

December  
2008

## From the CEO



### Welcome to the final edition of E-News for 2008!

We have dispensed with the usual format of telling our audience about our latest research breakthroughs and other activities, and instead gone with brevity to reflect on what has been a highly productive year.

In what to me feels like a short period of time, much has happened in 12 months. The CRC has matured and made the transition from CRC Salinity. Our support and presence at the successful Second International Salinity Forum earlier this year was the turning point.

It's encouraging to see that the CRC's projects have bedded down and some good research outcomes have been generated in the first year. For example, we are well on the way to commercialising perennial grass cultivars, four new birdsfoot trefoil cultivars ready for commercialisation and we have promising field trials of salt-tolerant wheat. I want to particularly thank project leaders for their dedication and patience through this progression from *Transition* to *Foundation* projects, and the Management Committee for their hard work and feedback.

2008 was also a year of opportunity; the CRC about to receive additional funds from the Western Australian Government to design a commercial oil mallee harvester is a prime example. Also, FFI CRC lodged a compelling expression of interest to the Federal Government's Climate Change Research Program, which if successful will expand its research projects to address how to make Australian agriculture resilient to climate change.

We now have Board-approved strategies for our extension and communication work. Many thanks to the Perennial Connections team, who through months of consultation, have ensured the Adoption and Commercialisation strategy is comprehensive and ready for implementation.

It was important that FFI CRC built its identity in its first year. I would also like to thank Currie Communications for so effectively executing the *Real Choices in a Changing Climate* campaign, which played a valuable role in creating a wider awareness of FFI CRC, its expertise and intentions.

A communication highlight for me was the first edition of *Future Farm* magazine that came out in June this year. This new CRC flagship publication builds on the highly regarded *SALT* to profile perennial-based farming system success stories. After its inaugural launch, Landmark has recognised the potential of the magazine and has come on board as a sponsor with its agronomists actively contributing to its content. Kondinin Publishing's outstanding efforts in producing *Future Farm* and *Focus on Perennials* were recently acknowledged by the WA Rural Media Association who presented them the 2008 Award for Excellence in Communication.

Look out for the second edition of *Future Farm* and the December edition of *Focus on Perennials* which are on their way to your letter boxes. But for those who can't wait, PDFs of both publications can be downloaded from the FFI CRC website's [Publications section](#).

I particularly thank the CRC Board for their direction and leadership over the year. Directors' wisdom and expertise has ensured the CRC has remained competitive and relevant in a dynamic and ever-changing landscape.

In wrapping up my Christmas message, I pay particular recognition to the team in CRC Headquarters at the University of Western Australia. You are a wonderful group to work with and this is reflected by the many compliments I get from our Participants, researchers and stakeholders.

On behalf of the CRC, I would like to wish you and your loved ones a wonderful Christmas and a prosperous 2009.

Kevin Goss  
FFI CRC CEO

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**FFI CRC Head Office will be closed from 22 December 2008 and will re-open on 6 January 2009. For queries during this time, please email: [enquiry@futurefarmcrc.com.au](mailto:enquiry@futurefarmcrc.com.au).**

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## Coming events

### **AARES 53<sup>rd</sup> Conference**

**11-13 February 2009, Cairns, Qld**

### **Salinity Exchange Conference**

**19-20 February 2009 Albury, NSW**

Further information: [www.murray.cma.nsw.gov.au](http://www.murray.cma.nsw.gov.au)

### **National Outlook Conference**

**3-4 March 2009, Canberra, ACT**

Further information: [www.abareconomics.com/outlook](http://www.abareconomics.com/outlook)

### **2009 WANTFA Conference**

**4 March 2009, Swan Valley, WA**

Email: [kaye@wantfa.com.au](mailto:kaye@wantfa.com.au)

### **WA Farmers Annual Conference**

**25-27 March 2009, Perth, WA**

Email: [chrismarris@wafarmers.org.au](mailto:chrismarris@wafarmers.org.au)

### **The NSW Sustainable Development Conference 2009**

**1-2 April 2009 Dockside Convention Centre, Sydney, NSW**

Email: [scott.mckinnon@halledit.com.au](mailto:scott.mckinnon@halledit.com.au)

Further information: [www.halledit.com.au/nswsdc](http://www.halledit.com.au/nswsdc)

### **2009 CRCA Conference**

**26-28 May 2009, Canberra, ACT**

Email: [ceo@crca.asn.au](mailto:ceo@crca.asn.au)

Further information: [www.crca.asn.au](http://www.crca.asn.au)

### **2009 APEN Conference**

**9-12 November 2009, Busselton, WA**

Further information: [www.apen.org.au](http://www.apen.org.au)

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