



## Trial 1: Processor trial

**Industry lead:** Dairy Australia

**Participating agricultural industries:** Dairy Australia (Ian Linley); Meat & Livestock Australia (Doug McNicholl); Australian Pork Limited (Ashley Norval)

**Private advisory sector partners:** A dairy processor (Warrnambool Cheese and Butter Factory – part of the Dairy Division, Australia, of Saputo Inc.) and a red meat processor (JBS Australia)

**Project officers:** Jacqui Knee, RM Consulting Group (RMCG); Bruce Hancock, Primary Industries and Regions SA (PIRSA)

**Research lead:** Nicole Reichelt, The University of Melbourne (UoM)



## Processor Management Aspirations

### WARRNAMBOOL CHEESE AND BUTTER

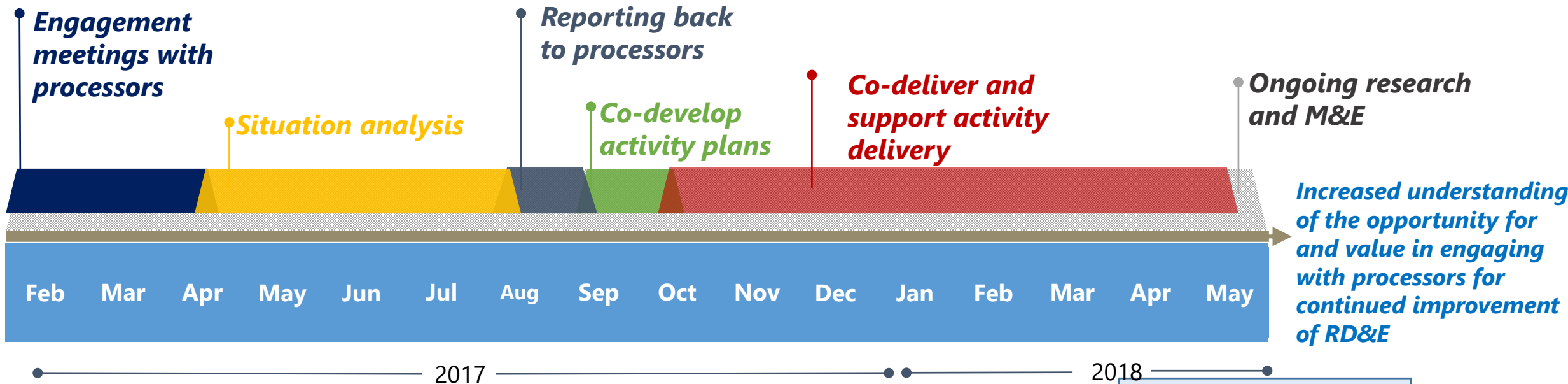
What we're trying to put together is a team and a service that helps us build relationships and, at the end of the day, helps our farmers become more sustainable and more profitable [in order to] run better businesses.

### JBS AUSTRALIA

We are looking at trying to improve the results of our suppliers, around compliance – if they get a better result, they get more money in their pocket and so do we, so it's a win/win situation.



# Activity timeline



- Current focus**
- Delivery of LDL training with livestock buyers
  - Social network analysis of field services team





## Staff in the field – daily interactions with producers

### WARRNAMBOOL CHEESE AND BUTTER



- **8** Field service officers
- Varied background, education and experience in the dairy industry
- Core role - secure quality milk supply for an increasing milk processing capacity

### JBS SOUTHERN



- **16+** Livestock buyers
- Varied background, education and experience in the meat industry
- Core role - purchase livestock to meet processor quantity and customer's quality



# Dairy Field Officers and Livestock Buyers

## - adding value to core role

90% of the role is active listening

Building trust is important and being regarded as an "honest" broker

**FIELD OFFICERS**

**LIVESTOCK BUYERS**

### Priority areas for professional development/communication improvements:

- Conflict and change management on-farm
- Farm Business Management
- Human Resource Management
- Farm production skills and compliance
- Packaging information to suppliers to provide a dairy market situation analysis

### Priority areas for in-house training/operational improvements:

- Interpreting MLA carcass feedback system
- Use of the "solutions library"
- Set up effective communications within the livestock buying team and with management



# Processor R&D Connections

WARRNAMBOOL CHEESE AND BUTTER



JBS SOUTHERN



## Current R&D connections

- Development of industry programs
- Delivery of industry programs
- Capability and network building
- Accessing research results

## Improving processor R&D connections

- Management communicating R&D information and their involvement in programs with front line staff
- Understanding each other's 'expertise networks' to increase access to other research information
- Frontline staff participating or contributing to research





## Value proposition for collaborating

### Processors

- Independent view of company
- Enabling strategic planning
- Open communication
- New and shared knowledge amongst front line staff
- New tool to engage supplier base
- Convenient engagement approach

### Trial 1 project team

- New insights about the processing sector
- Awareness raising of the challenges with collaboration
- Building momentum for future engagement
- Establishing a working team that traverses sectors and levels of management



## Recommendations - progressing RD&E engagement with processors

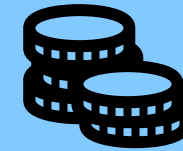


**\*Communicating outcomes and presenting positive findings to stimulate greater interest**

Examples: Australian Dairy Conference, International Farming Systems Association Conference, DA Service Provider Day, other extension researchers



**\*RDCs could invest further in this process with other interested processors**



**\*Resourcing a technical-extension intermediary to build and empower collaborative teams within Value Chains**

Examples: Value Chain Officer, RDC sponsored engagement officer, private consultant