



Office Use Only

Project Code	
Project Type	

FINAL REPORT 2016

Applicants must read the *SAGIT Project Funding Guidelines 2016* 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	: AC116 (SAGIT) / ACO00019 (GRDC)
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PROJECT TITLE	(10 words maximum)
Seed to Store YouTube Clip Competition	

PROJECT DURATION

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

Project Start date	February 2016				
Project End date	December 2016				
SAGIT Funding Request	2013/14		2014/15		2015/16

PROJECT SUPERVISOR CONTACT DETAILS

The project supervisor is the person responsible for the overall project

Title:	First Name:	Surname:	
Mrs	Belinda	Cay	
Organisation:			
AgCommunicators			
Mailing address:			
Telephone:	Facsimile:	Mobile:	Email:

ADMINISTRATION CONTACT DETAILS

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

Title:	First Name:	Surname:	
Miss	Sarah	McDonnell	
Organisation:			
AgCommunicators			
Mailing address:			
Telephone:	Facsimile:	Mobile:	Email:

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

Now in its third year, the *Seed to Store YouTube Clip Competition* grew again in 2016 as school students and members of the public from across Australia shared the story of grain.

Supported by the South Australian Grains Industry Trust and the Grain Research and Development Corporation, the competition challenged participants to create a one minute video clip showcasing the Australian grains industry and then entering their clip into the 2016 Royal Adelaide Show competitive online section. Celebrity Grains Ambassador Andrew 'Cosi' Costello and the AgCommunicators team also conducted engaging and fun school visits to talk to over 500 students about the industry, career opportunities, the importance of the Australian grains industry and, of course, promote the competition. These classroom sessions linked to the career component of the curriculum, sharing new ideas and opportunities for students to consider.

The overarching aim of the competition is to get both students and community members engaged in the technology, science, best practice, research, development and people in the grains industry. It asked those who work within the industry and those who enjoy it's produce to showcase the grains industry as innovative and sustainable.

Across the two categories of 'School Entry' and 'Community Member Entry', 31 high quality entries were received. This included entries from South Australia, Queensland, Western Australia and New South Wales. The \$2,400 prize money was distributed to the top three entries in each category, with winners awarded on stage at the Royal

Adelaide Show. The Blue Ribbon entries each received \$1,000 after deliberation and review by judge's Andrew 'Cosi' Costello, Malcolm Buckby representing SAGIT and GRDC representative Andrew Etherton.

Active media and promotion following the judging has seen the two finalists draw significant attention through various media outlets, including social media. Following the presentation of winners at the Royal Adelaide Show, Cosi also spoke about the competition and the grains industry on ABC 891.

Aimee's winning clip in the schools category has been viewed over 4,780 times! This is an excellent outcome for the initiative.

Some media examples can be viewed at:

<http://www.stockjournal.com.au/story/4155668/beer-behind-best-in-community-section/?cs=4880>

<http://www.stockjournal.com.au/story/4149572/wider-audience-focus-for-grain-competition/>

Project Objectives

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

Seed to Store YouTube Clip Competition core objectives were to:

- Connect schools and the wider community with the Australian grains industry in a creative and engaging manner.
- Promote the industry for its best practice, innovation, sustainability and quality grains.
- Highlight the varied careers and pathways available in the Australian grains industry.
- Attract a range of quality entrants to produce a one minute video showcasing the journey of grains, legumes, oilseeds and pulses from being seed in the ground to food for people and livestock. Concepts which needed to be addressed include best practice science, innovation, farming and food production in South Australia – essentially it is the journey of grain from the paddock to our plate.
- Generate positive media (both radio, print and web based) promoting the grains sector and competition.

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 Seed to Store YouTube Clip Competition received [31 competitive entries](#).

Community Category

FIRST PRIZE: [‘High Flying Beer’](#) by Sascha Estens of Rabbit Hop Film, Moree NSW, with her clip showcasing the Crowe family.

SECOND PRIZE: [‘Seed to Store 2016 – Studio Grain’](#) by Eve and Henry Green of Mitcham, Jen Frith and Peter Frith of Crystal Brooke, SA.

THIRD PRIZE: [‘How to make toast’](#) by Zoe Lynch of University of Southern Queensland, Toowoomba.

School Category

FIRST PRIZE: [‘We grew it here’](#) by Aimee Gladigau, Bulla Burra Collaborative Farming, Loxton, SA.

SECOND PRIZE: [‘Seed to Store: Canola’](#) by Nicole, Jaxon and Thalia of Keith Area School, Keith, SA.

THIRD PRIZE: [‘Grain to Garment’](#) by Joel Bretag and Zac Cross of Lucindale Area School, Lucindale, SA.

