



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



Australian Government
Department of Agriculture
and Water Resources

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Department
of Industry



Economic Development,
Jobs, Transport
and Resources



Agribusiness ain't Agribusiness

- Corporate retailers (Elders, Landmark)
- Local retail groups (Muir, AgNVet, Delta)
- Linked independent retailers (CRT, NRI, AIRR)
- Specialist retailers (seed, fertiliser, stockfeed)
- Product supply companies (Bayer, Incitec Pivot, Virbac)

All have different degrees of technical and sales capability, R&D/evidence focus, independence from specific products, regional coverage and ability to co-ordinate activities

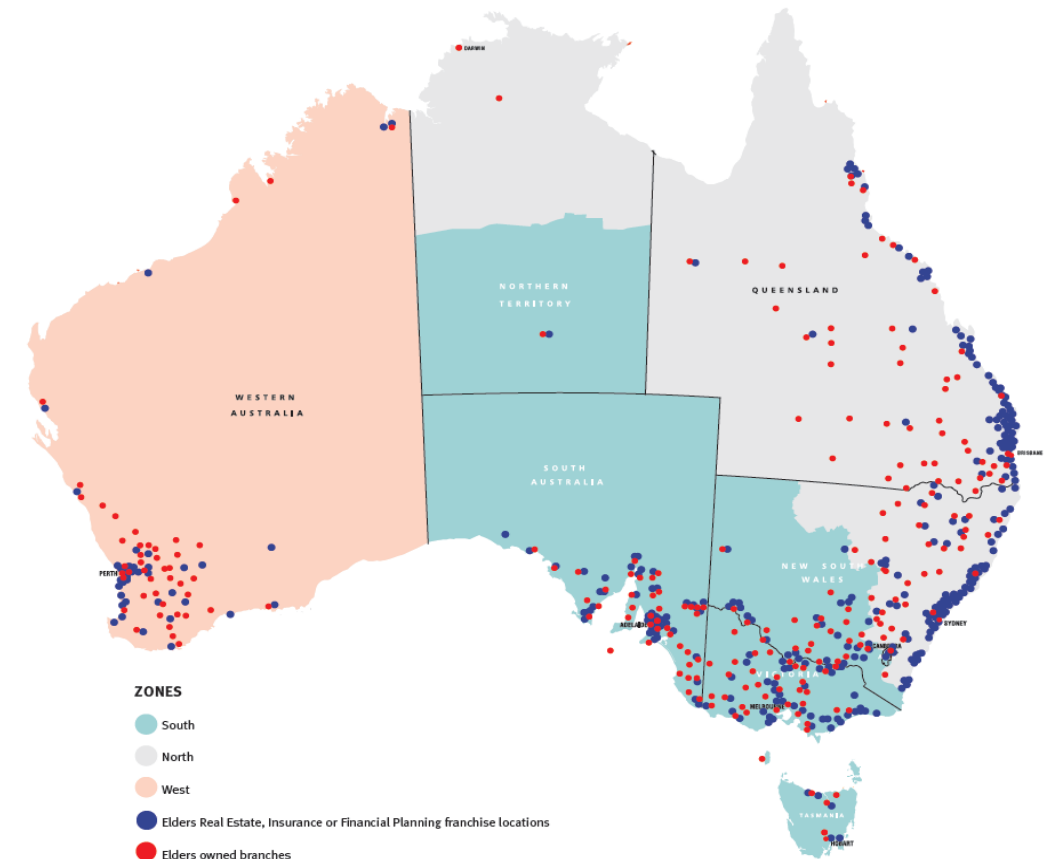
They are all already engaged in extension activities with varying links to industry R,D & E



Elders as an example

- National network of farm supplies branches
- Over 130 agronomists (of 1500 total)
- 13 livestock production advisers
- 220 on-road sales staff
- 200 stock agents
- 60 woollies

- Increasing focus on consultancy based technical service
- Strong desire to increase engagement with industry R,D&E activities





So where are the barriers?

- Habit/history
- Time
- Perceptions

