Overview and methods

Overview

• Agriculture and food processing are increasingly knowledge intensive.

• SME NW Tasmanian producers struggle to find knowledge they need be sustainable in the face of rapid changes, particularly in climate and technology.

• First step toward establishing a regional agri-food knowledge cluster.

Methods

• Advisory group input into design of knowledge tool.

• Web searches for relevant knowledge holder entities

• Group and individual interviews with agri-food, NRM and regional development bodies, , Drought Hub staff and knowledge entities, e.g. agronomists, researchers, agri-tech businesses, rural business advisors.

• Qualitative research approach using thematic reflexive analysis (Braun & Clark 2019).

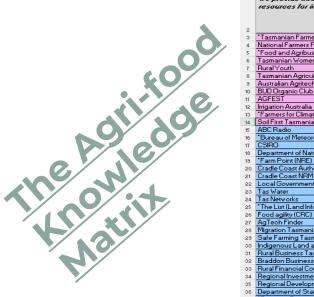• approach is inductive and iterative.

Agri-food Knowledge Matrix identifies and arranges knowledge holder entities according to:

- agri-food production sectors,

- areas of practice and

- stages of the innovation/change process

where knowledge could be used by agri-food producers.

Excel workbook with spreadsheets for individual sectors and multi-sector relevant agri-food SMEs

About the matrix

The Agri-food Knowledge Matrix

	Area information and/or support											Innovation stage		
We provide info/support/ resources for innovation:	Production	Technology and equipment	NRM	Business	Funding and banking	Marketing	People Work Health & Safety	People Wellbeing	Sustainability	Advocacy	Awareness	Decision Making	Implementation	Monitoring, Evaluation, Continuous Improvement
3 *Tasmanian Farmers and Graziers														
4 National Farmers Federation														
5 *Food and Agribusiness Growth Centre														
6 Tasmanian Women In Agriculture														
7 Rural Youth														
8 Tasmanian Agricultural Productivity Group														
9 Australian Agritech Association														
10 BUD Organic Club														
11 AGFEST														
12 Irrigation Australia														
13 *Farmers for Climate Action Tasmania														
14 Soil First Tasmania														
15 ABC Radio														
16 *Bureau of Meteorology (BOM)														
17 CSIRO														
18 Department of Natural Resources &														
19 *Farm Point (NRE)														
20 Cradle Coast Authority														
21 Cradle Coast NRM														
22 Local Government Association Tasmania														
23 Tas Water														
24 Tas Networks														
25 *The List (Land Information System														
26 Food agility (CRC)														
27 AgTech Finder														
28 Migration Tasmania														
29 Safe Farming Tasmania (NRE)														
30 Indigenous Land and Sea corporation														
31 Rural Business Tasmania														
32 Braddon Business Centre														
33 Rural Financial Counselling														
34 Regional Investment Corporation														
35 Regional Development Australia,.														
36 Department of State Growth														
37 *Business Tasmania														
38 Skills Tasmania														
39 Libraries Tasmania														
40 *Digital Ready (Department of State														
41 Fair Work														
42 Adult Mental Health Service														
43 Legal Aid														
44 Tasmanian Fire Service														
45 Tasmanian Irrigation														
46 Agrifutures														
47 TIA														
48 TasTAFE														
49 University of Tasmania														
50 Sprout Tasmania														
51 RESEED														
52 Tasmanian Agricultural Education Network														
53 Agritas Trade College														
54 26TEN														
55 Agricultural Advisors and Consultants														
56 Seedlab Tasmania														
57 The Van Diemen Project														
58 Enterprize Tasmania														

< > ··· **Multi Sector and Farm Business** | Horticulture | Dairy Livestock & Wool | Seafood & Aqua

Next steps

- Making the matrix more user friendly and accessible to agri-food producers with input from SME agri-food producers.

- Matrix should then be embedded in an organisation/structure that can keep it updated.

- Further work to confirm the nature of a cluster that would be most effective to make the most of cross value chain synergies and manage risks holistically for a resilient value chain in North West Tasmania.

  - A role for extension?