Other points of interest

- The initiative was started earlier than previous years so that the competition could be integrated into the learning schedule of schools. Supporting resources were designed for both students and teachers to assist, with teachers commenting that they greatly appreciated this.
- As of the end of September 2016, over 6000 views had been made on the entries (we made a page featuring the top five clips from the student and community entrants), with the School Category winner ‘We grew it here’ being viewed 4,780 times.
- Media coverage included print, radio and social media, in the lead up and following the announcement of winners. This included a live interview with Sonya Feldhoff of ABC 891 from The Royal Adelaide Show. Great coverage was received in the Stock Journal, with a half page spread in the Cropping Section plus two online stories. All forms of media positively promoted SAGIT and the GRDC.
- Over 500 students from 5 regional schools in South Australia’s south-east region enjoyed The Story of Australian grains presentation with our education team visiting their school for a free visit – the team consisted of Grains Ambassador Andrew ‘Cosi’ Costello, Young Farming Champion Emma Ayliffe and the AgCommunicators team. Positive feedback was received from all schools visited, with all expressing interest in involvement in years to follow (i.e. teachers are actually working to embed this initiative into their curriculum – demonstrating the worth of the program). Teachers appreciated the in school support provided by the AgCommunicators team and also valued the resources provided to assist students understand the grains industry and video clip production.

- Winning entries from 2015 were used to promote the attributes judges were looking for and to generate discussion about areas of the industry which might be interesting to include.
- The competition and the grains industry were promoted widely by the AgCommunicators team at events throughout Australia including the Adelaide Careers & Employment Expo, the Adelaide Tertiary Studies & Careers Expo, the Home Economics Institute of Australia Conference, CONASTA 65 Brisbane, Primary Industry Education Foundation Australia Conference Canberra, along with school visits and school based career expos in South Australia and New South Wales promoting pathways in the agricultural industry.
- Stock footage was again made available to those interested in entering and included mainly footage on on-farm processes.
- Note that an entry fee of \$10.00 per entry was maintained and is a requirement of the RA&HS. This was managed by the RA&HS and is considered an administration fee for servicing the competitive entry. This fee was not received by AgCommunicators.

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.
Coordinate a YouTube video clip competition to promote the grains industry on behalf of SAGIT and in conjunction with the Royal Adelaide Show	Y	
Promote the competition and the grains industry directly to primary, secondary, TAFE and tertiary teachers through visits and promotions.	Y	
Develop a kit to assist teachers implement the YouTube clip competition in the classroom	Y	
Run an awards ceremony on the Royal Adelaide Show Coca-Cola Stage to acknowledge the winners and supporters of the competition.	Y	
Generate positive media for the grains industry following the event.	Y	

Technical Information (Not to exceed **three** pages)

Provide sufficient data and short clear statements of outcomes.

Action	Outcome	Detail	Date Achieved
1	Developing entry guidelines in line with other competitive entry categories. Engaging with	The 2016 Schedule was produced as a publication of The Royal Adelaide Show program, under the <i>Grains & Fodder</i> section of competitions. The prize schedule included entry details, category specifications, rules & regulations and	YES May 2016

	<p>stakeholders to ensure all are on board.</p> <p>Researching entrant criteria, liaison with Show, ensuring publicity through show schedules.</p>	<p>guidelines for participants. In line with branding design, sponsors and target audience were aligned with the scheduling detail. The schedule was launched on the RA&HS website in May and all entries could only be completed online. To enter participants were invited to enter online at www.theshow.com.au. They then had to select "Show Entries and Results" then "Online Entries" and then "Seed to Store YouTube Clip Competition".</p> <p>Administration assistance was provided by the RA&HS staff and included registration, tickets for finalists and prize distribution. Project Manager Brad Ward acted as this year's competition liaison, assisting with ribbons and the Grand Final Presentations on the Coca-Cola Stage at The Show. Specifications targeted school students and members of the wider community to make two entrant categories.</p>	
2	<p>Developing branding of campaign / working with designer on logo / establishing web and facebook page to promote award</p>	<p>The 2015 YouTube promotional clip produced by Ambassador Andrew 'Cosi' Costello was used once again to launch the competition. The winning clips from 2015 proved to be great in engaging students and showing what they could achieve with their entry.</p> <p>Jane McLean, graphic designer for AgCommunicators, worked with Sarah and Belinda to develop a promotional flyer, poster and school resources to advertise the video clip competition. There was a double sided A-4 flyer sent to schools and a one-sided A-4 flyer for displaying on pin up / promotional boards. The design featured Cosi and provided the essential information of the competition, how to enter and highlighted valued sponsors. Branding is attached in the appendix.</p>	<p>YES April 2016</p>
3	<p>Printing flyers to assist in the competition promotion plus</p>	<p>A4 and A3 flyers were developed and distributed to schools and tertiary institutes as follows:</p>	<p>YES May 2016</p>

