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Creating a culture for adoption: Will you play your part?

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Stimulating private sector extension in Australian agriculture to increase returns from R&D

(<http://rirg.fvas.unimelb.edu.au/ag-extension>)



Australian Government
Department of Agriculture
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Department
of Industry



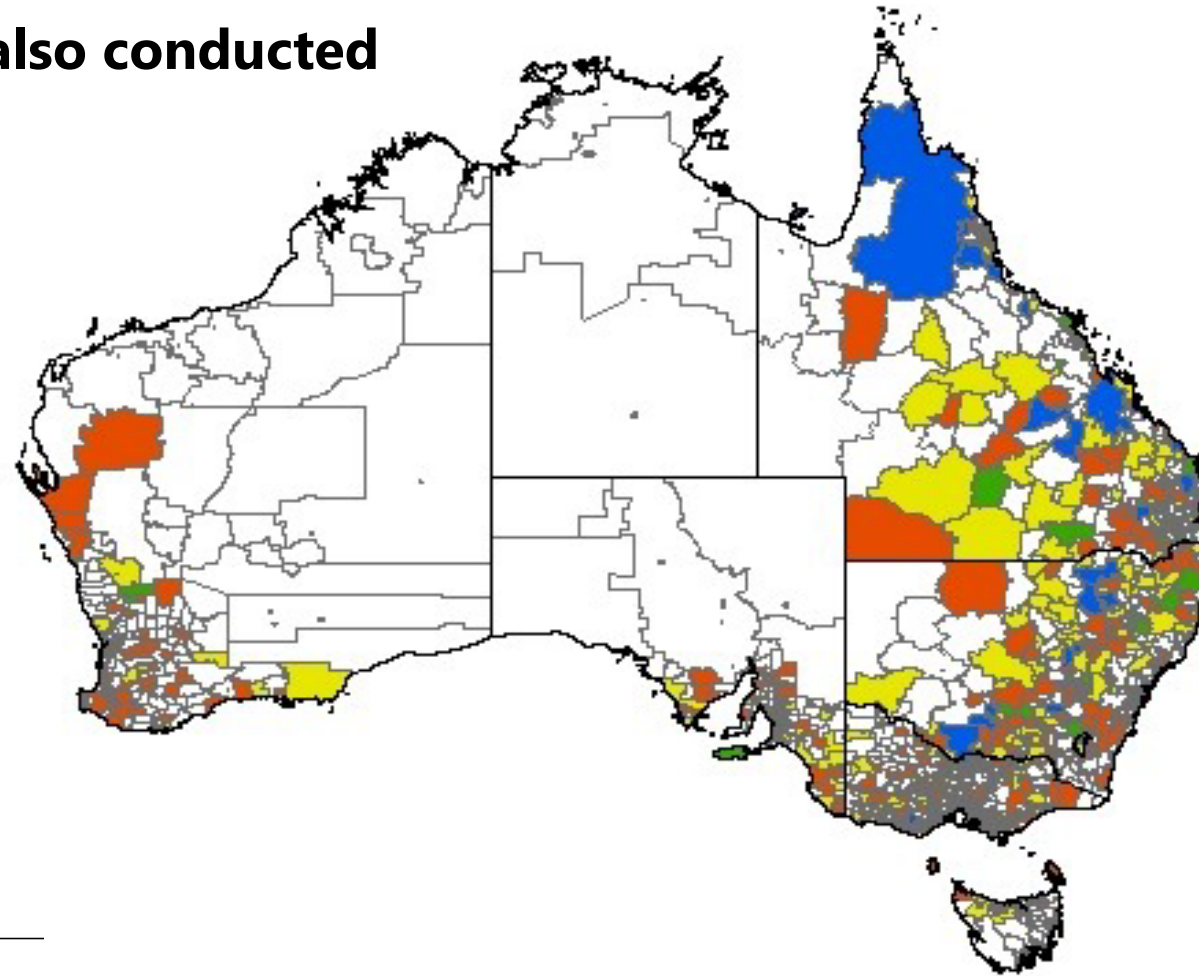
Economic Development,
Jobs, Transport
and Resources



National farmer survey: use of information, advice and support (n=1003)

A national adviser survey was also conducted (n=653)

Extensive Livestock farms n=323



Legend

- None
- 1 farm
- 2-3 farms
- 4-5 farms
- 6-14 farms

Farmer survey participants by states

States	N	States	N
NSW	317	WA	79
QLD	261	TAS	27
VIC	228	ACT	1
SA	90	NT	0



Producers seek new opportunities...

