

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

#tasagfuture  



What is the TasAgFuture project?

- TasAgFuture is a social research project of the Tasmanian Institute of Agriculture (TIA).
- TIA is seeking to better understand how it can support the goals of food producers and processors in Tasmania.
- It is asking those directly involved in the agrifood sector:
What big factors are influencing your business decisions, now and into the future?
- It aligns with TIA's mandate to:
 - ✓ support prosperous, innovative and sustainable agriculture and food sectors through high-impact research, development and extension (RD&E)
 - ✓ produce direct benefits for Tasmania that are of global relevance.

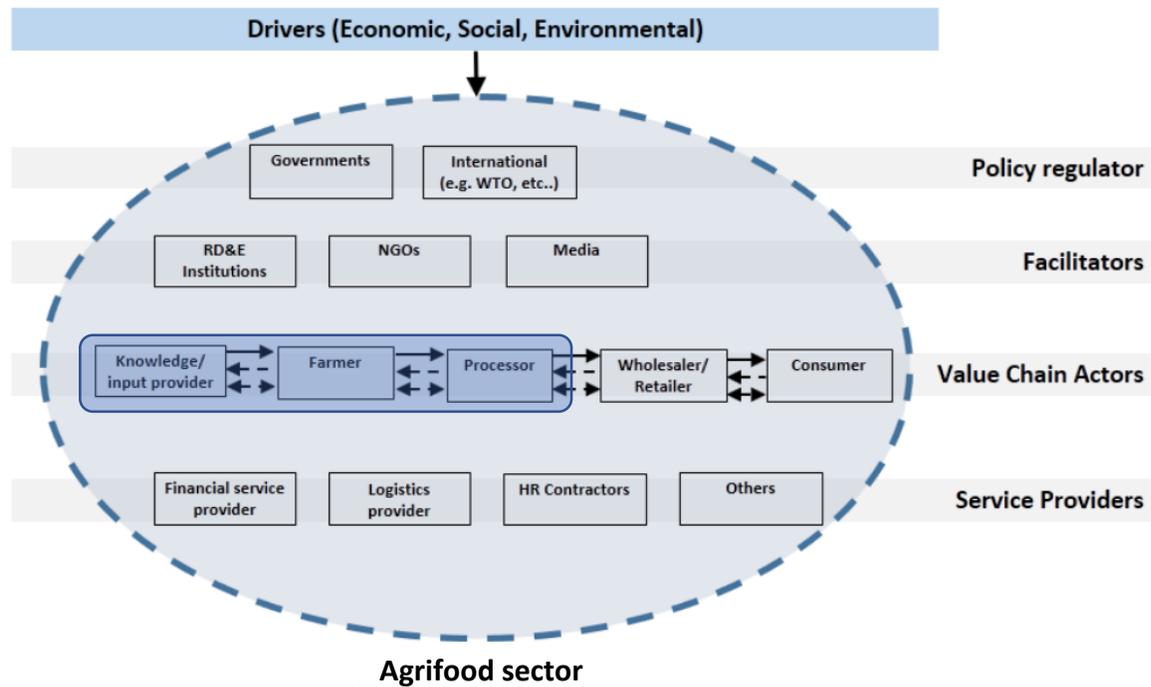
What will the project achieve?

- Help TIA shape its strategic direction for research, development and extension (RD&E)
- Inform how TIA invests in its capabilities into the future
- Engage with key stakeholders across industry and government to define priorities for Tasmania's agrifood sector
- Help shape the future of Tasmania's agrifood sector.

A better understanding of the sector

- 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:

- Input providers / key organisations
- Food producers
- Food and beverage manufacturers

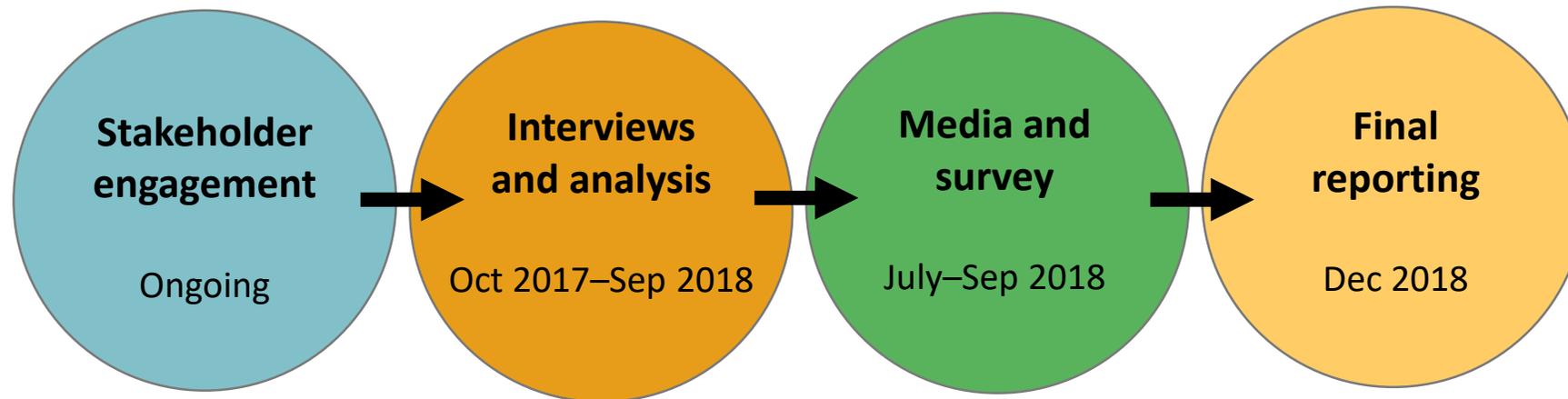
We are staying aware of:

- the diversity of the sector
- the goals of the sector as a whole

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 (online and print) 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?