	postage. Include cover letter.	<ul style="list-style-type: none"> • A4 Seed to Store Posters PDF were sent to 180 teachers South Australian Secondary Schools, with printed flyers being distributed to local metro schools and regional schools during presentation trips and posted to all agricultural schools. • A4 Seed to Store Posters and flyers distributed at: TAFE SA, University of Adelaide – Waite and Roseworthy and distributed to other University with agricultural courses across Australia as PDF file. 	
5	Use of existing data base to advertise the competition to - calling groups and encouraging them to be involved, visiting schools / organisations and meeting with groups if required. Engagement necessary to promote messages.	<p>The following promotional avenues were employed to ensure a wide reach of the initiative:</p> <ul style="list-style-type: none"> • Distribution of advert to AgCommunicators Education Database. • Email advert to ATASA (Ag Teachers Association of SA) • Email advert to all state University media departments and ag faculties • Email advert directly to SA agricultural secondary schools • Email advert shared amongst appropriate networks of Food & Fibre Education SA, Art4Agriculture, Future Farmers Network, SA Next Gen, AgEx Alliance, Waite Institute. • Email advert and social media posts to SAGIT. • Email advert, CRM and social media posts to GRDC. • Email advert and social media posts to RA&HS. • Social media posts to Andrew 'Cosi' Costello. • AgCommunicators Mail Chimp advert to school, community and relevant industry contacts. 	<p>YES</p> <p>September 2016</p>
6	Travel to organisations to promote the grains industry and to encourage	<p>Secondary School Visits (full presentation including guests and Cosi)</p> <ul style="list-style-type: none"> • St Francis de Sales College, Mt Barker SA ~140 	<p>YES</p> <p>August 2016</p>

	<p>people to enter the competition.</p>	<ul style="list-style-type: none"> • Unity College, Murray Bridge SA (plus apology from Lameroo High School – flyers and support materials sent) ~45 • Keith Area School, Keith SA ~ 90 • Coomandook Area School, Coomandook SA ~70 • Birdwood High School, Birdwood SA ~140 <p>Other events promoted at</p> <ul style="list-style-type: none"> • Prince Alfred College Careers Night • Immanuel College Careers Night • Mt Barker Careers Night: Cornerstone College, Eastern Fleurieu Area School, Heathfield High School, Hills Christian School, Mt Barker High School, Mt Barker Waldorf, Muraylands Christian, Oakbank Area School, St Francis de Sales, Birdwood High School • Tertiary Studies & Careers Expo • Careers & Employment Expo • Home Economics Conference • CONASTA National Science Teachers Conference • Primary Industry Education Foundation Australia Conference • Riverland School Visits: Glossop Primary School, Renmark Primary School, Glossop High School, Waikerie High School • NSW visits: Koorinal High School, James Ruse Agricultural College, Malabar Public School, Matraville Sports High School, Northlakes High School, Seven Hills High School, West Pennant Hills High School, Wilberforce Public school <p>Schools were provided with a set of resources to assist them with implementing this competition in alignment with the current Australian Curriculum. This set included a teacher unit plan, overview and student task sheets. In particular, these resources addressed the general learning capabilities around using digital multimodal text through storytelling,</p>	
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		engaging students in creating digital representations and using ICT and the cross-curriculum priority of sustainability. The areas of learning highlighted as a means to address these capabilities using Seed to Store were Science, Agriculture, Home Economics, English and Media Arts.	
7	Development of media and communication campaign to promote competition outcomes i.e. Twitter links, media releases, newsletter articles, newspaper articles, radio interviews.	Note summary in communication section	YES September 2016
8	Follow up calls to chase entries	Done.	YES September 2016
9	Providing support to video entrants - namely directing them to film best practice farmers	Done. All entrants were emailed and invited to view our stock footage library and chat with us about their entry. Follow up calls were made to remind them of entry cut off dates.	YES September 2016
10	Receive a diverse array of competitive entries	31 entries received, surpassing previous years. Note the link to entries in the conclusion section.	YES September 2016
11	Introduction of split category prizes. In its fledgling year, the competition had one open category.	This criteria was addressed by creating two categories; 'School Category' and 'Community Category'. These boasted equal prize money with 1 st Prize winner of each receiving \$1,000, Second receiving \$150 and Third receiving \$50.	YES May 2016
12	Reviewing five finalist entries and selecting finalists, arranging payment of awards, arranging certificates. Selecting blue	Sarah McDonnell reviewed the 31 entries and using the judging criteria selected the top 5 entries for each category for review by the official judging panel: Malcolm Buckby, SAGIT, Andrew Etherton, GRDC, Belinda Cay, AgCommunicators and Andrew 'Cosi'	YES August 2016

	ribbon winner (review of final videos, ensuring all participants have gained permission to post footage on web, arranging presentation ceremony)	Costello. The panel then selected, in order, the top 3 entries for each category. Certificates and RA&HS prize ribbons were arranged for all entrants. Each participant and all participants received free entry tickets from the RA&HS.	
13	Facilitation of event ceremony / arranging event. 2 x staff (one as MC other as registrations and support) envisage whole day each.	The Grand Final announcement was held on Tuesday September 6 th , Grains Day at The Royal Adelaide Show. Taking place on the Coca-Cola stage, Andrew 'Cosi' Costello drew a crowd, with guest presentations by Malcolm Buckby of SAGIT and Sarah McDonnell of AgCommunicators. Finalists were invited up on stage to talk to Cosi and the audience, receive their ribbons and view the 1 st Prize clip from each category on the big screens. The Staging Connections crew from The Show assisted with technical and logistical support for this announcement. GRDC and SAGIT logos were projected on the big screen which back-dropped the presentations. Top 3 entrants from each category were notified and sent show competitor passes and information about the announcement of awards.	YES September 2016

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

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

Held at the Royal Adelaide Show's 'Grains Days', the Grains Ambassador Andrew 'Cosi' Costello announced winners of the 2016 Seed to Store You Tube Clip competition where school students and community members are invited to submit a one-minute video promoting the story of grains - from seed to store. In the lead up to the announcement, Cosi and the AgCommunicators team connected with schools and the wider community to promote the grains industry and the competition, including well received visits to schools in South Australia's Hills and South-East regions.

