



FUTURE FARM
INDUSTRIES CRC

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Note for FFI CRC Program and Project Leaders The importance of next user engagement in FFI research

It is critically important that people who occupy influential positions within the arena of adoption and commercialisation of FFI CRC research products are engaged with the FFI CRC from its commencement. These people (next users) include:

- State DPI/Agriculture extension officers
- Landmark agronomists and product development managers
- Rural industry RDC extension program managers and State coordinators
- Regional catchment and NRM organisation staff
- Representatives of private companies including consultants and seed companies
- Leading producers and others in their networks
- Representatives of forestry and wood processing companies and forest growers
- Local Government landcare coordinators, planners and engineers
- Representatives from NGOs including Greening Australia

Engaging these people as appropriate in working with the FFI CRC in generating and advocating innovative farming systems, new woody crop industries, and NRM solutions for catchments will:

- ensure the FFI CRC delivers on its promise to generate adoptable systems, industries and solutions that are profitable, conserve biodiversity and water resources, and cope with climatic extremes;
- provide next users with the opportunity to become actively involved in co-learning with leading researchers about innovative systems, industries and solutions, and to gain in-depth understanding of the merits of these technologies and how they can be applied in practice; and hence
- deliver a public and private extension workforce with sufficient knowledge, practical experience and skills to deliver consistent and integrated production and NRM advice at farm to regional scales, and to deliver this advice through mechanisms preferred by their clients.

The FFI CRC is taking steps to ensure this engagement occurs by:

- identifying next users (at national to regional level) who are likely to have key roles in adoption and commercialisation of FFI CRC systems, industries and solutions;
- inviting next users to participate in research project planning and operation from inception to completion, and providing resources to assist them in making this contribution;
- providing additional resources for next users to participate in developing training packages for further advocacy of the systems, industries and solutions to end users.

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