

to
Committee Secretary
House of Representatives Standing Committee on Agriculture and Industry

submission to Agricultural Innovation Inquiry

from Peter Dixon

SUBMISSION

" barriers to the adoption of emerging technology"

barriers include inadequate attention to

- motivation of personnel in field and marketing
- education of potential young farmers
- education of community to recognise benefits of support for farmers
- insufficient involvement of younger generation and their capabilities and aptitudes

" barriers to the adoption of emerging technology"

barriers

- innovation is hampered by reduced availability and capability of manufacturing sector
- innovation is hampered by poor cash-flow from low agriculture prices
- inappropriate PLANNING definitions of "intensive farming" which should be ANIMALS PER HECTARE irrespective of climate conditions or soil fertility or drought status
- inefficient water policy - use more water where it falls instead of wasting some to shift it to zones of lesser fertility
- ineffective use of mission statements such as CARE ABOUT PEOPLE -- use as marketing motto and local sports/medical sponsor to achieve kudos and reduce direct marketing expenditure

Thank you from pd