Cosi once again proved to be an essential part of promoting the competition and the diverse opportunities which exist in the grains industry. He was entertaining and provided relevant content to inspire students in agriculture based careers and the importance of agriculture in SA.

“We had a ball engaging with students and teachers to promote the industry, it’s innovation, stories and pathways. The students were engaged, asked great questions and then many went away and produced videos which showed how they are connected to the great Australian grains industry”.

Cosi, along with competition sponsors Malcolm Buckby, of the South Australian Grains Industry Trust, and Andrew Etherton, of the Grains Research and Development Corporation, took on the challenge of judging the competition, with 31 entries received from across Australia.

Mr Buckby said that the competition had attracted an impressive range of video entries from around Australia, which worked to showcase how farmers, scientists, agronomists and agri-business work together to produce high quality grain for Australian consumers.

"The competition is a great way to connect industry, schools and the wider community whilst promoting the grains industry, we had a great time judging the competition and thank all entrants for their submissions in the school and community categories."

As with last year, the competition attracted new participants as well as those who had entered before. It also drew an increased number of entries from across Australia. First Prize winner in the community category Sascha Estens, of Rabbit Hop Film in Moree NSW was elated to be awarded for sharing her story of farming grains.

“I had a fantastic time making the 'High Flying Beer' video. The Crowe family are really salt of the earth people and I believe really characterises the spirit of people living in the bush. Working with a family like this really makes my job easy not only as a story teller but getting that genuine non-promotional feel about a product. You can see in the film how passionate and proud they are of what they do and that’s what life is really all about.”

The Seed to Store initiative continues to prove an effective avenue to engage people with the grains industry. The role of the Ambassador boosts the reach of promotion, while the Project Officer has been essential in liaising with schools and the wider community and providing support to entrants. The traction of this initiative has grown in 2016, with positive feedback received from sponsors, schools, individuals of the industry and entrants.

Intellectual Property

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

N/A

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.

- Over 500 students in South Australia's Adelaide Hills and South-East enjoyed the interactive grains presentations. This presentation engaged students in the grains industry through promotion of pathways, career stories, innovation and technology.
- Two supporting documents which link the competition guidelines to the Australian Curriculum were developed and made available to schools.
- Andrew 'Cosi' Costello promoted the initiative (including school visits and sharing the announcement of winners) to his own ~79,000 social media followers. This is in addition to the platforms provided by SAGIT, GRDC, AgCommunicators, participating schools and industry. The @SAGITFund Facebook page generated a post launching the initiative which boosted almost 100 likes and 35 shares.
- Other media promotion included University of New England, Agricultural Teachers Associations, Royal Adelaide Show and school facebook posts, Curtin University, University of South Queensland, University of Adelaide, TAFE SA, science and agricultural teachers association, university student association notices.
- News stories of the initiative were printed in The Stock Journal, The Border Chronicle, The Murray Valley Standard and The Courier Newspaper.
- At the end of September 2016, the 31 video clips had approximately 6,000 views online.
- An increased number of entries were submitted this year, with entrants and the community expressing interest to be involved in subsequent years.

POSSIBLE FUTURE WORK

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

The growing interest in this initiative shows that the approach to engage the community in the grains industry is effective and is gaining significant momentum. In 2016, interest from schools in particular increased, with teachers now embedding the competition into their teaching plan. As such, it is hoped that this can be maintained into subsequent years. We are also receiving interest from teachers wanting a visit from Cosi and the team at their school. The Seed to Store initiative has seen us build a valuable relationship with Cosi. He has taken his role as grains ambassador with pride and is keen to promote the industry in a range of ways. Cosi has suggested that a future Seed to Store program incorporate the development of a South Aussie with Cosi segment promoting the Australian grains industry. We would therefore like to propose that a future Seed to Store initiative incorporate the school visits, the You Tube Clip competition and the development of a promotional South Aussie with Cosi segment promoting the SA Grains industry. With Cosi's show gaining significant viewership we believe this could be a highly positive promotional opportunity for SAGIT and the GRDC.

FINANCIAL REPORT

Please refer attached financial report

AUTHORISATION	
Name:	Belinda Cay
Position:	Director
Signature:	
Date:	28 th October 2016

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.



APPENDIX

PRINT MEDIA EXAMPLES



Andrew 'Cosi' Costello paid a visit to St Francis de Sales College where he told horticulture students Harry Baxter, left, and Maria Konidaris about the potential for jobs in Australia's burgeoning grains industry.

Pupils on the grain train

By Rhody Gleeson

The future of SA's economy is looking a little grainy according to television personality Andrew 'Cosi' Costello.

With growing overseas demand and a number of labor-saving technological breakthroughs, the grains industry will provide numerous opportunities for the next generation of SA's young people.

We want them to see the opportunities in a range of careers related to the grains industry

- Sarah McDonnell

grains industry. "Programming and

Careers in the grains industry with Cosi



Casey Gregory
@caseygregory_

May 17, 2016, 11:23 a.m.



