

Welcome to the 2014 summer edition of CaneConnection



Dr Andrew Ward

Executive Manager
Professional Extension and
Communication Unit

Welcome to the summer edition of *CaneConnection*. We feature updates on Sugar Research Australia's (SRA) strategy to enhance adoption; progress being made by our plant breeders; ways to maximise productivity and profitability while improving sustainability; and limiting environmental impacts related to nutrient management and Diuron. With the Bureau of Meteorology forecasting continued dry weather (let's hope they're wrong), our irrigation scheduling story is timely.

With the crush now over in most regions, we reflect on the season past and the season ahead. Whether on farms or in the sugar mill, we aim to maximise productivity and profitability. SRA invests your levy

payments in a range of Research and Development activities to achieve this objective. Critical to maximising return on investment is the speed at which research outcomes are adopted across the supply chain – for example, new varieties or new farming systems.

SRA is focusing on ways to ensure research outcomes are adopted by the broader industry extension framework. After extensive industry consultation of the key elements and steps in the adoption process, SRA has developed a new extension model that could also help to accelerate adoption across our industry.

Recently SRA shared this draft strategy with our delegates, seeking their input, feedback and, ultimately,

support before even wider industry consultation. We've included the draft strategy's key elements in this edition.

SRA's Professional Extension and Communications Unit recently hosted a workshop in Townsville, attended by over 100 extension personnel and growers, with the theme 'Producing high-yielding cane'. An accompanying SRA publication discusses the key building blocks for high yields. That publication is included in this edition of *CaneConnection* along with the latest industry update on Yellow Canopy Syndrome.

As always, SRA is your industry-owned organisation. If you have any ideas for future topics or suggestions for improving *CaneConnection*, please email us: communications@sugarreeseearch.com.au

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