

MSF Strategic Plan Summary 2020-2023

Our vision

Dynamic, profitable and sustainable farming systems across the low rainfall Mallee region.

Our mission

1. To provide leadership in the creation of innovative research and extension platforms in partnership with farmers, researchers and industry.
2. To deliver locally relevant on farm research, development and extension services that enhance the resilience, sustainability and profitability of farming systems.

Our strengths

- Leaders in Low rainfall farming systems <350mm
- Tri-state – SA, VIC & NSW
- Coverage of 4 million hectares
- 900 subscribed members

Our values

- Farmer driven
- Collaboration
- Credibility
- Quality
- Innovation

MSF members

- Farmers
- Researchers
- Government professionals
- Agribusiness professionals
- Others with an active interest in farming in the Mallee

MSF partnerships

- GRDC
- National Landcare Program
- SA Grains Industry Trust
- Mallee CMA
- Natural Resources SAMDB
- Western Local Land Services
- AWI

Our key strategic goals and objectives

1. Leadership & quality services

- 1.1 To engage and listen to our farming communities
- 1.2 To ensure relevant high-quality Research, Development & Extension is conducted in our region
- 1.3 To ensure that relevant research findings are delivered to Mallee farmers
- 1.4 To build capacity and resilience in our farming communities
- 1.5 To enhance and protect our dryland environment by encouraging sustainable dryland farming practices.

2. Partnerships & stakeholders

- 2.1 To be a partner of choice
- 2.2 To be recognized as an effective communication and engagement partner with stakeholders
- 2.3 To grow the Research & Development capacity of the region

3. Growth, diversification & consolidation

- 3.1 To be responsive, strategic, accountable and financially viable.

4. Governance & management

- 4.1 To be known and respected as a professional organization, worthy of investment and membership.

Key project themes

- Mallee seeps management
- Sandy soils & deep ripping
- N fixation and pulse production
- Dryland pasture systems
- Frost research
- Riverland and Mallee Mesonet
- SAMDB NRM, Mallee CMA & Western LLS partnerships