Visiting: Andrew 'Cosi' Costello and agronomist Emma Ayliffe talk to Uniy College students Hannah Starick and Jake Woodhouse about careers in the grains industry.

Border Chronicle

Friday September 30, 2016

Cosi visits to inspire Keith students

23 May 2016, 9:58 a.m.

[f Share](#) [Tweet](#) [Email](#)



VISIT: Andrew "Cosi" Costello, AgCommunicators' Sarah McDonnell and agronomist Emma Ayliffe during their visit to Keith Area School last week. They spoke with student about the opportunities available in the grain Industry.

Our Issues

Leading Agriculture – Issue 19



SEED TO STORE

A creative 'grains parody' and 'high flying barley' clip promoting the Australian grains industry have been awarded \$1000 each in the 2016 Seed to Store YouTube Clip Competition.

Held at the Royal Adelaide Show's Grains Day, Grains Ambassador Andrew 'Cool' Costello announced winners of the competitive entry where school students and community members are invited to submit a one minute video promoting the story of grains - from paddock to plate.



A CREATIVE 'grains parody' and 'high flying barley' clip promoting the Australian grains industry have been awarded \$1000 each in the 2016 Seed to Store YouTube Clip Competition.

Held at the Royal Adelaide Show's Grains Day on Tuesday, Grains Ambassador Andrew 'Cosi' Costello announced winners of the competitive entry where school students and community members are invited to submit a one-minute video promoting the story of grains – from paddock to plate.

Mr Costello, along with competition sponsors South Australian Grain Industry Trust's Malcolm Buckby and the Grains Research and Development Corporation's Andrew Etherton, judged the competition.

Mr Buckby said the competition attracted an impressive range of video entries from across Australia which showcased how farmers, scientists, agronomists and agribusinesses work together to produce high quality grain for Australian consumers.

"The competition is a great way to connect industry, schools and the wider community while promoting the grains industry," he said. "We had a great time judging the competition and thank all entrants for their submissions in the school and community categories."

First place in the school student category was 'We grew it here' by Aimee Gladigau, who lives in South Australia's northern Mallee region on a farm which crops 11,000



School Category winners Joel Bretag, Lucindale Area School, and Aimee Gladigau, Bulla Burra, with AgCommunicators Sarah McDonnell, Grains Ambassador Andrew 'Cosi' Costello and SAGIT's Malcolm Bucky.

Wider audience focus for grain competition

THE grains parody 'flying barley' clip is the Australian dairy have been \$1000 each in the 1 to Store YouTube section. Competition invites students and members to submit a re video promoting of grains - from o plate.

Adelaide Show Ambassador Andrew Strello, along with sponsors Malbury, SAGIT, and Etherton, GRDC,

the challenge of the competition. Timmers announced Day at the show. Malbury said the com had attracted an range of video across Australia.

tried to showcase men, scientists and agribusi together to promote quality grain for consumers.

petition is a great connect industry, d the wider commle promoting the entry," he said.



SCHOOL STARS: AgCommunicators' Sarah McDonnell, school category finalist Joel Breitag, show grains ambassador Andrew 'Cosi' Costello, school category winner Almee Gladigau and SAGIT's Malcolm Buckley.

First place in the school student category was *We grew it here* by Almee Gladigau, who lives in the Riverland on a farm that crops 11,000 hectares of wheat, barley and pulses.

"I have been making videos with my dad John to promote our collaborative farm, Bulla Barra for three years," she said. "I was jamming on my guitar one afternoon to *Rip Tide* by Vance Joy and thought it would be perfect as a parody about wheat for the competition."

Second place in the school category was awarded to

RESULTS
Seed to Store
School students: 1. Almee Gladigau, Loxton; 2. Jaxon Rayner and Thalia Cox, Keith Area School; 3. Zac Cross and Joel Breitag, Luchdale Area School

Keith Area School's Jaxon Rayner and Thalia Cox for their clip *Seed to Store Canola*, while *Grain to Garment* by Zac Cross and Joel Breitag from Luchdale Area School took home third.



UP: Sarah McDonnell, Andrew 'Cosi' Costello, community runner-ups Hen and Peter Frith, third placegetter Zoe Lynch and Malcolm Buckley.

er behind best in community section

community category. Store competition was awarded *Big Beer* by Saechla Moore, NSW.

showcases how ration works to reduce high quality which is sold for \$1000 each in the 1 to Store YouTube section. Competition invites students and members to submit a re video promoting of grains - from o plate.

Adelaide Show Ambassador Andrew Strello, along with sponsors Malbury, SAGIT, and Etherton, GRDC,

awarded second in the community category for their clip *Studio Grain*, while University of South Qld animator Zoe Lynch came third for *How to make toast*.

After winning the blue ribbon in 2015, Henry, 7, from Mitcham Primary School and Eve, 12, from Concordia said they decided to enter the competition for the second time as they loved spending time at their grandparents' dairy property in Mount Compass.

"Henry and Eve's video was impressive as they fo-

ocused on pulse crops, their theme tied in perfectly with the 2016 International Year of the Pulse theme - it was creative, fun and professional," Mr Buckley said.

