



SEGRA CONFERENCE 2016

SPOTLIGHT 9 – FOOD INDUSTRY INNOVATION

GROWER GROUPS IN WA

From agricultural R&D to social and regional development

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FOOD INDUSTRY INNOVATION

- **Introduction – WA Grower Groups and the GGA**
- **Benefits of grower groups and industry sustainability**
- **How grower groups innovate**
 - Traditional examples
 - A new phase of innovation and thinking
- **Cross-industry learning and branching out**
- **Discussion**
 - What can grower groups do differently to embrace innovation?



INTRODUCTION - WA GROWER GROUPS

Grower Groups

- What are they?
- Why are they formed?
- How do they benefit industry?
- How do they benefit local and regional communities?
- How do they collaborate?
- How do they contribute to regional development and success?

The Grower Group Alliance (GGA)

- How did it come about?
- What is the purpose?
- Vision and mission
- Structure, key activities and support



BENEFITS OF GROWER GROUPS

Grower Groups are key players in improving on farm productivity and profitability

Grower groups also play a role in improving environmental and social sustainability of regional communities

Benefits of grower groups include:

- Developing networks
- Information sharing
- Based on science, experience and expert advice
- Local relevance and testing
- Where groups fit – Development Extension (D&E)
- Value proposition of groups



HOW GROWER GROUPS INNOVATE

Innovation through development and extension and to drive practice change and adoption

Traditional innovation – improving on-farm productivity

- Frost management
- Controlled traffic
- Plant breeding and variety selection
- Livestock management and breeding technology



HOW GROWER GROUPS INNOVATE

Innovation through development and extension and to drive practice change and adoption

A new phase of innovation

- Supply chain development
- New product development
- Market demand and feedback systems



HOW GROWER GROUPS INNOVATE

Innovation through development and extension and to drive practice change and adoption

Examples – Latest grower group projects:

- SEPWA & InterMalt – “Barley Brand Development for Asian Consumers”
- MIG– “Increasing production for the beef/cattle supply chain in Western Australia”
- FBG – “Trialling dryland natural rubber production in the WA Wheatbelt”
- MADFIG – “Opportunities in the sheep meat supply chain: facilitating transformational change for eastern wheatbelt farm businesses”
- WMG – “Developing new commercial opportunities in the Northern Valleys region”



BRANCHING OUT – CROSS-INDUSTRY LEARNINGS

The GGA is expanding its network to include industries from across the whole agrifood sector

Benefits of expanding the network:

- Collaboration and inclusive network to support agrifood sector and regional communities
- Opportunity to strengthen the network, share learnings and provide support throughout the regions



BRANCHING OUT – CROSS-INDUSTRY LEARNINGS

What lessons can the GGA network share?

- Working together for industry good
- Create and maintain social interactions
- A state-wide network
- Professional development in the regions
- Rapid extension services



BRANCHING OUT – CROSS-INDUSTRY LEARNINGS

What can the GGA learn from other sectors?

- Supply chain and value add innovations
- Market and consumer awareness
- Regional branding
- Business diversification



DISCUSSION – IDEAS?

The future and improving food industry innovation

- What else can groups do to innovate?
- Are there examples from other industries that we can draw from to be more innovative?
- What are the gaps in innovation in the agrifood sector?
- Ideas for the future of GGA – can we provide a successful network that facilitates collaboration?
- Further discussion





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THANK YOU

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