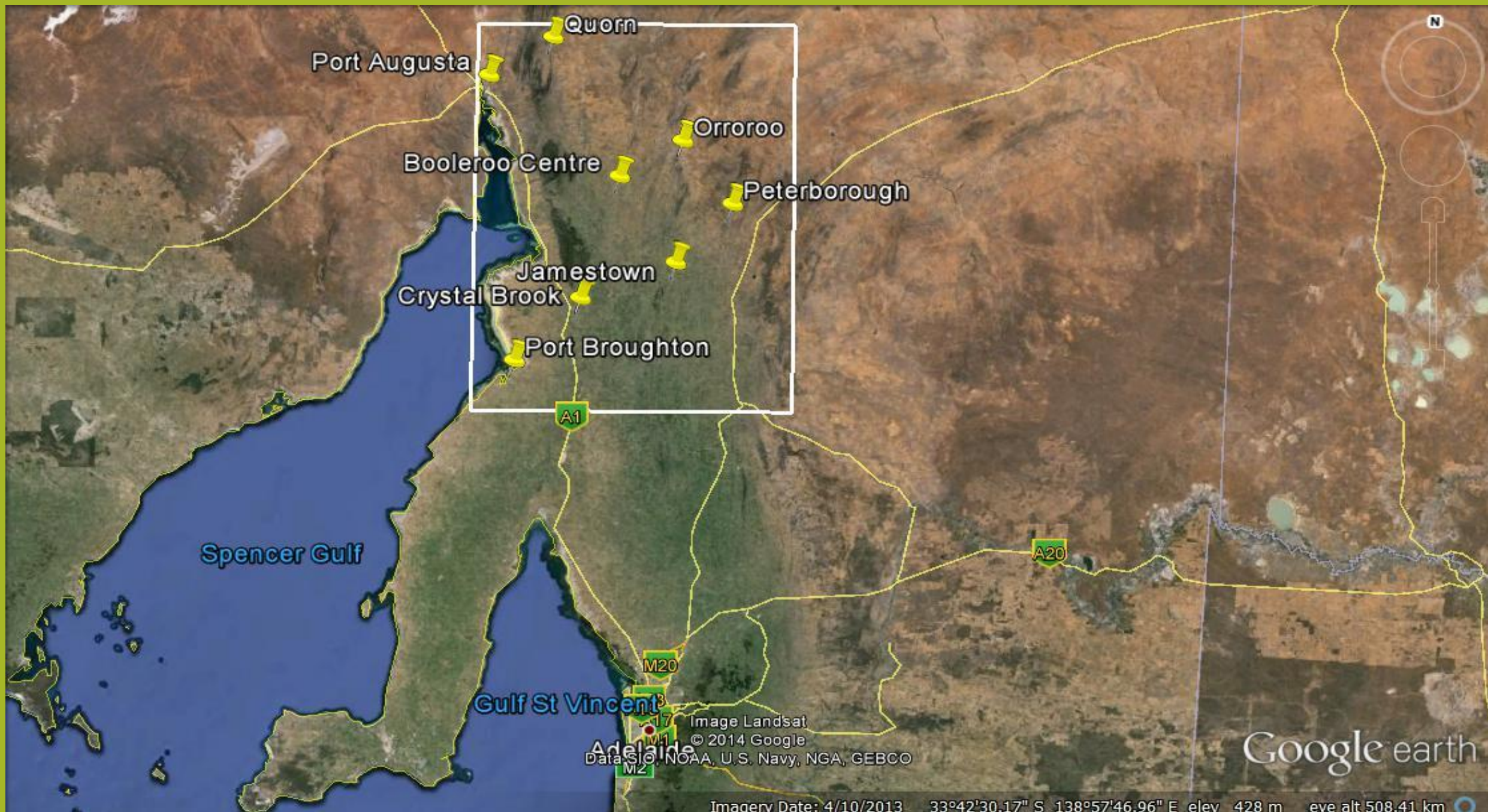


Ag Excellence Alliance Inc
2015 Annual Forum
Upper North Farming Systems
Expanding Your Groups Influence



UNFS – Who are we?





Port Augusta

Quorn

Booleroo Centre

Orroroo

Peterborough

Jamestown

Crystal Brook

Port Broughton

A1

A20

M20

Gulf St Vincent

Adelaide

Image Landsat

© 2014 Google

Data SIO, NOAA, U.S. Navy, NGA, GEBCO

Google earth

Imagery Date: 4/10/2013 33°42'30.17" S 138°57'46.96" E elev 428 m eye alt 508.41 km

Mission



1. Facilitate Capacity Building and Empowerment of the Agricultural Community in the Upper North of South Australia.
2. Gain a greater understanding of the farming systems and operating environment for agricultural enterprises in the Upper North of South Australia.
3. Facilitate the uptake of industry best practice across the agricultural enterprises in the Upper North of South Australia.

Why have we been asked to discuss this topic?

- In 2013 we had lost 145 members
- 2014/15 we have regrown to 140 members.
- 79 have not been members for more than 3 years or are new members.
- Why have they returned or decided to join for the first time?