Q: “Identifying new opportunities in farming is essential”

75% agree -Sheep (meat)

64% agree -Sheep (Wool)

76% agree -Beef



However, producers are seeing challenges: knowledge system

Q: “I always know where to get the information or advice that I need”

(n=323)

34% *agree* Sheep (meat)

31% *agree* Sheep (Wool)

32% *agree* Beef

46% *agree* Mixed cropping/grazing)



and have multiple objectives...

Q: "It is important in farming to focus on profit"

52% agree Sheep (meat)

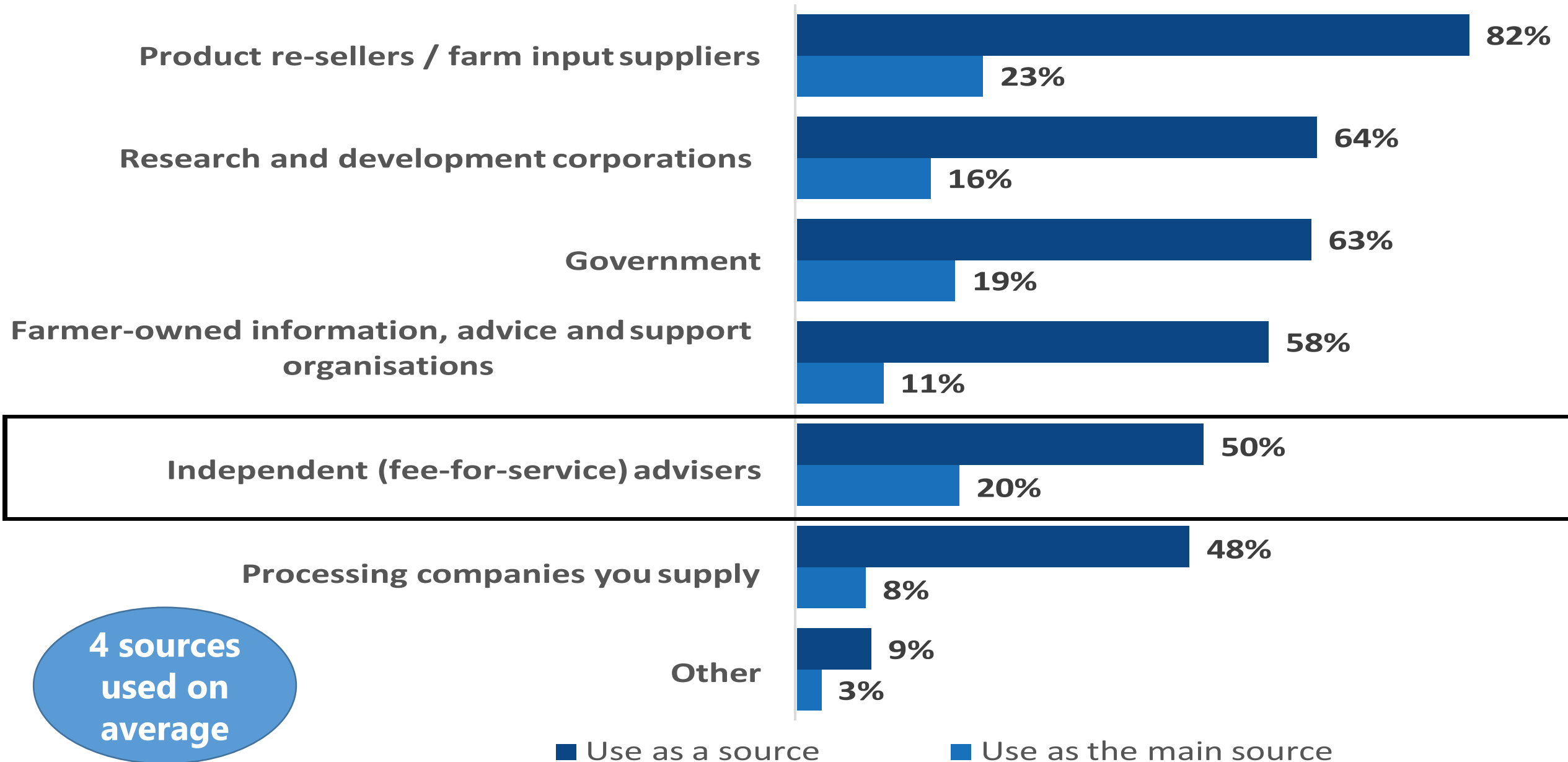
49% agree Sheep (Wool)

