networked organisations with the ability to work with multiple stakeholders (government, RDC's, researchers, corporate agribusiness) to deliver outcomes to members
- They are a central point of contact for their farming regions, and provide an avenue for information sharing both within and beyond their regions
- They fill research gaps with the flexibility to deliver their own RD&E that doesn't fit into state and national funding priorities
- They are a trusted information source and contributor to agricultural RD&E
- Their reputation is built on relationships, relevance and their unique position as an adoption support agent (not driven by sales or commercial structures)
- They accelerate local adoption by having the capacity to adapt practices and innovations to suit local conditions on-farm
- They have the flexibility to be able to match and adapt learning styles and experiences to farmer member needs, and deliver outcomes 'just in time' rather than 'just in case'
- They provide great opportunities for growers to share ideas and experience (effective peer to peer learning styles)
- They provide a social hub for community well-being and development, including being the go to organisations in times of crisis (i.e. fire & drought) and play a role in supporting farmer mental health