

Producer Innovation Fast-Track

Working with you to adopt tomorrow's ideas today

Producer Innovation Fast-Track (Innovation Fast-Track) is a new initiative developed by MLA Donor Company (MDC) to catalyse producer innovation. Innovation Fast-Track is unlike any other MDC program. It aims to identify the industry trailblazers and provide the support and expertise required for them to innovate faster and further.

An evolving pilot program, Innovation Fast-Track is designed to accelerate the adoption of innovations that have the potential to significantly improve farm and value chain performance. It provides the expertise, co-funding and support to producers who are innovators, early adopters, AgTech entrepreneurs or future value chain leaders.

We combine your aspirations with our expertise to drive innovation adoption that benefits your business. We work with you to refine your objectives and identify the resources, expertise and investment required to develop a strategy to see your innovation ambitions come to life.

Customised support package

Innovation Fast-Track provides a supportive environment and a package that includes access to:

- a confidential consultation process
- 75% co-investment by MDC (and 25% by producers)
- technical and business expertise and resources
- the latest R&D and innovations in livestock production
- supported design of customised business solutions
- administration and management support
- networks of like-minded, future-focused producers.

Innovation Fast-Track eligibility

All levy-paying producers and producer groups (providers and value chain partners) who can demonstrate a commitment to innovation investment can participate. Innovation Fast-Track is open to working together with you on:

| Innovations to improve on-farm performance, such as: | Insights and innovations that lead to new products, brands and value chains, such as: | New ventures and start-ups: |
|---|---|--|
| <ul style="list-style-type: none"> • digital agriculture, including remote sensing technologies, smart ear tags, drones and data analytics • rumen energy capture and greenhouse gas reduction • accelerated genetic gain - northern beef, southern beef, sheep and goats • integrated parasite management • next generation grazing and nutritional management, including dual purpose crops • beyond best practice welfare • soil health and farm innovation networks. | <ul style="list-style-type: none"> • new value chain design enabled by access to new technologies such as mobile abattoirs • new business models for innovative products. | <ul style="list-style-type: none"> • designed to support entrepreneurial producers who see opportunities to launch new business ventures in the AgTech space. |

Innovation Fast-Track has the following project guidelines for individual producers and producer groups:

Individual producers

| | Your cash contribution | MDC cash contribution | Available for investment | Fee retained by MDC | Total value |
|----------------|------------------------|-----------------------|--------------------------|---------------------|------------------|
| Minimum | \$7,500 | \$22,500 | \$27,777 | \$2,222 | \$30,000 |
| Maximum | \$62,500 | \$187,500 | \$231,481 | \$18,519 | \$250,000 |

Producer groups

| | Your cash contribution | MDC cash contribution | Available for investment | Fee retained by MDC | Total value |
|----------------|------------------------|-----------------------|--------------------------|---------------------|------------------|
| Minimum | \$37,500 | \$112,500 | \$138,889 | \$11,111 | \$150,000 |
| Maximum | \$125,000 | \$375,000 | \$462,963 | \$37,037 | \$500,000 |

There are also specific activities which are eligible and ineligible for Innovation Fast-Track funding:

| Can be funded by Innovation Fast-Track | Cannot be funded by Innovation Fast-Track |
|--|---|
| enterprise capability building* | capital expenditure** |
| value chain capability building* | executive salaries |
| research and development | work already completed |
| innovation and technology adoption | expenses already incurred |
| proof-of-concept and prototypes | projects with funding sourced from other Commonwealth Government programs |
| business model design for new ventures | best practice management |
| reasonable project management and administration | |

*All capability building must be for identified innovation and growth opportunities

**Limited leasing of equipment may be allowed for the purpose of R&D and proof-of-concept

How Innovation Fast-Track works

The Innovation Fast-Track program will initially run as a twelve month pilot, with projects reviewed at the end of the program.

You can find out more about Innovation Fast-Track, and the cutting-edge areas that we can collaborate with you on, during our roadshow events:

28 February – Armidale, NSW

2 March – Albury-Wodonga, NSW/Victoria

7 March – Horsham, Victoria

9 March – Clare, SA

14 March – Esperance, WA

16 March – Geraldton, WA

20 March – Katherine, NT

22 March – Charters Towers, Queensland

24 March – Roma, Queensland

Attendees can book a confidential consultation with an MDC representative after each session, to help further explore their goals and objectives.

To get the most out of an information session, you will be asked to complete and return a confidential form (available upon your expression of interest in the Innovation Fast-Track program), outlining your innovation adoption priorities and objectives. This information will help us tailor the consultation sessions to your needs.

Is Innovation Fast-Track for you?

We anticipate Innovation Fast-Track will attract producers wanting to invest in:

- the adoption of innovation to improve on-farm productivity, sustainability and profitability
- the creation of high value branded products, closer market connections, new business models and value chain strategies
- the development and commercialisation of AgTech or FoodTech solutions via a new venture or start-up business.

What is MDC?

MDC is a fully-owned subsidiary of Meat & Livestock Australia dedicated to accelerating innovation across the value chain to enhance the global competitiveness of the Australian red meat and livestock industry.

How does MDC's co-investment funding work?

MDC attracts commercial investment and the Australian Government matches partner contributions to projects that address industry and government priorities and benefit the Australian community.

To access Innovation Fast-Track co-investment funds, partners are required to make a cash contribution at 25% of the total project cost, with the MDC co-investment of 75%. An 8% project access fee is included in this model.

Once approved, MDC's co-investment funding and other deliverables will be made available in accordance with the agreed schedule.

To participate

If you are interested in participating in Innovation Fast-Track, please contact us via: fasttrack@mla.com.au