



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

Presented by: Jacqui Knee, Trial 1 Project Officer

  
 Australian Government  
 Department of Agriculture  
 and Water Resources

*This project is supported by funding from the Australian Government Department of Agriculture and Water Resources as part of its Rural R&D for Profit programme.*



Department of Industry



Economic Development, Jobs, Transport and Resources



## Processor trial – Key message

- There are real opportunities to embed more R&D with processors and extend to producers

**but it must have commercial context**



# Processor trial - Introduction

## Working with

Dairy:

Warrnambool Cheese and Butter (Saputo)

Meat:

JBS Southern

## Our Trial Team

Industry lead and  
participating industry:

Ian Linley (Dairy Australia)

Industry partners:

Doug McNicholl (MLA); Ashley Norval & Lechelle van Breda (APL)

Government partners:

Tim Hollier (DEDJTR)

Project consultant:

Bruce Hancock (PIRSA)

Project management:

Jacqui Knee (RMCG)

Research lead:

A/Prof Ruth Nettle, Nicole Reichelt (The University of Melbourne)



# Processor trial - Approach

## Phase 1 – Engagement

- Establish current situation
- Describe the “ideal world”
- Report on key findings and identify activities

## Phase 2 – Delivery of activities

- Deliver activities
- Evaluate



## Observations to date

- Processors are interested in extending R&D if it supports commercial outcomes
- Processors participate in the development phase of R&D
- Processors see a competitive advantage in how they do extension



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