

Partnering with Agriculture

Charles Burke

Chief Executive Officer

AgForce Queensland



Innovators and Early Adopters

- **Agricultural - Business** enterprises are driven by:
 - **Productivity**
 - **Profitability**
 - **Environmental**



What Drives Other Producers?

- Rural lifestyle
- Values – ‘healthy cattle, pastures and land’
- Successful and happy family
- Average age of producer is 60. Practices with payback periods > 5 years unlikely to be adopted.

Age Demographics of Beef Businesses



Source:
Tim Movarek, QDAF



Can NRMs Answer These Key Questions?

Best practice adoption

1. Cost to implement and maintain?
2. What are the gains in profitability/ productivity / environmental health?
3. Where / how to start implementing?
4. Trial on small scale first.

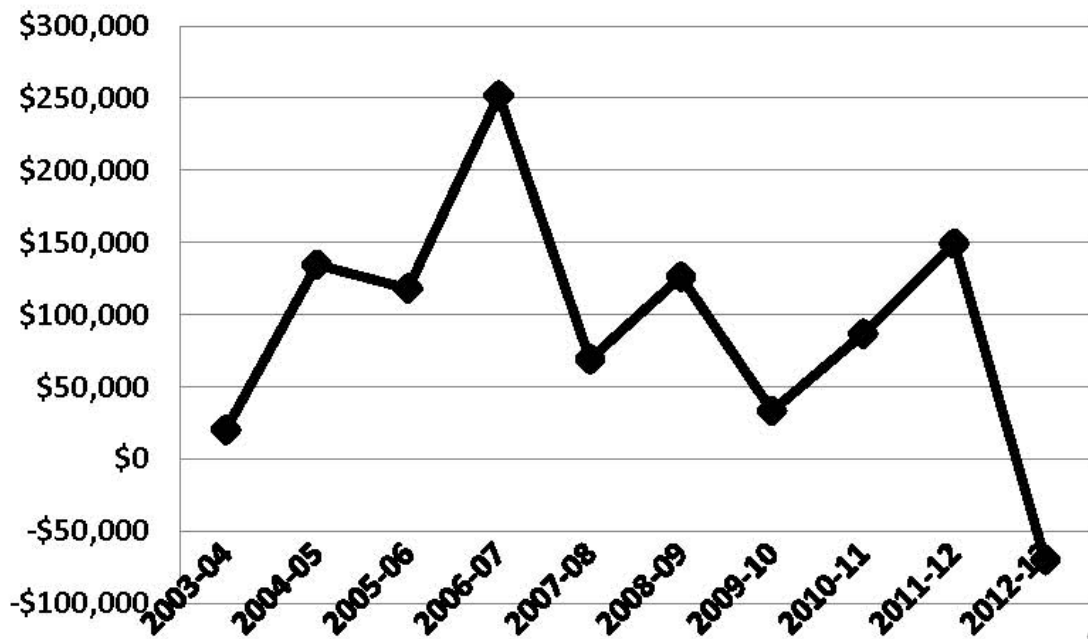


Where Does a Producer Find \$ to Co-invest?

Overall Profitability



- Nominal Profitability flat on average (NBSA, 2013)



- No profit
- Rural debt
- No \$ for in-kind.

Source:
Tim Movarek, QDAF



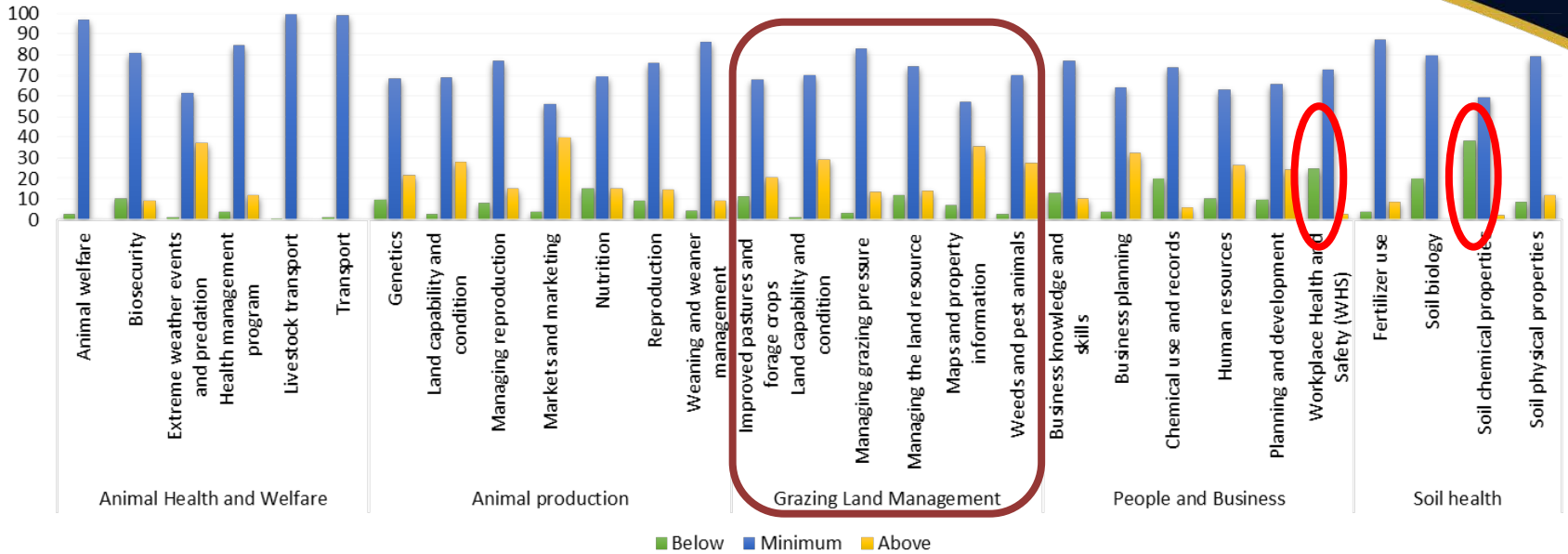
Producer's Trusted Network

- Influenced by family
- Bank manager and accountant
- Opinions of local producers / industry champions
- Case studies, farm visits, demo sites
- Industry networks (media, newsletters, groups)
- Trusted professionals



Does NRM Align with Industry Needs?

Grazier response to key performance indicators



Work with practices below industry standard (eg. soil chemical properties, WHS) rather than grazing land management



NRM's Partnering with Agriculture?



- Trusted networks – industry experience and extension mentoring / training for NRM staff? (eg Future Beef, APEN?)
- Productive/profitable practices with environmental outcomes?
- Value producer's existing efforts in stewardship?



Questions

