

Producer Innovation Fast-Track

Working with you to develop tomorrow's ideas today

Producer Innovation Fast-Track is an initiative developed by MLA Donor Company (MDC) to enable producers to be actively involved in driving the innovation agenda. This program identifies the industry trailblazers and provides the support and expertise required to build their innovation capability.

An evolving pilot program, Producer Innovation Fast-Track is designed to accelerate innovation and adoption capability that has 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.

How does Producer Innovation Fast-Track work?

We support your aspirations with our expertise. We work with you to refine your objectives and identify the resources, expertise and investment required to develop a strategy to see your innovative ideas come to life.

Proposals for Producer Innovation Fast-Track are invited across three streams:

Stream	Trailblazer	Diversifier	Entrepreneur
Examples	<p>Producers who want to build capability to be trailblazers, by solving on farm challenges and helping the industry</p> <p>Examples include:</p> <ul style="list-style-type: none"> • productivity, integrity and sustainability improvement • soil and grazing management • using precision agriculture and data to inform decision making • whole farm system integration 	<p>Producers who want to build capability to diversify their business by transforming or expanding through:</p> <ul style="list-style-type: none"> • new food products • new brands • new markets • value chain development 	<p>Producers who want to build capability to be an entrepreneur by developing new ideas that could be a commercial:</p> <ul style="list-style-type: none"> • product • service • venture

Producer Innovation Fast-Track is delivered via a customised service model and includes access to:

- a confidential consultation process
- technical and business expertise and resources
- the latest R&D and innovations in livestock production
- supported design of customised business solutions
- a dedicated program officer
- networks of like-minded, future-focused producers
- co-investment funding.

Eligibility

All levy-paying producers and producer groups who can commit to co-investing in their initiative can participate.

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

Can be funded	Cannot be funded
research and development	capital expenditure**
proof-of-concept and prototypes	executive salaries
business model design for new ventures	work already completed
reasonable project management and administration	expenses already incurred
enterprise capability building*	projects with funding sourced from other Commonwealth Government programs
value chain capability building*	business as usual activities

*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 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 Producer Innovation Fast-Track co-investment funds, producers are required to make a cash contribution at 25% of the total project cost, with MDC providing co-investment of 75%. The cash contribution cannot be offset by project expenditure. An 8% project access fee is included in this model.

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

About MDC

MLA Donor Company Limited (MDC) is a fully-owned subsidiary of Meat & Livestock Australia (MLA). MDC accelerates innovation across the value chain so the Australian red meat and livestock industry can remain competitive on the world stage. It does this by attracting commercial investment from individual enterprises and others that share a mutual interest to co-invest in innovation that will benefit the industry.

Apply now

To apply, visit mla.com.au/fasttrack

“What attracted me to the MDC Producer Innovation Fast-Track Program was the ability to work with the program designers around what it is we needed as a business to get this off the ground.

Sam Marwood, Cultivate Farms

”

“Producers are very good at solving their own problems. The Producer Innovation Fast-Track program is allowing us to access a wealth of expertise to develop our own solution.

Justin Lindorff, Feeder Reader

”

More information

Renelle Jeffrey

MLA Donor Company, Manager – Producer Innovation Partnerships

M: +61 414 255 058 E: fasttrack@mla.com.au