



# SEGRA CONFERENCE 2016

SPOTLIGHT 9 – FOOD INDUSTRY INNOVATION

## **GROWER GROUPS IN WA**

From agricultural R&D to social and regional development

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# FOOD INDUSTRY INNOVATION

- **Introduction – WA Grower Groups and the GGA**
- **Benefits of grower groups and regional sustainability**
- **How grower groups innovate**
  - Traditional examples
  - A new phase of innovation and thinking
- **Cross-industry learning and branching out**
- **Discussion**
  - What can grower groups do differently to embrace innovation?



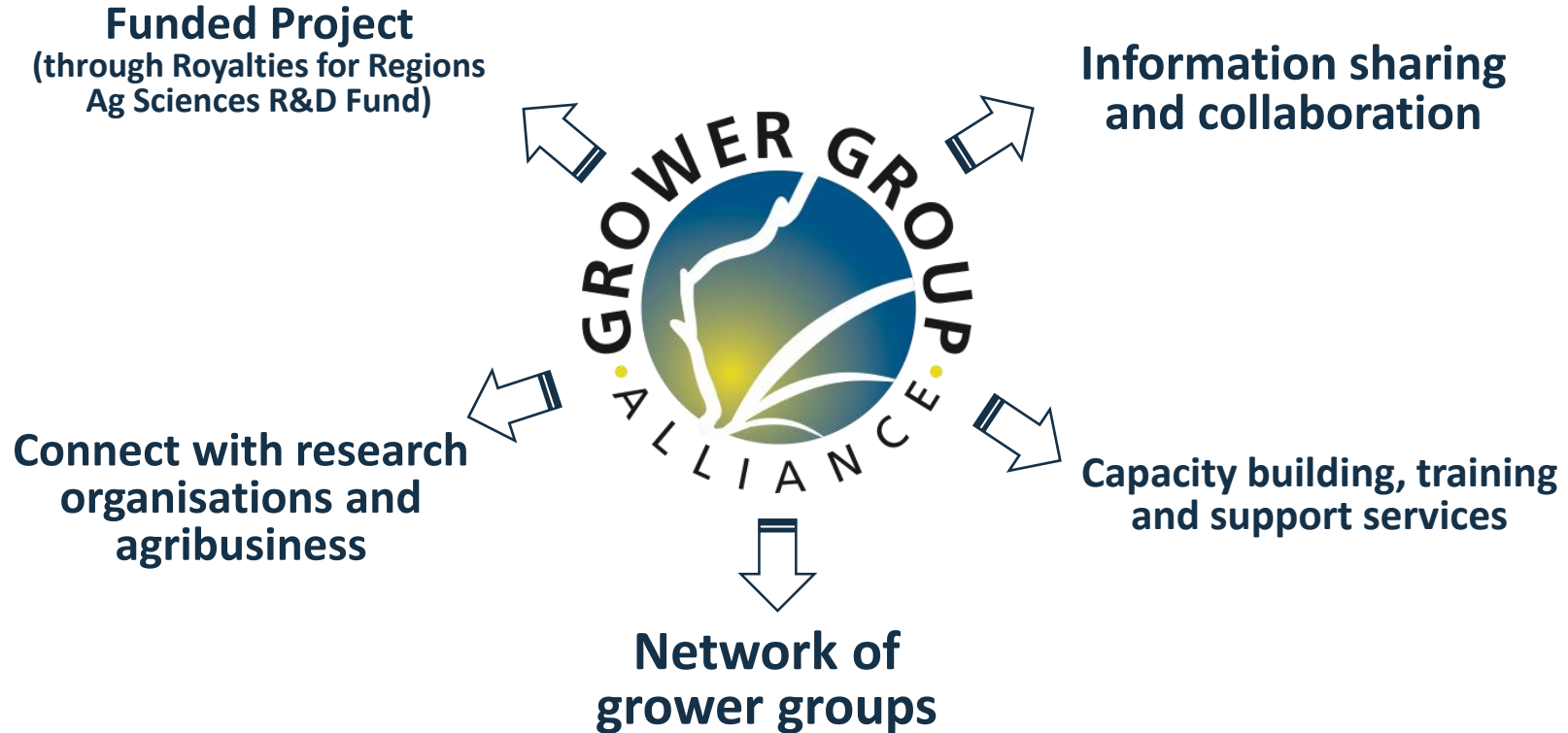
# INTRODUCTION – WA GROWER GROUPS



## Grower Groups



# INTRODUCTION – WA GROWER GROUPS



# BENEFITS OF GROWER GROUPS



# BENEFITS OF GROWER GROUPS

## RESEARCH ('R')

Experimental or theoretical work undertaken primarily to acquire new knowledge of the underlying foundation of phenomena and observable facts, without any particular application of use in view

Applied research is also original investigation undertaken to acquire new knowledge. It is, however, directed primarily towards a specific practical aim or objective.

