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## **MEDIA RELEASE**

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### **SOUTH AUSSIE FARMERS NEED TO THINK GLOBALLY**

South Australian farmers are in a good position to capitalise on global marketing opportunities if the right value-added investments can be offered to investors.

That is according to Primary Producers SA (PPSA) chairman and former State Premier Rob Kerin, who will be guest speaker at the annual Hart Field Day on Tuesday, 17 September.

“We’re looking at a magnificent season to boost South Australian agriculture, but longer term we need to market better and make the most of the Asian, particularly the Chinese, opportunities,” Mr Kerin says.

“We need to get smarter in packaging investments for Asia, and that’s where government has a role to play in opening doors and matching investment with further investment opportunities.”

Mr Kerin has been chairman of the PPSA since May 1 this year, heading up the organisation which has replaced the South Australian Farmers Federation (SAFF) as the State’s peak farmer group.

His address at the Hart Field Day will be titled ‘Farming locally, competing globally’.

He will speak about the structure and aims of PPSA, including work being done on rebuilding the relationship with PIRSA in setting priorities and having industry input into its direction.

Mr Kerin will also speak about ‘Changing The Balance’, an agreement between PPSA, the Department of Environment Water and Natural Resources, PIRSA and Natural Resources Management (NRM), which looks at “getting the balance” right for the NRM in terms of agricultural productivity.

He will also speak about an exciting new ‘digital platform’ being developed, and due to be launched in the next month, in collaboration with PPSA and PIRSA.

The platform aims to bring together government, commodity groups and key agricultural stakeholders to make information and forms available on one, comprehensive site.

The one-stop-shop is set to include information such as the weather, commodity prices, exchange rates, government forms and payments, and information from the likes of the Country Fire Service, NRM and commodity groups.

Mr Kerin says he is looking forward to speaking at the Hart Field Day, where he remembers attending in the “early days when they were shifted around the Jaeschke property”.

Hart Field-Site Group chairman Justin Wundke says he is also thrilled to have Mr Kerin as the lunch time guest speaker at this year’s event.

“We’re excited to have Rob Kerin as our guest for the 31<sup>st</sup> Hart Field Day and are looking forward to the insight he will give us into some of the current issues facing South Australian farmers and work being done by the PPSA,” Mr Wundke says.

“The Hart committee have been working hard to get the trial site ready for the field day. It represents a great opportunity to come along and hear the latest research and hot topics to capitalise on the above average season we have had so far as well as being a great way to see any potential new variety releases in the paddock.”

For more information take a look at the Hart Field Site Group website [www.hartfieldsite.org.au](http://www.hartfieldsite.org.au) or contact Sandy Kimber on 0427 423 154 or email [admin@hartfieldsite.org.au](mailto:admin@hartfieldsite.org.au).

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