The Seed to Store YouTube Competition is an initiative of SAGIT and the GRDC, with support from the Royal Agricultural & Horticultural Society.

Each winning entry received \$1000 cash, with second receiving \$150 and third receiving \$50. Details: View the clips at stockjournal.com.au

Stock Journal

HIGH seed stocker
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Stock Journal

Grains competition open

19 May 2016, 5:01 p.m.

Nei

ENTRIES are open for the Royal Adelaide Show grains and fodder competition.



Classes include wheat, barley, oats, triticale, pulses, small seeds, oilseeds and fodder.

The RAS also runs a grains and fodder photography competition. Entries close June 3. The Seed to Store – Story of Australian Grains video competition is also on again, with entries closing August 12.

- Details: theshow.com.au

Grains on centre stage in Seed to Store competition

7 Sep 2016, 2:33 p.m.

Grains



SCHOOL STARS: AgCommunicators' Sarah McDonnell, school category finalist Joel Bretag, show grains ambassador Andrew 'Cosi' Costello, school category winner Aimee Gladigau and SAGIT's Malcolm Buckby.



A creative 'grains parody' and 'high flying barley' clip promoting the Australian grains industry have been awarded \$1000 each in the 2016 Seed to Store YouTube Clip competition.

The competition invites school students and community members to submit a one minute video promoting the story of grains – from paddock to plate.

Royal Adelaide Show grains ambassador Andrew 'Cosi' Costello, along with competition sponsors Malcolm Buckby, SAGIT, and Andrew Etherton, GRDC, took on the challenge of judging the competition, with the winners announced on Grains Day at the show.

Mr Buckby said the competition had attracted an impressive range of video entries from across Australia, which worked to showcase how farmers, scientists, agronomist and agribusiness work together to produce high

SOCIAL MEDIA EXAMPLES

Cosi Andrew Costello
May 17 at 12:29pm · 🌐

Are these the two tallest students in SA? Just met these lads at Coomandook Area School in the South East. Ones year TEN and ones year ELEVEN! Post your photos below if you can "out tall" my first! We've been doing school visits to regional SA to kids kids pumped up about living in SA and all the jobs available in our Agriculture sector. Thanks to AgCommunicators, Grains Research and Development Corporation and South Australian Grain Industry Trust for getting us out to the schools. These shipping lads have now had eating their fair share of grains!



Like Comment Share

You and 01 others

1 share

Write a comment...

Jack Stolarski I know in this photo with Cosi, Jonathan on the right is 188cm in year 10 and in the left at 200cm in year 11. haha we are still growing!

Like Reply · 🌐 · May 21 at 9:55am

Erin Nolan My son turns 8 on Sunday, he's just cracked 151cm tall. I don't even want to think about when he gets to Yr12

Like Reply · 🌐 · May 18 at 8:23pm

South Aussie with Cosi added 3 new photos.
May 16 at 12:44pm · 🌐

Just dropped past my RHINO at Tailern Bend!! Do t forget to give him a toot next time you drive past. Enjoy the day! I'm off to KEITH!! 🌐👍👍





Like Comment Share

South Aussie with Cosi
May 17 at 5:45pm · 🌐

Plenty of fun at Birdwood High School today! Thanks for having me guys 👍 I've spent two days on the road to schools around SA talking up the work our South Aussie farmers do! (I'm an ex AG student!) Cheers AgCommunicators for hosting me.



Like Comment Share

You and 58 others

Top Comments

Write a comment...

Helen Margaret Horton It will a day the kids won't forget well done Cosi
Like Reply · May 17 at 8:51pm

Chad Soper Great stuff cosi im sure the kids got a kick out of having you there 😊
Like Reply · May 17 at 5:59pm

Jo Burton Go Saries McDannell
Unlike Reply · 🌐 · 1 · May 17 at 9:16pm

Write a comment...



South Aussie with Cosi with Bianca Russo
May 17 at 10:15am · 🌐

Had a ball with the legends at Coomandook Area School in the South East!!! 🙌🙌 Thanks to Grains Research and Development Corporation and South Australian Grain Industry Trust and AgCommunicators for making this happen. We have visited five regional SA schools so far talking about the importance of agriculture and the grains industry in SA!!



👍 Haha 💬 Comment ➦ Share

👍 You, Miranda Claire and 341 others

Top Comments

14 shares

Write a comment...

Saries McDonnell Jan McDonnell

Like · Reply · May 17 at 5:55pm

All Woide What a good looking bunch of kids

I might be a bit biased since one of them is mine

Like · Reply · 🗳️ 8 · May 17 at 11:14am

👇 1 Reply

Wonita Muir I went to school there many years ago

Like · Reply · 🗳️ 2 · May 17 at 12:15pm

Janice Porter Love you to visit Karoonda Area School Cosi.

Like · Reply · 🗳️ 1 · May 17 at 10:56am

👇 1 Reply

Sue Fountain Come to Snowtown Primary!!!!

Like · Reply · 🗳️ 1 · May 17 at 10:18am

Shelly Joy Great photo kids!

