



FUTURE FARM  
INDUSTRIES CRC

## Adoption & Commercialisation Bulletin #1, 6/8/07

### Adoption & Commercialisation

**Adoption & Commercialisation** covers delivery of the 13 CRC Salinity 'headline' technologies and embedding FFI CRC Adoption & Commercialisation strategies (previously referred to as Commercialisation & Utilisation strategies) in FFI CRC culture from 'day one'. In FFI CRC, Adoption & Commercialisation (A&C) encompasses:

- o communication
- o researcher-user engagement
- o user training (accredited and non-accredited)
- o commercialisation for revenue generation, where it will maximise adoption
- o monitoring, evaluation and adaptive management of A&C activities.

### Delivering CRC Salinity 'headline' technologies

An exhaustive assessment process has identified **13 'headline' technologies** (new plants, cropping systems and grazing systems at Attachment 1) ready for delivery now. The assessment process:

- o was led by the Education & Extension (Program 1) team with support from Communications team
- o assessed about 50 research projects across six CRC Salinity programs
- o ensured technologies met criteria - new knowledge, scientifically robust, ticked by user sample, likely to make a big difference
- o involved wide consultation - CRC Partners, Management Committee, Communications & Education Committee, Node Managers, Program Leaders, researchers, users.

The Harvest and Delivery Plan for the 13 'headline' technologies was **endorsed by CRC Salinity Governing Board** at its last meeting in May 2007. The technologies have been promoted to influencers and users through workshops and Node meetings in WA and NSW, and through regional forums in SA.

In 2007-08, **detailed path to adoption plans** are being developed and implemented for the 13 technologies through multi-State initiatives (eg Sustainable Grazing on Saline Lands - SGSL), and workshops in regions where the technologies have best prospects:

- o involving researchers, influencers, users
- o considering the menu of Centre and Partner path to adoption options available
- o identifying commercialisation opportunities
- o mixing and matching options for commercialisation, regional needs and delivery capacity
- o resourcing implementation and evaluation.

An additional seven CRC Salinity technologies (four of them new plants) are 'in the pipeline', close to being ready for delivery.

2007-08 will also see an **Out of Drought campaign**, gathering information over several months across four states, illustrating the drought conditions, and tracking 'successes' where farmer advocates of perennials have emerged as 'winners'.

## Embedding Adoption & Commercialisation in FFI CRC culture from 'day one'

Some 'icon' CRC Salinity projects involved user participation (SGSL, EverGraze, Salinity Investment Framework SIF 3), but participation was variable across programs and projects. The National Extension Leader role was introduced only in late 2005.

In contrast to the generally linear R, D & E approach taken by CRC Salinity, the FFI CRC has from the outset committed to:

- o creating a demand-driven, business-oriented culture amongst Program Leaders and researchers
- o having influencers, users and technology commercialisation expertise working with research teams from project planning stage
- o maximising IP commercialisation opportunities that will assist technology adoption
- o developing a national extension workforce skilled in providing locally relevant advice on profitable perennials for production and NRM
- o evaluating the effectiveness of this contemporary approach.

In recent months, the Acting Adoption Manager, FFI CRC (previously Acting General Manager Commercialisation & Utilisation) has been working with FFI CRC Program and Project Leaders to apply the above strategies in continuing projects (eg EverGraze) and in new projects (eg EverCrop).

From commencement of FFI CRC on 1 July 2007, the **Acting Adoption Manager is leading implementation of the CRC Salinity Harvest and Delivery Plan and application of FFI CRC Adoption & Commercialisation strategies**. In meeting these responsibilities, he is consulting with a Panel comprising senior adoption and commercialisation interests within FFI CRC and its user groups. Its membership is:

### *FFI CRC A&C team:*

John Powell, Acting Adoption Manager,  
Mike Ewing, Acting Research Manager  
Mark Stickells, Acting Chief Operating Officer  
Scott Glyde, Program 7 Leader (Education & Training)

### *Industry A&C advisers:*

Bruce Cairns, Landmark  
Lu Hogan, AWI  
Michael Goldberg, MLA  
Tom McCue, GRDC  
Lionel Henderson, CSIRO  
Erin Gorter, Evergreen Farming  
Georgina Gubbins, Grasslands Society of Southern Australia

### *State agency A&C advisers:*

Peter Regan, NSW Node Manager  
Austin Brown, Vic Node Manager  
Tim Hollier, Vic DPI  
Anna Dutkiewicz, SA Node Manager  
Trevor Dooley, PIRSA Rural Solutions  
Richard George, WA Node Manager  
Trevor Lacey, (observer from DAFWA)

Bill Ryan, Kondinin Group, Gavin Hanlon, North Central CMA, and Col Stucley, Enecon, provide specialist advice on the three areas of business opportunity – agribusiness, woody industries and NRM and catchments.

John Powell  
Acting Adoption Manager, FFI CRC

## CRC Salinity 13 'Headline' technologies ready for delivery now

### NEW OR UNDER-UTILISED PLANTS

**Sub-tropical grasses:** Rhodes grass, Panics, Kikuyu, Setaria – provide 20-30kg DM/ha/mm rain over summer early autumn; allow deferred grazing on annual pastures until autumn break

**Saltland legumes:** Fertilised Balansa clover/puccinellia – fix N and boost grass production on saltland; high quality out of season feed

**Chicory:** Under-utilised perennial herb – summer active, high quality forage for maintaining ewe bodyweights and finishing lambs; deep tap root to reduce recharge

**Birdsfoot trefoil northern NSW:** Summer-growing tap-rooted perennial legume – for recharge control where soils are too infertile for white clover and too acidic for lucerne

**Perennial grasses medium-low rainfall:** Kasbah cocksfoot, Atlas phalaris, Fraydo fescue in southern NSW – fill winter feed gap on properties with large percentage area under lucerne

### CROPPING SYSTEMS

**Lucerne phase farming:** Lucerne in rotation with cereals in SW/SC WA threatened by Salinity expansion – increase in whole-farm profit; salinity control/prevention; herbicide-resistant weed control; resilience and diversity

**Perennial vegetation southern NSW:** Trees, shrubs and perennial pastures instead of annual cropping – reduced recharge, runoff and salt accession to streams more than drought alone

**Mallees WA wheatbelt:** 12,000 ha planted - can diversify product base of agriculture while controlling recharge and salinity

### GRAZING SYSTEMS

**High-performance grazing systems:** Well-managed perennials in the right place with responsive animal production systems – increased lambing percentages and weaning weights; increased profit/ha; improved NRM

**Saltland grazing systems:** Productive options for 50% of saltland – increased pasture/livestock production; reduced off-site impacts; increased producer pride

### TOOLS FOR CATCHMENTS AND NRM

**Salinity Investment Framework SIF 3:** Decision-assisting framework using estimated public-private benefits to identify policy options – Improved policies for catchment management of salinity and NRM

**Surface water management WA wheatbelt:** Raised beds in cropping paddocks and high-capacity roadside drains and culverts – On and off-farm works increase crop yields and prevent road damage

**Weed risk management:** Environmental Weed Risk Management Policy: Defines CRC's compliance obligations under existing legislation and specifies additional procedures to minimise weed risk from new plants