52% agree Beef

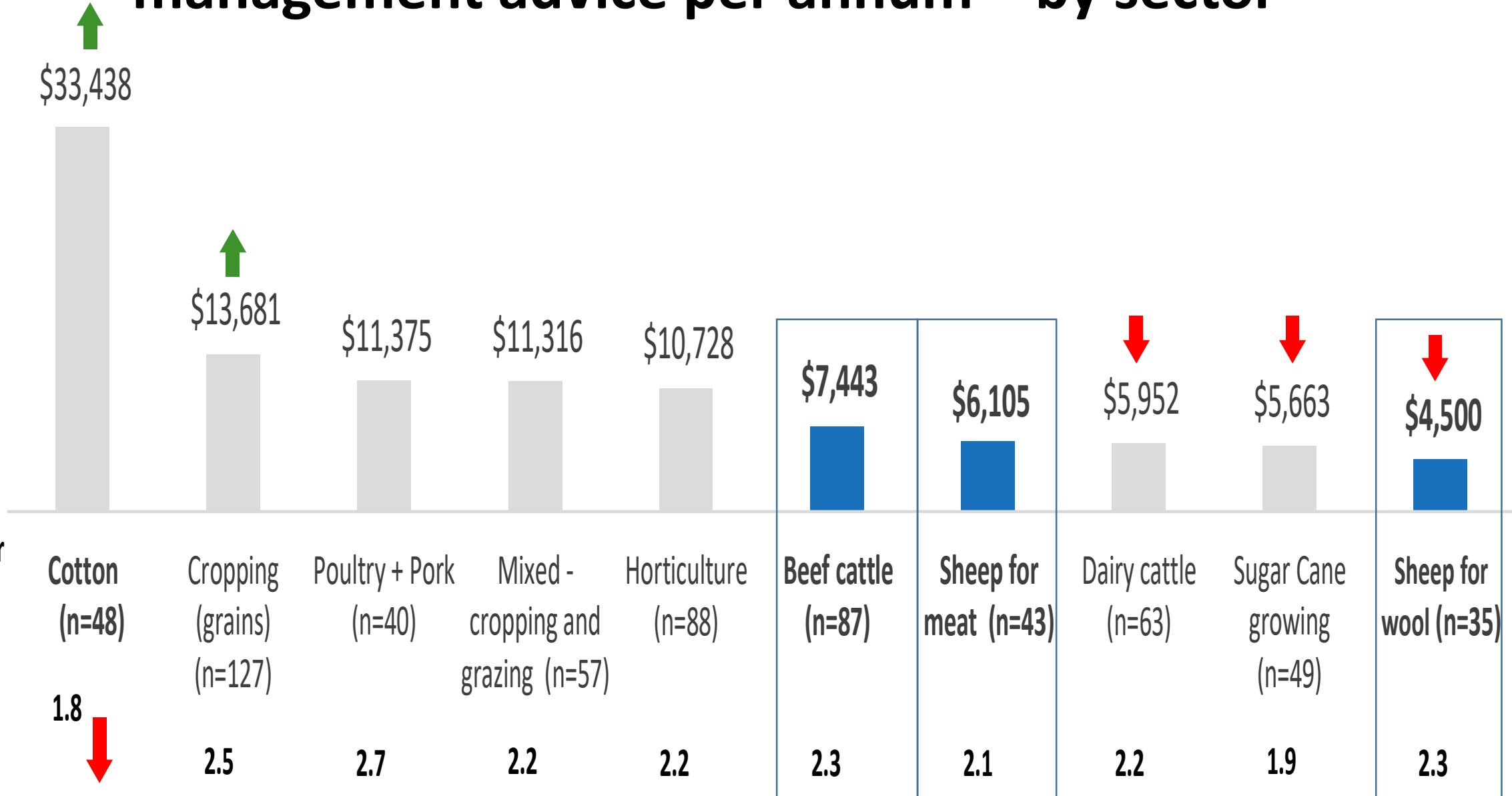
Source of information, advice and support