Like · Reply · 🗳️ 2 · May 17 at 12:12pm

Belinda Vitagliano Good on ya Cosi! 🙌

Like · Reply · 🗳️ 1 · May 17 at 10:52am

Stephanie Lee Big thank you Cosi and the team for coming out to chat with our wonderful students. I think they all left rather informed, amused and proud of their agricultural background.

South Aussie with Cosi
May 19 at 9:39pm · 🌐

SUPPORTING SA FARMERS IS A MUST DO!!
I'm heading to Keith Area School, St Francis de Sales, Coomandook Area School and Unity College to talk up jobs in the grains industry here in SA. It's on again! I am excited to once again be Grains Ambassador for the Seed to Store YouTube competition in 2016! Grains Research and Development Corporation and the South Australian Grain Industry Trust want you to give an inside scoop on the Australian grains industry. All you need to do to win is produce a 1 minute video about any aspect of the grains industry. You could focus on best practice farming, scientific research, innovation & technology, food production and the awesome people who make it happen – farmers, agronomists, researchers, technologists, transporters, marketers, millers, bakers, retailers! There are two categories: school student entry and community member entry – each with \$1000 up for grabs and your clip shown at The Royal Adelaide Show! Get on the grain train! For more info on how to enter head to AgCommunicators Facebook page!!



👍 Like 💬 Comment ➦ Share

👍 36

1 share

Cosi Andrew Costello
July 1 · 🌐

I'm bang up for supporting local SA farmers and kids that want to get into the Ag Industry. I'm once again part of The Seed to Store YouTube Competition which is open to everyone from across Australia with \$2400 prize money up for grabs!

Pick your category ... either school student or community. Enter as an individual or a team and enter as many times as you like! Get started on producing a one-minute video clip that profiles any aspects of the journey of grains from paddock to plate. Showcase any part of the process from seed to store. Enter by Friday 12th August. The winning entries and place recipients will be awarded at the Royal Adelaide Show. So get your smart phone or video camera out and start filming!! Good luck.

**\$2400
up for
grabs!**



👍 Like 💬 Comment ➦ Share

👍 11

Top Comments

South Australian Grain Industry Trust
June 1 · 🌐

Win \$1000 promoting your industry! School students and the wider community are asked to create a one minute clip which showcases any aspect of the great Australian grains industry. Supported by South Australian Grain Industry Trust and Grains Research and Development Corporation, the competition calls for an insight into the innovation and opportunity of the industry and the wonderful people making it happen. Cosi Andrew Costello and the AgCommunicators team launched this year... See More



Like Comment Share

87 Top Comments

35 shares

Write a comment...

Joshua Lines Morgan Lock do you want to show Dylan Lock this? I thought he might be able to do something with Bolts and Peter Barry.
Like Reply June 1 at 2:21pm

South Australian Grain Industry Trust added 5 new photos
September 7 at 2:10pm · 🌐

Congratulations to the winners of the 2016 Seed to Store YouTube Competition! Aimee Gladigau from Bulla Burra SA was awarded the blue ribbon for the schools category with 'We grew it here', a parody of a Vanesa Joy song. Sascha Estens from Mooree, NSW was awarded first place for the community section with her cinematic clip about barley, 'High flying bear'. Judge Malcolm Buckby said 'The Seed to Store competition is a great way to connect industry, schools and the wider commu... See More



Like Comment Share

You and 8 others

1 share

Write a comment...


South Australian Grain Industry Trust shared Food & Fibre Education SA's post.
July 22 · 🌐

There's still time to get your videos in for the 2016 Seed to Store YouTube Competition! Enter now!

Food & Fibre Education SA
July 22 · 🌐

You still have time to enter the 2016 Seed To Store YouTube Competition! Grains Ambassador Cosi Andrew Costello is looking for more entries from around Australi...

See More



Let It Grow (Let it go Parody)
This video was created to show the journey food takes to go from seed to store. It also provides stunning facts and figures relating to Australian grain. Hop...

YOUTUBE.COM

Like Comment Share

Free Eyre Limited

Write a comment...

Press Enter to post.

0

St Francis de Sales College Mount Barker added a new photo.
May 16

Seed to Store Launch with Andrew 'Cosi' Costello

What a great way to start Catholic Education Week, a visit from SA's very own Cosi and his team. Our Horticulture Centre hosted the launch of the Seed to Store Royal Adelaide Show Competition. Enter on line at www.theshow.com.au St Francis de Sales College, Mount Barker offers Horticulture from Years 7-12.

#CatholicEdWeek #SFDS #seedtostore #AdelaideHills #southaussiewithcosi

Catholic Education Week - May 13 - 20

St Francis de Sales COLLEGE

Like Comment Share

40

1 share

“The presentation was excellent and the students really enjoyed it. The only thing I would recommend is making it a double lesson to allow for students to ask questions of the guest speakers informally afterwards. Some of my Year 7's had lots of questions about the Agronomist job and the Sensory Scientist job but were too scared to ask in front of the whole group. The seed guessing activity was great, I need to get one of those little microscopes!” – Sheena McMullen, Horticultural Teacher, St Francis de Sales College, Mt Barker, SA

Keith Area School
May 24

We certainly enjoyed his visit. Thanks Cosi, Sarah and Erma!

