



30 30

Overview of the 3030 Project

28th May 2009

Who is involved?

Funders

- Dairy Australia
- RDPs – GippsDairy, WestVic Dairy, Murray Dairy, Dairy SA
- Gardiner Foundation
- DPI Vic – Primary Industries Research, CAS
- University of Melbourne

R&D organisations / partners

-  University of Melbourne
-  DPI Vic – Primary Industries Research, CAS
-  DemoDairy
-  Consultants (Victoria, SA)
-  Farmers (Partner farms, networks, farmlets)
-  Service businesses



Productivity growth in Australian agriculture


1977-78 to 2006-07

	Total growth %/yr	Outputs %/yr	Inputs %/yr
Total broadacre	1.5	0.8	- 0.7
Cropping	2.1	3.1	1.0
Mixed crop-livestock	1.5	0.1	- 1.4
Beef	1.7	1.7	0.0
Sheep	0.3	- 1.4	- 1.7
Dairy	1.2	5.1	3.9






Original Project Aim (2004)

- 🌱 “A 30% increase in return on assets, through a 30% improvement in home-grown forage consumption”
- 🌱 On non-irrigated dairy farms in southern Australia
- 🌱 Began 2005




Aim

-  This aim was arrived at after intensive:
- modelling of forage systems scenarios
 - review of existing knowledge of options
 - consultation with industry

Philosophy

-  'Beyond ryegrass' (complementing, not replacing ryegrass)
-  Planned approach to profitable forage systems
-  Not recipe-making
-  Partnerships
 - within the project team
 - with farmers and advisers/consultants
 - with service businesses
-  ... because original 3030 proposition cannot be achieved any of those groups alone

What do we need to know?

-  Plant species that can complement ryegrass
-  Commercial realities of implementing change at farm business level
-  How to translate research information into messages for farmers and service providers

What do we need to know?

Plant species that can complement ryegrass

- Yield potential
- Management requirements
- Feed quality and intake
- Systems integration
- Profit

What do we need to know?

Commercial realities of implementing change at farm business level

- Risk
- Infrastructure
- Labour
- Impacts on other management policies
- Profit

Themes

-  **Grow and Harvest: more home grown forage**
 - agronomy, applied nutrition
 - mainly located at DemoDairy, some on Partner Farms
-  **Consuming HGF: building profitable systems**
 - systems integration
 - farmlet experiment at DemoDairy, modelling
-  **Profitable Farming: working with industry**
 - “research meets commercial reality”
 - Partner Farms, farmer networks, Forage Insights, social research