## DEVELOPMENT ('D')

Systematic work, drawing on existing knowledge gained from research and/or practical experience, which is directed to producing new materials, products or devices, or to substantially improve those that already exist. It is taken to include application, adaptation and validation of 'known' technologies to suit regional or local environments, varieties and practices.

At one end it may overlap with applied research ('r') and at the other 'demonstration trials' — which verges upon extension ('e'). By definition, a significant proportion of 'd' must occur at regional or local level.

## EXTENSION ('E')

Concerned with communication, information exchange and promotion of learning in order to build capability and change practice.

Extension includes the development of practice change methodologies required to achieve high levels of adoption of research outcomes and new technologies.

# BENEFITS OF GROWER GROUPS

**Independent**

**Social hub**

**Adaptive to member needs**

**Farmer connections**

**Locally relevant**

**Networks**



**Adoption support agent**

**Central point of contact**

**Trusted**

**Flexibility**

**Sharing ideas and experiences**



# HOW GROWER GROUPS INNOVATE

Innovation through development and extension to drive practice change and adoption





# HOW GROWER GROUPS INNOVATE

## Innovation: Improving on-farm productivity



Frost management



Plant variety selection



Controlled traffic farming



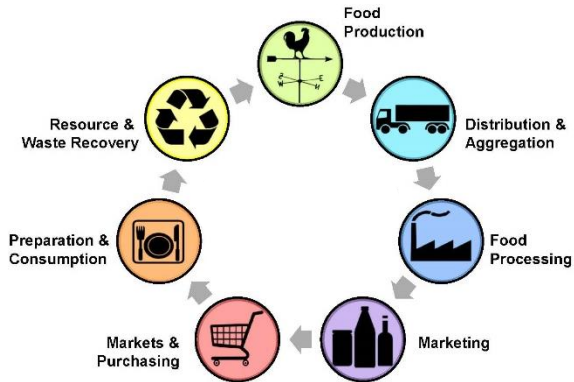
Livestock management and breeding technology



# HOW GROWER GROUPS INNOVATE

## A new phase of innovation

### Supply chain development



### Market demand and feedback systems



### New product development

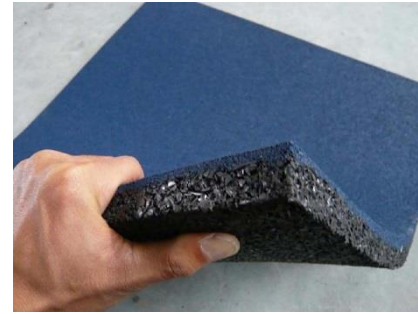


# HOW GROWER GROUPS INNOVATE

## Examples – Latest grower group projects



Barley Brand Development for Asian Consumers (South East Premium Wheat Growers Association)



Trialling dryland natural rubber production in the WA Wheatbelt (Fitzgerald Biosphere Group)



Increasing production for the beef/cattle supply chain in Western Australia (Mingenew Irwin Group)



Facilitating transformational change in the sheep meat supply chain (Merredin and Districts Farm Improvement Group)



# HOW GROWER GROUPS INNOVATE

## Examples – Stirlings to Coast Farmers projects



The “Paddock to Plate” value chain for noodle wheat – A pilot study for grower groups



Specialised Feed Wheat Hub: fit for purpose non-milling wheat



# BRANCHING OUT – CROSS INDUSTRY LEARNINGS

Inclusion of all industries from across the whole agrifood sector



# BRANCHING OUT – CROSS INDUSTRY LEARNINGS

## Lessons we can share across the agrifood sector

Working together for  
industry good

A state-wide  
network



Rapid extension  
services

Create and maintain  
social interactions

Professional development  
in the regions



# BRANCHING OUT – CROSS INDUSTRY LEARNINGS

## What can the GGA learn from other agrifood sectors?

Supply chain and value add innovations

Market and consumer awareness

Regional branding



Business diversification



# DISCUSSION & IDEAS

## The future and improving food industry innovation

What else can groups do to innovate?

Are there examples from other industries that we can draw from to be more innovative?

What are the gaps in innovation in the agrifood sector?

Ideas for the future of GGA – can we provide a successful network that facilitates collaboration?







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## THANK YOU!

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