

# TasAgFuture

WHERE IS TASMANIA'S AGRIFOOD SECTOR  
HEADING AND HOW WILL WE GET THERE?

A research project of the  
Tasmanian Institute of Agriculture (TIA)

2017-2018

[utas.edu.au/tia/tasagfuture](http://utas.edu.au/tia/tasagfuture)

#tasagfuture  



# What is the TasAgFuture project?

- A social research project of the Tasmanian Institute of Agriculture (TIA).
- Aim: To better understand how TIA can support the goals of food producers and processors in Tasmania.
- Asking those directly involved in the agrifood sector:  
What big factors are influencing your business decisions, now and into the future?

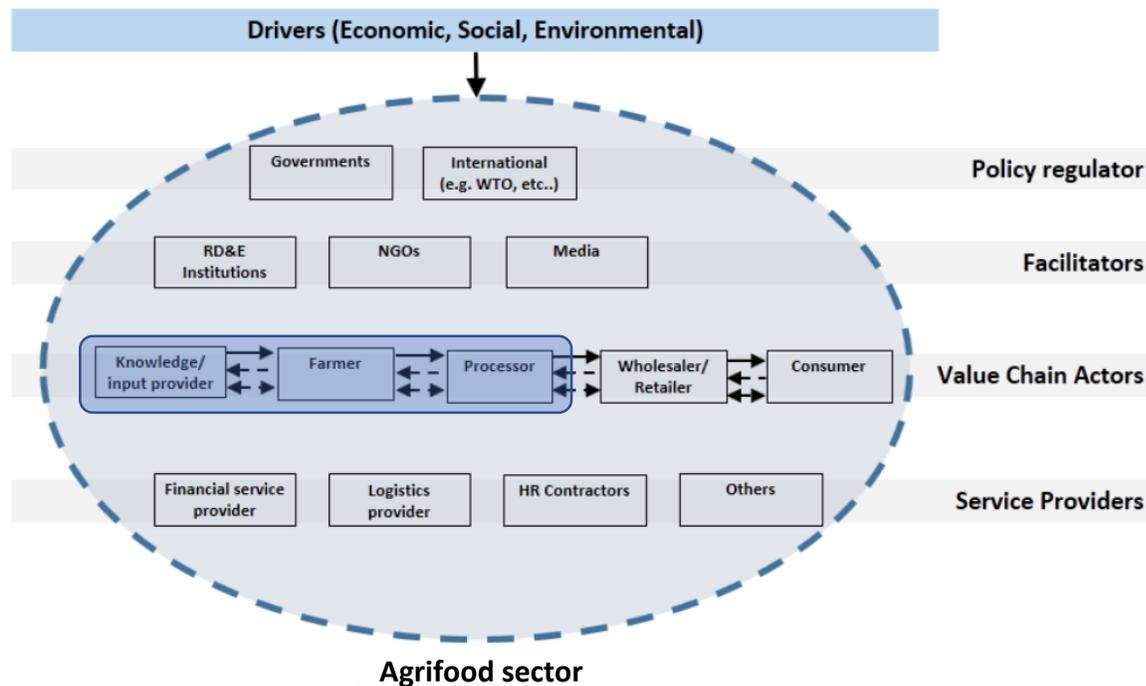
# What will the project achieve?

- Help TIA shape its strategic direction for research, development and extension (RD&E)
- Inform how TIA invests in its capabilities into the future
- Help shape the future of Tasmania's agrifood sector.

# Deepening our understanding of:

- 1. Long-term goals of food producers and processors**  
To clarify future directions for the agriculture and food sector.
- 2. Work people have done to achieve their goals**  
For a clearer picture of how people are innovating across the sector.
- 3. What constrains and enables businesses in achieving their goals**  
To identify opportunities and leverage points for RD&E.
- 4. How businesses see the key challenges and opportunities**  
To plan and ensure our RD&E is forward-looking.

# Focus on food producers and processors



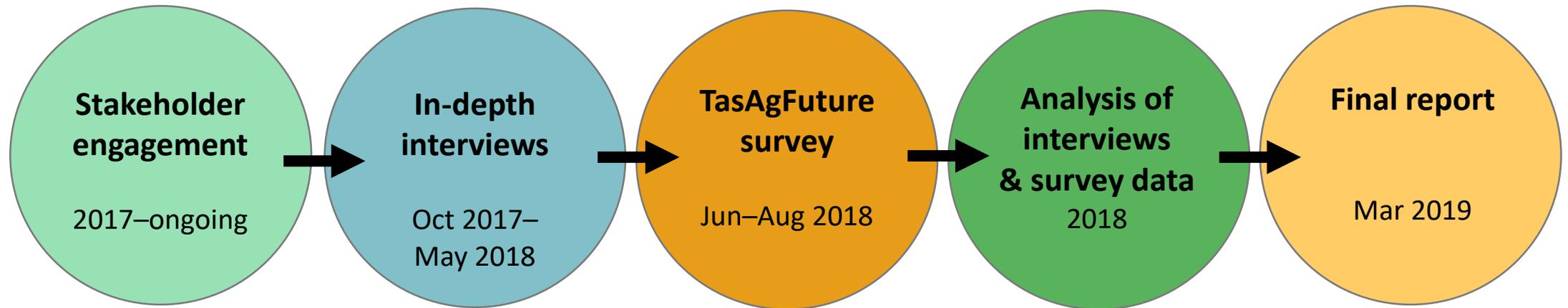
## We are working with:

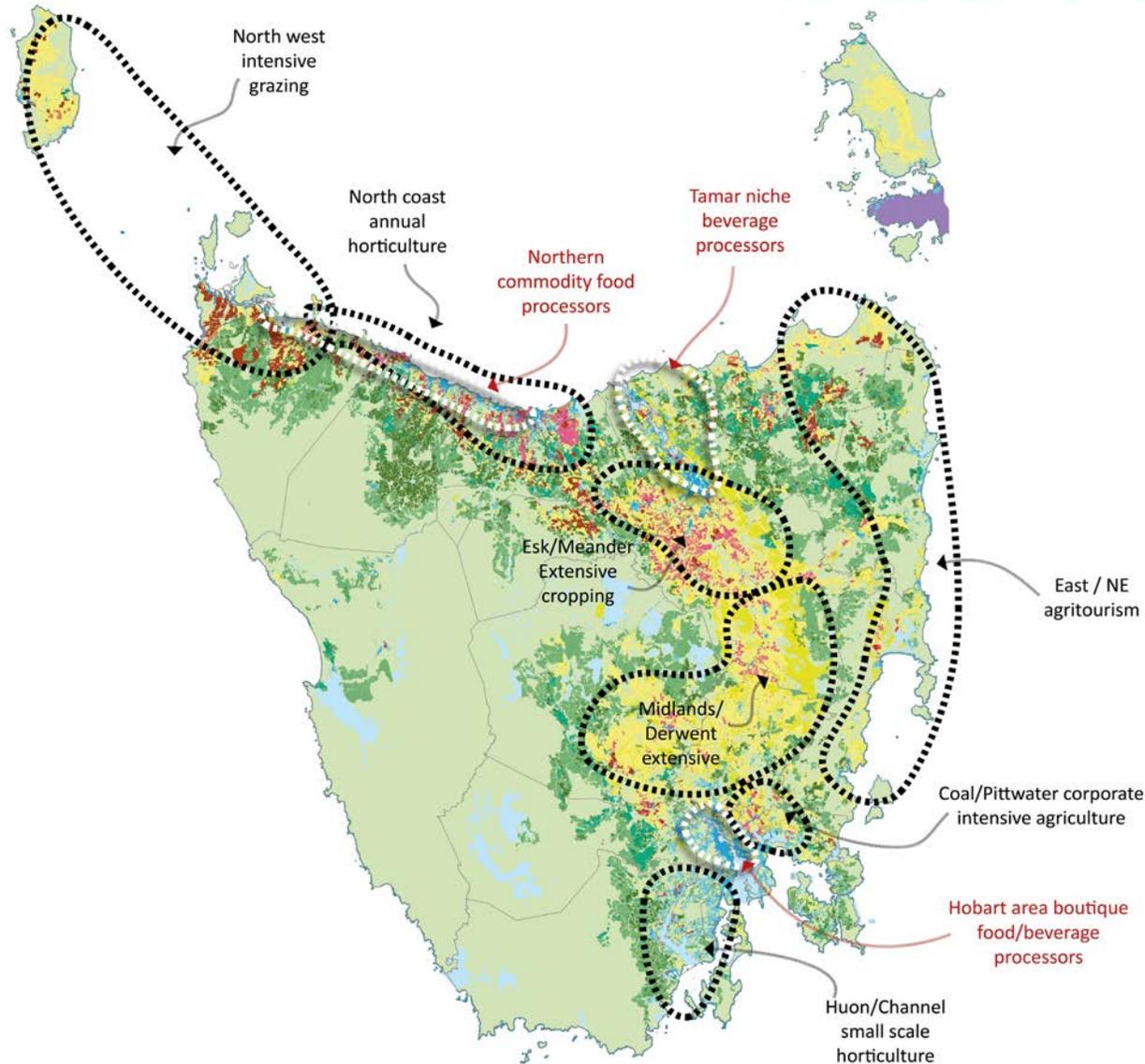
- Food producers
- Food and beverage manufacturers
- Industry organisations

# How is the project being run?

1. **Stakeholder consultation** and discussions (ongoing)
2. **In-depth interviews** with 100 diverse food producers and processors across the state (qualitative analysis)
3. **Survey** for farmers, growers, and food/beverage manufacturers (quantitative analysis)
4. **Final analysis**, reporting, presentations and workshops (internal and external)

# When are the different phases happening?





## One hundred in-depth interviews

- 10 different areas
- 10 interviews in each

Asking the sector about:

- goals
- challenges
- drivers of innovation

## State-wide survey

- Survey (online and print) for farmers, growers and food/beverage manufacturers in Tasmania
- Participants receive a personal snapshot that compares their responses to those of their peers
- Raw survey results are available at: [utas.edu.au/tia/tasagfuture](https://utas.edu.au/tia/tasagfuture)

# Final analysis & reporting

- Apply our enhanced understanding of the sector to help plan TIA's future RD&E
- Share results with key organisations, industry and state government