



SESSION 2: STRATEGIES FOR INCREASING ROI ON R&D INVESTMENT



R, D,
F





Ingredients for a farming systems group



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Farmers:
profitable and innovative,
accepting of change

Industry:
partnerships, common aim



Researchers:
feedback from farmers,
melting pot of ideas



Growing expectations –
not just the farm we now have to run like a business



- Competition
- New collaborators
- Governance
- WHS, technology



New lingo – value proposition



- Local, farmer driven
- Members pay a second levy (time and \$)
- Trusted source
- Long term industry good
- Objective, independent
- Innovation and inspiration
- BCG- 25 year track record of delivering