- **Government (PUBLIC)**
- **Research and development corporations/Industry (PUBLIC-PRIVATE)**
- **Product reseller / farm input suppliers (PRIVATE-COMMERCIAL)**
- **Independent (Fee-for-service) advisers (PRIVATE)**
- **Farmer-owned information, advice and support organisations (PRIVATE – NOT FOR PROFIT)**
- **Processing companies (PRIVATE)**
- **Other NGO – (community/not for profit) (THIRD SECTOR)**

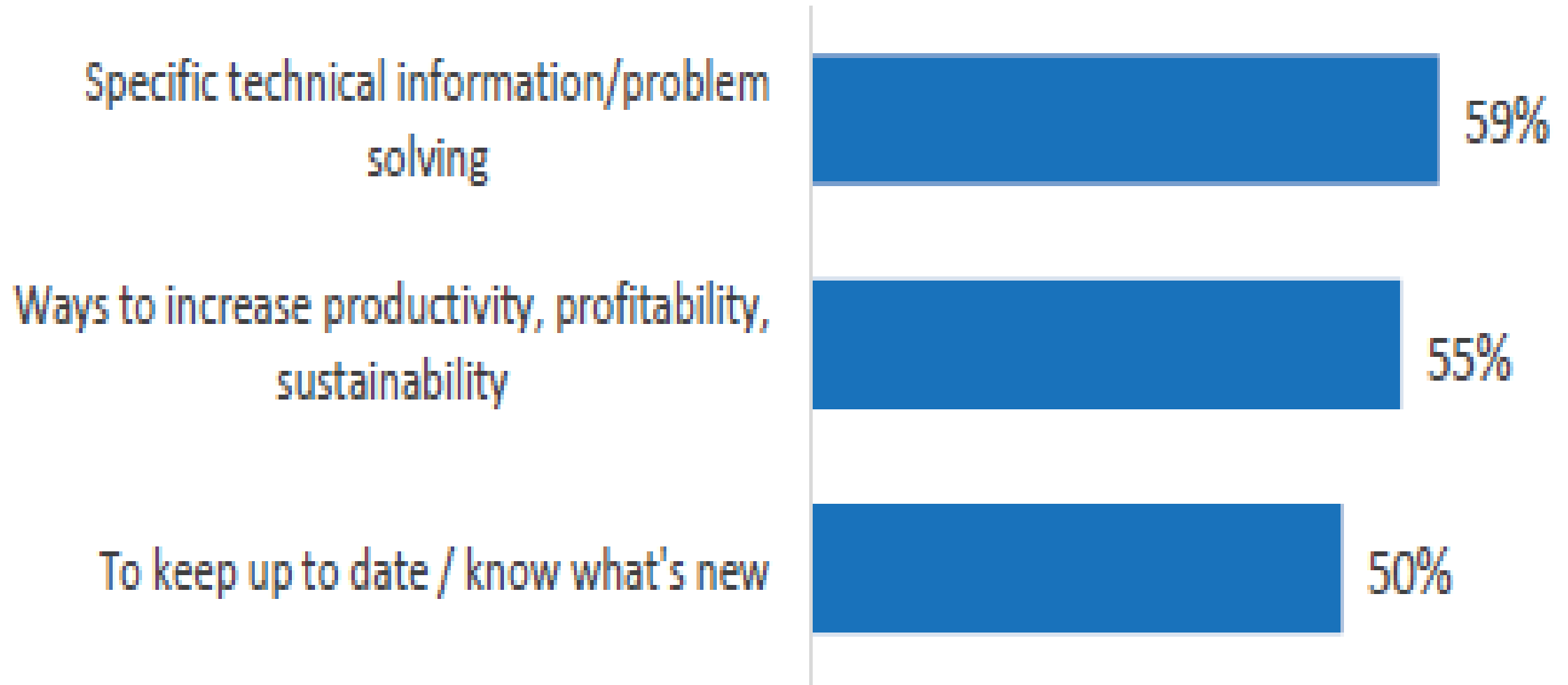
Livestock producers sources of information, advice and support