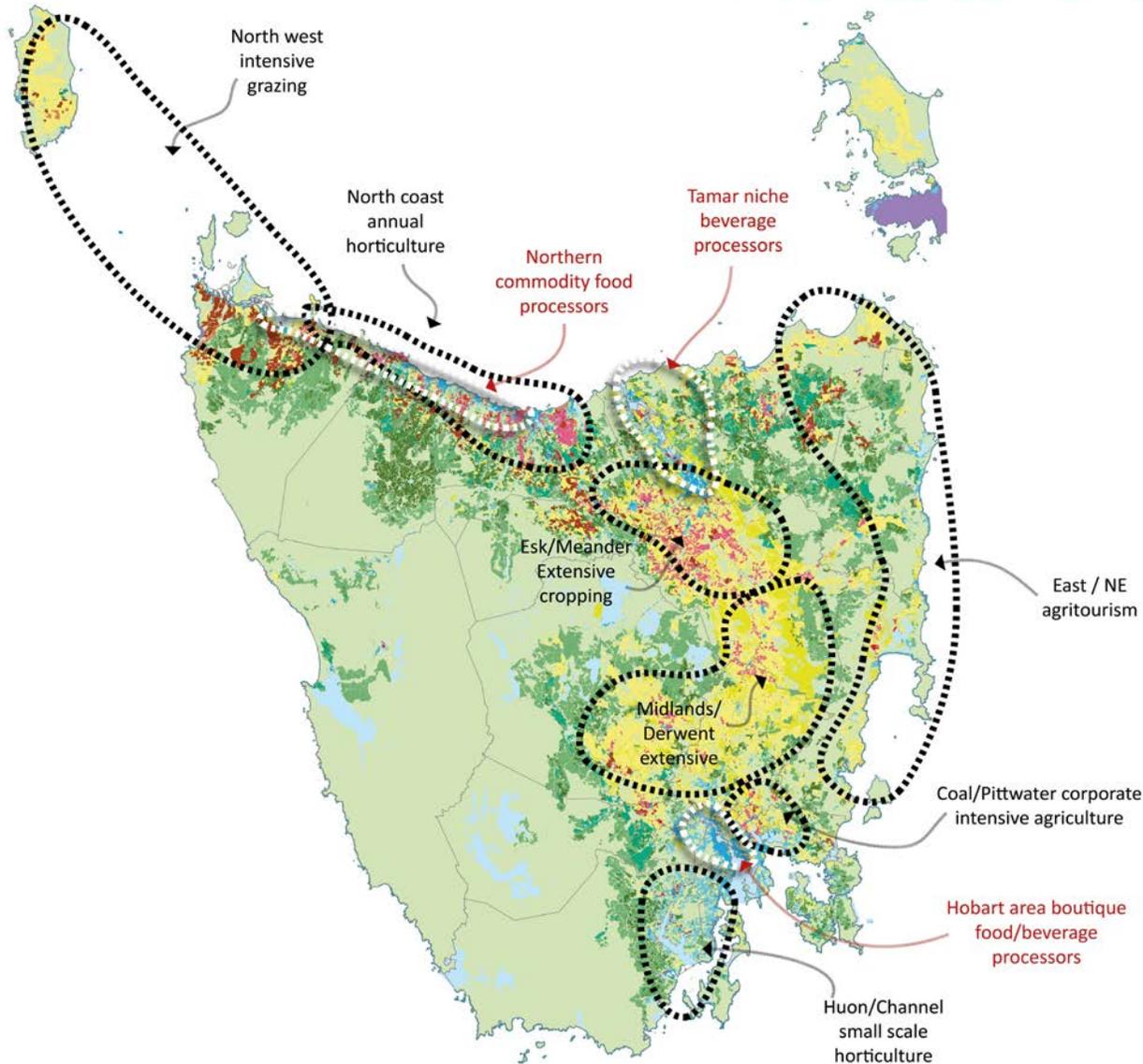


Phase 1: Consultation & engagement

- To ensure the project is relevant and useful to stakeholders, as well as TIA, we are working closely with key organisations in the sector.
- We are helping these organisations better understand their constituencies through targeted data analysis.
- We will hold larger action-oriented workshops to ensure diverse stakeholder understand the results and are able to use the findings of the work (where appropriate).

Phase 2: One hundred in-depth interviews

- Hearing diverse perspectives *beyond* the 'top 10%', especially those voices that sometimes get missed.
- Developing a deeper understanding of the goals, challenges and drivers of innovation in the sector.
- Creating a foundation for discussion and decision making for a profitable and sustainable Tasmanian agriculture and food sector into the 21st Century.



Phase 2 (cont'd):
10 case studies
10 interviews in each

Phase 3: State-wide survey & public engagement

- Survey (online and print) for farmers, growers and food/beverage manufacturers in Tasmania
 - Develop a broader understanding of goals, motivations, and drivers of innovation and change
 - Provide participants with a personal snapshot that compares their responses to those of their peers
- Build engagement and continue the conversation through media (print, radio, TV, digital platforms).

Phase 4: Final analysis & reporting

- Use media to advance awareness of goals, innovation and capacity-building for a profitable and sustainable agriculture and food sector.
- Apply our enhanced understanding of the sector to planning TIA's future RD&E.
- Share results with TIA staff, key organisations, industry and state government.