

Project title: Case studies of growers using novel techniques to use available moisture in the Kwinana East port zone (priority issue KE1).
CIC00033-A

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Cox Inall Communications has more than 30 years' experience in developing and implementing strategic communication plans, services (including: public relations activities; production of written and video material; media liaison; media training; social media training/support; and webinars) and advice to a wide range of agribusiness clients nationally.

This soil moisture case study booklet is the third produced by Cox Inall Communications for the RCSN Kwinana East group. Previous publications were based on tactics to mitigate frost risk and how to operate a profitable business in the Kwinana East port zone. These have been well received and distributed widely.

Perth-based consultant Melissa Williams has overseen the preparation of the three RCSN case study booklets. She has 20 years of experience in specialist agricultural writing and editing, scientific report editing, photography, market research and communications planning and strategy development in WA.

Extension activity:

This soil moisture case study booklet has involved sourcing and interviewing 10 growers and a range of advisers, consultants and researchers who are involved in using a range of novel and/or effective methods for conserving and optimising soil moisture to boost crop productivity and profits in the eastern grainbelt.

Case studies have been written and produced into a booklet that will be available to all Kwinana East RCSN members, other grain growers in the region and online to growers across WA and Australia through the GRDC and RCSN websites. About 200 copies have also been printed for distribution to WA grain growers at major agricultural field days and events.

The case study approach to R&D extension has proven highly popular and effective, as grower-to-grower learning is recognised as a key way that Australian farmers seek and implement new ideas.

Main outcomes/key points:

- Addresses the Kwinana East RCSN group priority issue of water use efficiency (WUE) and dealing with rainfall variability in this port zone
- Identifies and explains practical and zone-specific techniques being used successfully by growers or trialed/used by advisers/researchers to improve water use efficiency and boost resulting crop production
- Profiles techniques such as: dealing with variable rainfall and soil types; developing quick methods and models to measure water holding capacity; use of real-time data to quantify changes; paddock preparation and crop management tactics to increase the soil water 'bucket'; costs of achieving WUE; and profitable options for boosting WUE
- Extends information about improving water use efficiency and practical methods to increase and use soil moisture for growers and advisers in the Kwinana East port zone, in WA and nationally

- Promotes the role of the RCSN groups in actively researching and extending information to industry that addresses high priority issues affecting grain grower profitability.

Further work:

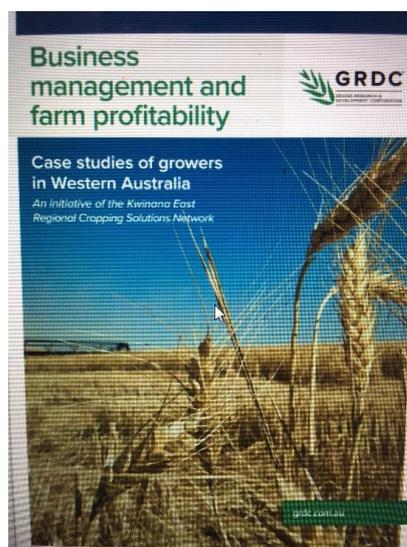
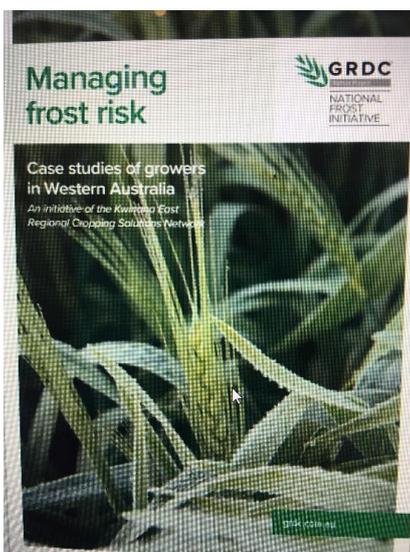
The RCSN soil moisture case study booklet will be provided to the Kwinana East RCSN group and GRDC for promotion through their media and communications channels – including social media platforms Facebook and Twitter, Ground Cover magazine and e-newsletters (RCSN and All Ears in the western region). It will also be available on the GRDC and RCSN websites.

The booklet will be also be promoted by the GRDC Western Science Writer and Western Communicator through their communications and media channels during the year. This will include Paddock Practices articles direct to WA growers, national grain journals, WA media and social media.

Photos:



Mick Caughey, of Merredin, is one of 10 growers featured in the soil moisture case study booklet.



Previous RCSN Kwinana East cast study booklets produced by Cox Inall Communications.