We asked!

Why are you no longer a member?

No longer mixed farming focused

No longer a social group

No longer farming



We responded!

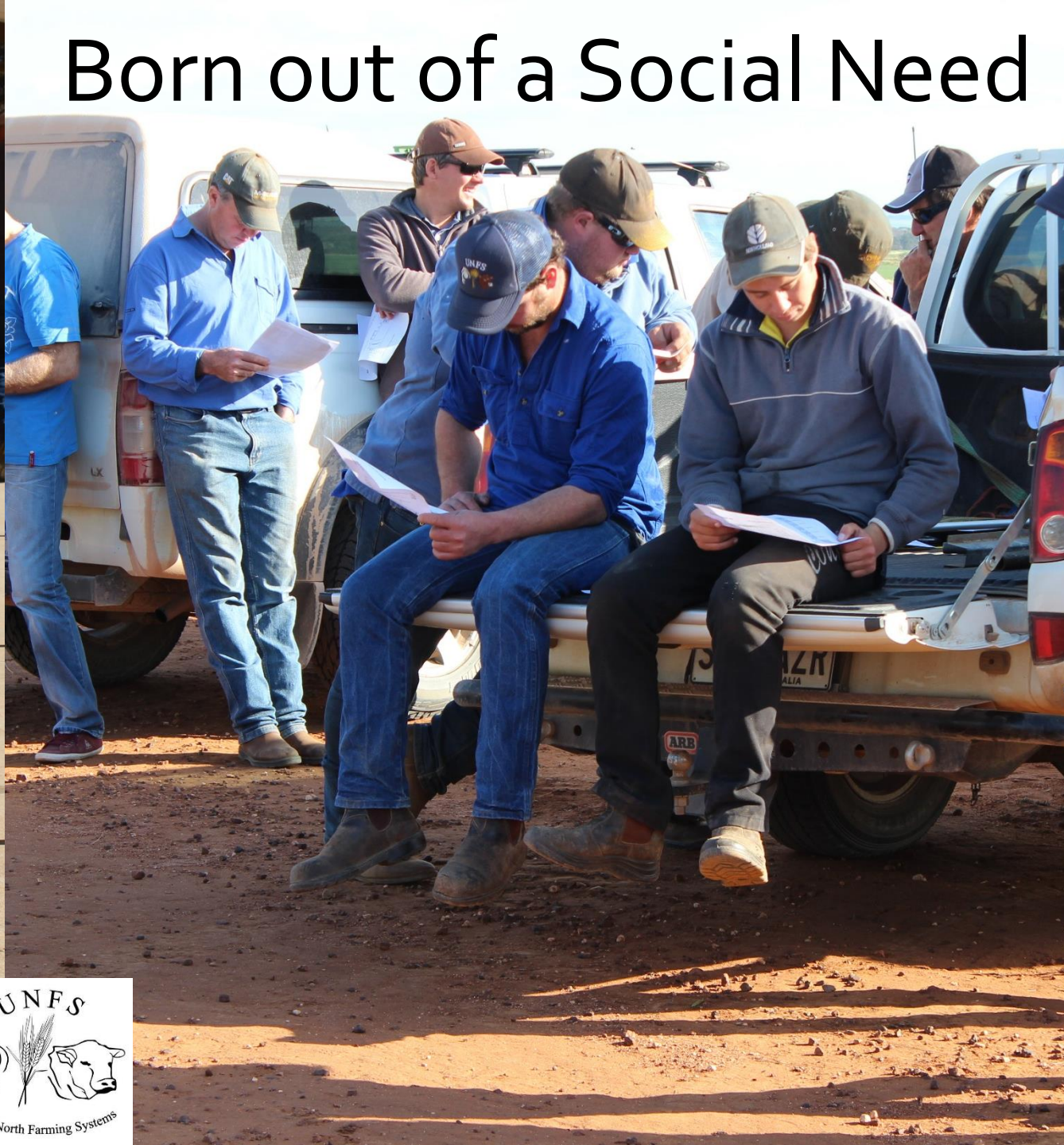
- We reviewed our content
- We revisited the regions, the “hubs” & social element.
- We created a buzz around our activities
- We became independent
- We became relevant again
- We focussed on implementation not just information





Include content
without funding

Born out of a Social Need



2013 Seeder Demonstration – The Buzz Effect



Background: Why do a Seeder Demonstration?

- The adoption of no till farming systems has been significantly lower in the Upper North with many farms still cultivating paddocks before sowing.
- After the success of the seeder trial at Lowbank in the Mallee in 2012, significant interest was shown at UNFS planning meetings to do something similar in the Upper North.
- The demonstration addressed issues key to the current GRDC funded Stubble Initiative Project.
- It involves big machines and a good old competition!





Independent and Farmer Driven



2014 Seeder Demonstrations Cereals in a Post Pasture Phase





Relevant and Timely



Focus on Implementation not just Information





We are expanding



- Increase, Improve and Target Communication
- Relevant Projects and Activities
- Find something that creates a Buzz
- Create Competition/Sport/Social Components
- Focus on Implementation, not just Information