

2002 AGRIBUSINESS CONFERENCE

- ◆ Researching New Products –
- ◆ Staying Connected to the Value chain

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◆ Homebush - 12 November

Is R & D worth it?

- ◆ Most of the crops we grow in Australia grow elsewhere.
- ◆ Most farmers and value systems elsewhere are highly competitive...fairly or unfairly!
- ◆ Most crops have or develop problems.
- ◆ Most food production systems are in fashions which change.
- ◆ Most successful industries do most R&D.
- ◆ Can farmers or corporates not afford R&D?

STAYIN' ALIVE

- ◆ OCHRE COLOURED COTTON TO ORGANIC BEETROOT
- ◆ BIOCONTROL BEETLES TO NO-TILL FARMING
- ◆ MODIFIED ATMOSPHERE GERALDTON WAX TO MEDICAL USES OF HONEY
- ◆ NEUTRACEUTICAL FRUITS TO CAR DOORS FROM LINSEED FLAX

THE VALUE CHAIN DRIVER

- ◆ Australian agriculture must stay in touch and at times lead end product development
- ◆ Retail industries should be partners and drivers of R&D in rural Australia
- ◆ Commercial partnerships in product development and in the paddock
- ◆ The value chain as driver of R&D

R & D Corporations

#RIRDC is established under the *PIERD Act* within the Commonwealth Government portfolio of Agriculture, Fisheries and Forestry – Australia (AFFA).

14 R&D Corps.

Most require statutory levy funding

RIRDC is a hybrid developing new crops and marketing of products.

RIRDC

- ◆ Our vision is for an innovative, efficient and profitable Australian rural sector producing and marketing quality, differentiated products from ecologically sustainable production systems into discerning world markets; and for RIRDC to be recognised as a leading manager of research and development.

RIRDC

- ◆ Our mission is to manage research and development investments on behalf of government and industry for the benefit of the people of Australia. We will achieve this by:
 - enhancing innovation in the rural and related sectors;
 - fostering the development of new industries; and
 - addressing strategic issues facing the rural sector.

KEY RIRDC GOALS Pt 1:

- Assist Australian business to capture global market opportunities, especially in Asia.
- Improve industry skills, and management of natural resources and regional development.
- Ensure R&D investment addresses industry/business goals, needs and plans.
- Improve the capture of the benefits of its R&D investment.

Prospective New Industries

New Plant Products

New Animal Products

Emerging New Industries

Asian Foods

Agroforestry and Farm Forestry

Deer

Essential Oils and Plant Extracts

Organic Produce

Rare Natural Animal Fibres

Tea Tree Oil

Wildflowers & Native Plants

Established Rural Industries

Chicken Meat

Eggs

Honeybee

Rice

Horses

Fodder Crops

Pasture Seeds

Future Agricultural Systems

Global Competitiveness

Resilient Agricultural Systems

Human Capital, Communications
& Information Systems

WORK IN PROGRESS

- ◆ 600 projects in 20 diverse areas, totalling around \$24m. Funds come from Commonwealth appropriations (\$11m), voluntary industry contributions, industry levies and Commonwealth dollar for dollar matching funds.

Returns on RIRDC \$\$\$

- ◆ We solicit and encourage proposals which are likely to have a commercial return
- ◆ We try to develop flexible commercial partnerships with researchers and industry, see our adoption and commercialisation principles (Web site and Res Prior 03-04)
- ◆ We measure and benchmark returns on \$\$\$ invested.

COMMERCIAL PARTNERS

- ◆ On behalf of the researchers of new crops and technology, of new packaging, presentation and marketing concepts we work with industry to drive R&D to commercial outcomes
- ◆ Its NOT the \$\$\$ it's the we want
- ◆ www.rirdc.gov.au/researchpriorities/commpolicy.html