



Social Media In Agriculture



FACT SHEET

Soil Management on Eastern EP

The following three videos were produced in association with the Eyre Peninsula NRM Board, the Regional Landcare Facilitators and Rural Solutions SA. The videos highlight innovated solutions to soil issues on the eastern Eyre Peninsula of South Australia through close collaboration between researchers, extension workers and farmers.

Blowhole rehabilitation to increase soil cover

Linden Masters, Regional Landcare Facilitator on the Eyre Peninsula and Terry Schmucker, a farmer from Waddikee on the Eyre Peninsula of South Australia, discuss Terry's innovative approach to solving sand hill blow holes on his property. Years of drought and unsustainable farming practices have resulted in large blow holes developing on the dune swale country of the eastern and central Eyre Peninsula. Terry's move to no till and variable rate farming practices have inspired him to find a solution to turning unproductive sand hills into productive areas whilst eliminating erosion risk. The smudge bar that Terry designed and built levels blow holes and with the use of bio solids and clay, he is able to stabilise sand hills, overcome non wetting issues and begin to grow productive crops on these areas.

This is another video supported by the Social Media in Agriculture project funded by Australian Government's Caring for our Country initiative.

<http://youtu.be/lhL4i4u-0tY>



Using gypsum to increase water use, yields and profits

Brett Masters, soil management consultant from Rural Solutions SA and Isaac Gill, who farms in the Cleve Hills on the Eyre Peninsula of South Australia, discuss the issues with sodic soils and how gypsum application has provided multiple benefits. High exchangeable sodium percentage in



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soils on Isaac's farm has resulted in winter water logging, poor trafficability and hard setting soils. Applying gypsum at five tonnes per hectare has provided immediate and long lasting responses, with less run off following rain events, being able to get on paddocks quicker to carry out cropping operations, increased yields and cleaner water flowing into farm dams.

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<http://youtu.be/SMNI5uRwTgg>

Perennial shrubs – an option for problem soils

Neil Ackland from Eyre Peninsula NRM discusses an initiative with a group of farmers on the eastern Eyre Peninsula of South Australia to find a productive and sustainable solution to problem magnesite soils in a dry climate. Perennial fodder shrub trials were established on Scott William's farm at Elbow Hill during the drought of 2008 /09 with some impressive results. The ability to maintain sheep condition and achieve effective ground cover has prompted interest in establishing commercial areas of perennial fodder shrubs. The biggest barrier is the establishment costs. This is another video supported by the Social Media in Agriculture project funded by Australian Government's Caring for our Country initiative.

<http://youtu.be/NOp4KvWift0>



Social Media in Agriculture explores the use of social media (You Tube, Vimeo, Facebook, Twitter, etc.) as an extension tool. Grower groups from across the state have had the opportunity to build their skills in the use of social media and to produce short You Tube style videos that tell stories of innovation and best practice around sustainable agriculture.

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