Average amount spent on Independent farm management advice per annum – by sector



Type of information, advice or support sought





...ALL sources support change on Australian farms - there is no monopoly on change and 'adoption'.

Between 78-82% (n=954 farmers) of farmers described changes related to....

...farm practices

...inputs & products

...farm business

...infrastructure, machinery & equipment

(size of category related to number of comments)

Changes to animal health (28%), pasture management (19%) and breeding criteria (15%) were the most common changes following advice, for livestock farmers.

Livestock farmers n=308





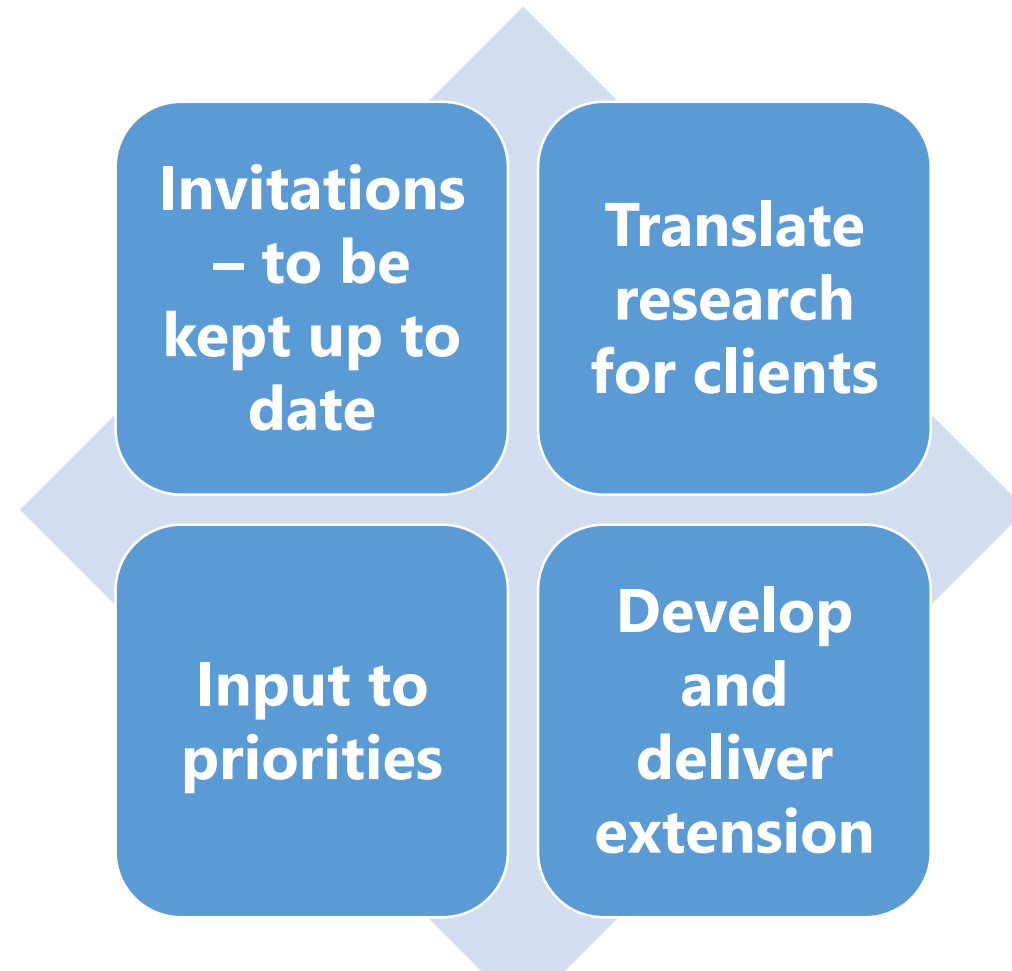
And there is increasing 'demand'...

