

## COMMUNICATING BARLEY INFORMATION TO INDUSTRY

*Mary Raynes<sup>1</sup>, Kym McIntyre<sup>2</sup> and Blakely Paynter<sup>3</sup>*

*<sup>1</sup>Department of Primary Industries, Horsham, Victoria,*

*<sup>2</sup>Department of Primary Industries, Hermitage, Queensland, and*

*<sup>3</sup>Department of Agriculture and Food, Northam, Western Australia*

The need for increased rates of adoption of new practises in order to maintain a competitive advantage is a constant challenge to rural industries in Australia.

Barley Industry Development Officers (BIDO's) are positioned in each of the GRDC Regions to ensure two-way communication flow through the industry. By utilising a wide range of networks from farm to end users and researchers the BIDO is uniquely situated to facilitate the production and dissemination of information which satisfies the needs of both end users and producers.

There have been a number of changes in the barley industry over recent years including deregulation, reduction of government based general extension activities, formation of Barley Breeding Australia, National Variety Testing trials, an increased rate of new variety release, and the formation of Barley Australia which all have the potential to fracture the communication chains of the past.

The role of the BIDO is to remain impartial of competing entities and utilise all these sources of information to ensure a clear concise message is disseminated through the value chain on a regional and nationwide basis. This is done utilising a number of forums and techniques which are addressed in this paper. The focus is on providing guidelines for the production and marketing of new barley varieties, how to achieve quality targets through crop management, the role of barley in the farming systems and making growers aware of how their grain is used in the marketplace.

Theme: latest research and technology - barley agronomy

Presentation: oral

Presenter profiles: Mary Raynes and Kym McIntyre are the Barley Industry Development Officers for the Southern and Northern GRDC Regions respectively. Blakely Paynter manages the Barley Industry Development Officer role in the Western GRDC Region whilst an appointment to the position is made.