Cosi visits to inspire Keith students

A South Aussie legend visited Keith last week to give local students an insight into careers and opportunities offered in the SA grains industry.

BORDERCHRONICLE.COM.AU | BY AUSTRALIAN COMMUNITY MEDIA - FAIRFAX...

Like Comment Share

33

Chronological

Coomandook Area School shared South Aussie with Cosi's photo
May 17

A great visit today!!

South Aussie with Cosi with Kayla Anne and Bianca Russo.
May 17

Had a ball with the legends at Coomandook Area School in the South East!!! Thanks to Grains Research and Development Corporation and South Australian Grain!

See More

Unity College
Like This Page May 15

On May 7, 18 4:01 PM Application students were lucky to have a talk from Andrew 'Cosi' Costello, winner of the Seed to Store - The Story of Australian Grain competition. Cosi and guests (including all schools Pastoral Staff) also spoke to the students about jobs in the agricultural industry.

Like Comment Share

1 Comment

Abby Deakins Kim Walker (Public Chapter for Coomandook)

Like Photo May 16 at 6:30am

1 Page

View a comment

Friend Requests


Godwin Smith
Catherine Smith
C. CLAVINA FERRER

Approved

Check list

Bulla Burra September 6 at 8:29pm · 🌐

Aimee would like to thank the South Australian Grains Industry Trust (SAGIT), the Grains Research Development Corporation (GRDC), Ag Communicators and the Royal Adelaide Show for their sponsorship and support for the Seed to Store video competition this year. We had a wonderful day at the show, loved being part of the competition and are proud to be part of a great industry.
<https://www.youtube.com/watch?v=BcjPFx516lk>



We grew it here! (Aimee from Bulla Burra)
 Aimee from Bulla Burra in South Australia takes us on a quick journey through the farming year - from paddock to plate, in a parody of Vance Joy's 'Riptide'.

YOUTUBE.COM

Like Comment Share

👍 63 Top Comments

16 shares

Write a comment...

Richard Dickins Another great video Aimee. Congratulations on the award.
 Like · Reply · September 7 at 9:51am

Belinda Odell This is fantastic!! Congratulations Aimee!
 Like · Reply · September 6 at 9:04pm

View 3 more comments

Bulla Burra September 6 at 1:38pm · 🌐

Big day out at the Royal Adelaide Show - and Aimee is going home \$1000 richer after winning the Seed to Store video competition!



1.9K Views

Like Comment Share

👍 100 Top Comments

1 share

Write a comment...

Hayley Gladigan I teach Cosi's daughter Charli Rose! Well done Aimee xx.
 Like · Reply · September 6 at 3:57pm

Tracy Townsend Brilliant job aimee. Im very proud of you click.
 Like · Reply · September 6 at 6:53pm

View 8 more comments

Rabbit Hop Films 🌐 feeling lucky at 📍 Rabbit Hop Films.
 September 23 at 7:27am · Moree, NSW · 🌐

Blue ribbon arrived in the mail this morning for this 1 minute cut of High Flying Beer for the Seed to Store youtube comp. Stoked.
<http://issue19.leadingagriculture.com.au/15/>



Leading Agriculture - Issue Nineteen — Seed to Store
 Showcasing the best in Australian farming.
ISSUE19.LEADINGAGRICULTURE.COM.AU

Like Comment Share

👍 🤔 63 Top Comments

AgCommunicators added 8 new photos.
May 17 at 11:04am

It's back! The Seed to Store Video Competition, thanks to South Australian Grain Industry Trust and Grains Research and Development Corporation! Sarah hit the road with South Aussie with Cosi to promote the competition to schools in Mount Barker, Murray Bridge, Coomandook, Keith and Birdwood.

For more information on how you could showcase the story of Australian Grain at this year's Royal Adelaide Show visit: <http://bit.ly/1VZhkEa>



Like Comment Share
12
1 share
Write a comment...

AgCommunicators
August 25

Grains Ambassador Cosi Andrew Costello grabbed the popcorn yesterday to view the 2016 Seed to Store YouTube Clip competition!

With the help of Grains Research and Development Corporation's Andrew Etherton, South Australian Grain Industry Trust's Malcolm Buckby and the AgCommunicators team, finalists have been chosen from across Australia!

It was great to see farming, logistics, science, technology and products captured alongside the wonderful people who contribute to the gr...
See More



Like Comment Share
You, Bianca Ferraro, Julie Roberts and 12 others
Write a comment...

AgCommunicators added 4 new photos.
September 11 at 5:08pm

We are proud to announce the winners of the 2016 Seed to Store YouTube Clip Competition! Cosi, South Australian Grain Industry Trust's Malcolm Buckby and AgC's Sarah had the pleasure of awarding the winners...

Sascha Estens, Mooree NSW, was awarded the blue ribbon in the community section for 'High Flying Beer' while Aimee Gladgau, from Bulla Barra SA, took out first place in the schools category for her musical parody 'We grew it here'.

You can view some of the winning clip... See More



1.9k+ Comment Share
You and 6 others
Write a comment...
Free Eye Limited Congratulations Aimee! Bulla Barra
Like · Reply · September 13 at 10:35am

