Producer Demonstration Site

Preliminary Application Form

Please download a copy of the PDS guidelines (see <https://www.mla.com.au/extension-training-and-tools/producer-demonstration-sites/>) and watch the PDS webinar to assist you in completing this preliminary application form.

This preliminary application form should be no more than **3 pages** once completed.[[1]](#endnote-1)

*NB: Please delete all instructions below before submitting*

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| **Group Name** |  |
| **Project Title** |  |
| **Contact Person** |  |
| **Phone Number** |  | **Mobile Number** |  |
| **Email Address** |  |
| **No. of Members** |  | **Location of Group** |  |
| **No. of ‘Core’ producers** |  | **No. of Demonstration sites** |  |
| **Project start date** |  | **Project completion date** |  |
| **Purpose / Role of Group:** (include brief commentary about the producer group, how many producers are involved (core and wider interest group), what are their areas of interest, did they form specifically for this project, or already established) and previous experience and capacity to undertake a PDS (max 300 words) |
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| **The Challenge / Problem.** Specify as objectively as possible:* What is the problem
* Quantify its impact on producers and the industry
* How many producers does it impact in your region
* How is it being addressed now, if at all
* Provide an estimate of number of producers already adopting the proposed practices
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| **Objectives of project** (refer to Guidelines – objectives should be SMART - Specific, Measureable, Achievable, Relevant and Time-based) *Example: By December 2017, in the Mallee region of Victoria:*1. *Demonstrate and assess the potential of two varieties of dual purpose canola to increase:*
	1. *Pre-joining liveweight gains of merino ewes from Xg/d to Yg/d*
	2. *The condition score of ewes at lambing to CS 3 (from CS2)*
	3. *The reproductive rate (measured by pregnancy scanning) of ewes relative to current forage options and demonstrate the crop can be harvested in its second year to produce a viable seed / oil crop.*
2. *Conduct a cost benefit analysis to determine the relative economic performance of the canola varieties on reproductive performance compared to existing forage types*
3. *Implement a series of skills and training development activities to increase the confidence of 60 core and observer producers to implement ewe management practices.*
4. *Conduct an annual field day and other activities to showcase the demonstration site results and encourage adoption of key practices by 150 attending producers.*
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| **Proposed method** (a brief description of your methodology): |
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| **Communication & extension strategies** * How will you achieve skill development & adoption of the results with the core producer group?
* How will you promote the outcomes to the wider producer community?
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| **Monitoring, evaluation and reporting (MER)** * How will you measure success at the demonstration sites e.g. economic, social & environmental benefits? Please identify clearly the practices being demonstrated and the metrics being measured?
* How will you measure producer change (awareness, skills and adoption)?
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| **Budget:** Please provide an estimated budget for the project by item below. |
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| **BUDGET ITEM\*** | **TOTAL ($)** |
| Salaries\* (MLA requests funds) |  |
| Operating\* e.g. field days costs, |  |
| Travel\* |  |
| **TOTAL MLA cash requested:** |  |
| In-kind e.g. proposed sponsorship for operating resources |  |
| In- kind - producer time and resources |  |
| **PROJECT TOTAL:** |  |

\*Please provide funds requested from MLA only. |
| **Please insert any budget comments:** |

1. Please return the completed Preliminary Application form via, email to: Russell Pattinson PDS Coordinator, Miracle Dog Pty Ltd, email: miracledog@bigpond.com - Ph 0419872684 and applications@mla.com.au [↑](#endnote-ref-1)