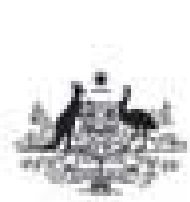




## Growcom Reef Program

# Business Sustainability in Horticulture



CARING  
FOR  
OUR  
COUNTRY



# Adaptation of Practice Change

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Focus on: Agronomics or Economics!

In the long term:

is Financial Incentives the best way to achieve Practice Change

OR

assisting growers to see the Financial Benefits of Practice Change themselves'

# Weed Management - Original Practice

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Herbicide 100% of tree canopy zone

## 'Weedseeker' - New Practice



Sensing Eyes Detect Chlorophyll

# Weedseeker

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Farm Area = 600ha

**Savings** with new practice:

- Fuel \$2 500
- Labour \$12 000
- Herbicide \$26 000
- Total Operational Savings (/ Yr) \$33 000
- Initial Investment \$22 000

# Fertilising - Original Practice

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Spinning out fertiliser 2 to 3 times per year

# Composting & Fertilising - New Practice

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High quality compost made on site

# Composting Economics

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Farm Area = 160ha

**Savings (/ Year) with New Practice:**

- Irrigation, Herbicide & Fertiliser \$250 000
- Total Operational Savings \$54 000
- Initial Investment \$145 000



# Spraying High Volume - Original Practice

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Oscillator spray rig applying 8 000L/ha

# Spraying Low Volume - New Practice

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Air Blast spray rig applying 4 000L/ha

# Spraying Economics

<b>140Ha</b>	<b>Old Practice</b>	<b>New Practice</b>
Water	1288	644
Tractor (Km)	60107	30053
R & M	8260	11480
Finance	5600	10400
Chemicals	444920	223440
Total Operational Costs	<b>\$520,175</b>	<b>\$276,017</b>
Investment		\$130,000
Profit/Yr		\$244,157
Profit/Yr (50ha)		\$84,113

# Economic Summary – Case Studies

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<b>Project</b>	<b>ROI</b>	<b>Pay Back Time</b>
	<b>(%)</b>	<b>(Yrs)</b>
Weedseeker	150	0.66
Composting	30	5
Spray Technology	229	0.5

# Challenges & Solutions

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## Challenges

- Average age of 58 years
- Life style careers
- Paying for intangible purchase

## Solutions (for continuous adoption)

- Economic focused
- Industry led
- Agronomist / Economist



Growcom is pleased to acknowledge and thank our funders and project partners in the delivery of the Caring for our Country Reef Rescue program

