



FINAL REPORT 2015

Applicants must read the *SAGIT Project Funding Guidelines 2014* prior to completing this form. These guidelines can be downloaded from www.sagit.com.au

Final reports must be emailed to admin@sagit.com.au as a Microsoft Word document in the format shown **within 2 months** after the completion of the Project Term.

PROJECT CODE	:	RS114
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PROJECT TITLE	(10 words maximum)
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<i>Publication of 2015 Farm GM and Enterprise Planning Guide for SA</i>
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PROJECT DURATION

*These dates **must** be the same as those stated in the Funding Agreement*

Project Start date	01/07/2014
Project End date	30/06/2015

PROJECT SUPERVISOR CONTACT DETAILS

The project supervisor is the person responsible for the overall project

Title:	First Name:	Surname:	
Mr	Brett	Bartel	
Organisation:			
Rural Solutions SA			
Mailing address:			
Telephone:	Facsimile:	Mobile:	Email:

Office Use Only

Project Code	
Project Type	

ADMINISTRATION CONTACT DETAILS

The Administration Contact is the person responsible for all administrative matters relating to the project

Title:	First Name:	Surname:	
Mrs	Erica	Hancock	
Organisation:			
Rural Solutions SA			
Mailing address:			
Telephone:	Facsimile:	Mobile:	E-mail:

PROJECT REPORT

Provide clear description of the following:

Executive Summary (200 words maximum)

A few paragraphs covering what was discovered, written in a manner that is easily understood and relevant to SA growers. A number of key dot points should be included which can be used in SAGIT communication programs

SAGIT funding was utilized to produce and publish the 2015 Farm Gross Margin Guide.

The primary purpose of the guide is to provide a template for primary producers to calculate their own gross margins using data relevant to their own situation. To assist in this process, the guide incorporated the latest information on input and output pricing to give estimates of the relative profitability of different farm enterprises. Industry expertise was utilized to ensure robustness in the accuracy of information presented.

A further important use of the guide is to provide the R,D and E community with reference material to analyse their work for practical relevance to primary producers.

Distribution of the guide occurred in both hardcopy and electronic form through a wide range of networks to ensure that the target audience was well covered.

It is clear that both farmers and advisors would benefit from having a farm gross margin program which is web- based and interactive. It is intended to pursue this opportunity for any future production.

Project Objectives

A concise statement of the aims of the project in outcome terms should be provided.

The overall aim of the project was to increase crop and livestock producer's capacity to assess the relative profitability and risk of enterprises leading to improved farm planning decision making and providing more profitable and sustainable businesses in the long term.

This project produced and published an updated Farm Gross Margins Guide for use by crop and livestock producers in SA as part of their farm business planning process in 2015. The guide, which has been produced annually for many years by Rural Solutions SA, incorporated the latest information on input and output pricing to give estimates of the relative profitability of different farm enterprises. The document therefore provided a template for primary producers to calculate their own gross margins using data relevant to their own situation.

It is important that a guide like this is widely available to its target audience. The guide was made freely available in both hard copy and electronic form to the R,D and E agricultural community in SA along with primary producers. GRDC assisted with distribution, utilizing its Groundcover contact list and Groundcover direct facility.

Overall Performance

A concise statement indicating the extent to which the Project objectives were achieved, a list of personnel who participated in the Research Project including co-operators, and any difficulties encountered and the reasons for these difficulties.

The project utilized the services of Barry Mudge (Barry Mudge Consulting) to update the technical content of the guide. Simone Lawson (Rural Solutions SA) was responsible for overall production coordination.

Independent agronomy advice is also sought each year to ensure the technical content of the guide remains accurate and representative of current best practice. In 2015, the project used the services of well-known agronomist Mick Faulkner in a quality control and review role.

It is important that a Farm Gross Margin guide be made available to farmers in time to assist them with decisions around enterprise selection. This is primarily in February/ March, prior to the new cropping season. The guide was available by early February and a hardcopy was included in participant's packs at The GRDC Advisor Updates in Adelaide on Feb 10th and 11th.

Key Performance Indicators (KPI)

*Please indicate whether KPI's were achieved. The KPI's **must** be the same as those stated in the Application for Funding and a brief explanation provided as to how they were achieved or why they were not achieved.*

KPI	Achieved (Y/N)	If not achieved, please state reason.
2015 Guide completed and ready for printing	Yes	
2015 Guide printed and deposited with GRDC for distribution	Yes	
Writing and submission of final report	Yes	

Technical Information (Not to exceed three pages)

Provide sufficient data and short clear statements of outcomes.

Full details of Gross Margins can be accessed via the publication or the web.

Conclusions Reached &/or Discoveries Made (Not to exceed one page)

Please provide concise statement of any conclusions reached &/or discoveries made.

In 2014 GRDC commissioned a survey of Gross Margin use by farmers and advisors across the southern region. Although recognizing the selective nature of the survey, it is of interest to note that the current use of gross margin analysis by respondents was very high at 78%. Of the 48 SA respondents to this survey, 100% indicated that they used the previous guides produced by Rural Solutions SA in some way.

Researchers were using the tools to evaluate their results and in assisting the extension of their results to their stakeholders. From these results, and anecdotally, there is clear evidence that the guide, as currently produced, is seen of value.

Further findings of the survey were that 76% of respondent users were using spreadsheets and 38% are using hard copy methods. The most preferred format into the future was spreadsheets (75%), followed by online programs (31%), hard copy (22%) and apps (20%).

Intellectual Property

Please provide concise statement of any intellectual property generated and potential for commercialisation.

Limited new intellectual property was generated from the publication of the 2015 Gross Margins Guide. Format used was standard across industry. Results are able to be duplicated by other entities if desired.

Application / Communication of Results

A concise statement describing activities undertaken to communicate the results of the project to the grains industry. This should include:

- *Main findings of the project in a dot point form suitable for use in communications to farmers;*
- *A statement of potential industry impact*
- *Publications and extension articles delivered as part of the project; and,*
- *Suggested path to market for the results including barriers to adoption.*

Note that SAGIT may directly extend information from Final reports to growers. If applicable, attach a list of published material.

A total of 2000 hardcopies of the Farm Gross margin Guide were printed.

- All participants at the Feb, 2015 GRDC Adelaide Advisor Update received hardcopies (400 copies provided)
- A total of 500 copies were sent to GRDC Groundcover direct for distribution by request
- Copies were available from all PIRSA and regional NRM offices in SA
- Hardcopies were also available at farming systems review days
- Hardcopies were available at the PIRSA site at the Karoonda and Lucindale field days
- Hardcopies and reference to the website were provided to interested banks
- GRDC undertook a focused CRM e-mail campaign targeting their Groundcover e-mail list
- Electronic copies were available for download from GRDC, SAGIT and Rural Solutions SA websites

POSSIBLE FUTURE WORK

Provide possible future directions for the research arising from the project including potential for further work and partnerships.

While the production of the GM guide in its current form is seen as a valuable resource, it is clear that the availability of such a tool as a web-based spreadsheet is desired by the industry. This proposal will be actively investigated prior to production of the 2016 Guide.

AUTHORISATION
Name: Brett Bartel
Position: Director Service Delivery
Signature:
Date: 6 May 2015

Submit report via email to admin@sagit.com.au as a Microsoft Word document in the format shown ***within 2 months*** after the completion of the Project Term.