



**GROWER
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Media Release

16/04/2021

Grower Group Alliance to lead South West WA Hub

The Grower Group Alliance (GGA), will lead an \$8 Million Australian Government investment for South West Western Australia (SW WA) that will transform the way producers and communities prepare for and respond to drought.

The SW WA Hub will develop farmer-centred drought innovation and adoption practices over four years with more than 40 partners who have provided co-contributions of over \$12Million.

The core site is at Merredin Dryland Research Institute with nodes at Carnarvon, Geraldton, Northam, Bunbury, Manjimup, Albany, Katanning and Esperance. Key industries will include grain, livestock, dairy, horticulture and viticulture.

Grower Group Alliance Chairman, Peter Roberts said the hub will encourage innovation, adoption and entrepreneurship which will better position WA in the global agricultural innovation landscape.

“The hub will focus on activities that build business resilience by using innovative technology to transform farming systems”, Mr Roberts said.

“It will put farmers and communities at the centre of agrifood innovation and create pathways for producers to input into how research is designed and applied on the ground”.

“This will speed up innovation and adoption, making WA agriculture industries more resilient, productive and competitive in the face of future drought”.

The Grower Group Alliance is a not for profit organisation that has more than 60 Grower Group members in WA, representing more than 4,000 producers.

Grower Groups in WA are at the centre of farmer-led collaboration within their communities while providing a social hub, supporting participatory research and powerful peer to peer learning.

Also known as farming systems groups, they are usually not-for-profit organisations which aim to support the production, profitability and sustainability of their member’s farm businesses via adoption of new production practices, technologies, and delivery and extension of locally relevant research and development.

Photo: The Grower Group Alliance Board

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