31% of livestock producers expected to increase their use of information, advice, support services from their main source in the next five years.



However: these “main sources” are not well connected to RD&E - (Adviser survey)

Over 70% of advisers surveyed desired greater involvement in





Let's recap

- **Producers are not finding it easy to know where to go for information/advice**
- **They are making changes to practices, with a network of trusted advisors – however:**
 - **these people are distributed across a range of providers and organisations**
 - **these providers are not well connected to RD&E**
- **There is a more complex environment for farm decision making – and more disruption is coming.....**

A culture for adoption?



A culture of adoption means 'co-innovation'

Simple problems

Complex problems



Technology transfer

Adoption

**Adaption/
resilience**

**Co-
innovation**

The past

What's needed now



Is co-innovation needed in your sector?

1. Long terms social connections and relationships (complex trust & loyalty)
2. Stock agents and ram breeders key actors (decision making, financial arrangements)
3. Uncertainty from producers of where value from ASBV's is captured (in product? in management?) & the value of change.

Social and technical influences that enable and constrain adoption of genetic improvement by commercial lamb producers (Erica Schelfhorst, PhD study)



Dairy has taken a co-innovation approach: Focus: Engage producers

Facing major pressures on sustained genetic gain if low use of Australian system:

- Social research
- Industry wide engagement
- Strong producer Leadership
- Rebuilding of trust & expectations for the genetic evaluation system
- Work with commercial players
- True economic return
- Geneticists on-board



LIVESTOCK CALF REARING | FEEDING/NUTRITION | GENERAL | GENETICS/BREEDING

Longest farm walk

10 Feb, 2014 03:28 PM A+ A-

Comments 0 Share 0 Tweet



“ Love it or hate it – everyone has an opinion about the APR. ”

Adrian Drury is encouraging dairy farmers to join Australia's longest farm walk.

AUSTRALIA'S dairyfarmers are being encouraged to join Australia's Longest Farm Walk.

The Farm Walk is series of events to give farmers a direct say about the National Breeding Objective, which is expressed as the Australian Profit Ranking (APR).

Chair of the Australian Dairy Herd Improvement Scheme (ADHIS) Adrian Drury said the farm walks were running across all dairying regions during March.

LATEST

GMW needs urgent transformation

Saputo co-op claims simplistic: farmers

Livestock selling faces challenges

Artificial milk here to

Building trust through validation

it is important to consider both farmer and industry acceptance of indices so that innovations supports rather than interrupt increasing rates of genetic gain for profit (Axford, Data gene extension coordinator, 2018)

Indices developed came from combination of

- bioeconomic principles,
- patterns of farmer preferences for trait improvements,
- and desired gains approaches.

Byrne et al, J. Dairy Sci. 99:8146–8167



A culture of adoption?

- Involve ALL the groups that influence farm decision making
- Clear and straight forward messages with farm evidence
- Producer ownership and leadership of the outcomes

Will you play your part?



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