



Talking to you: Grower survey provides valuable industry insights

The results of the 2017 SRA grower survey are in, revealing industry trends with the adoption of farming practices and an assessment of SRA's performance.

What is the aim of the survey?

The aim of this survey was **to hear directly from grower members** about on-farm practices, which will **help SRA to invest** in areas of importance for industry. The survey results are valuable in informing and guiding SRA research and adoption programs.

How many growers were surveyed?

SRA conducted a survey of a random sample of **400** of our members in May 2017.

SRA's goals

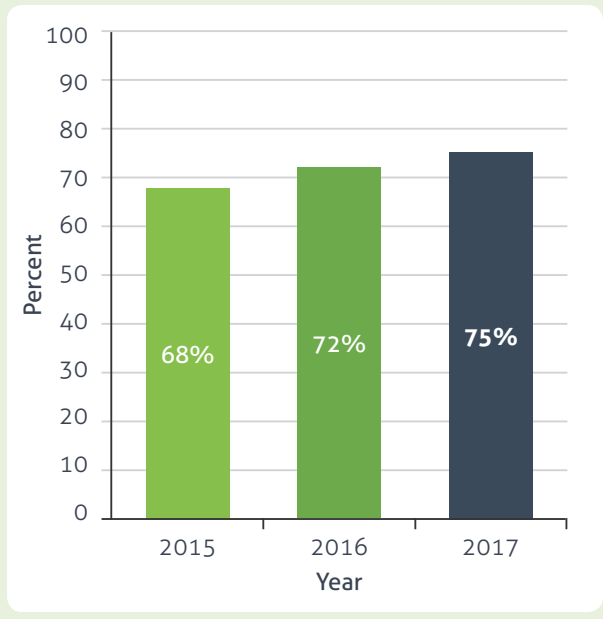
As an industry-owned company, SRA exists to serve our members in delivering our four goals, which are:

Overarching goals

- 1. Drive profitability**
Through innovation-led productivity gains, step-change and value-adding
- 2. Improve sustainability**
Through evidence-based research and sustainable production, biosecurity and environmental management
- 3. Enhance capability**
Through strengthened research and industry partnerships, capability development programs and collaborative knowledge transfer and adoption mechanisms
- 4. Strengthen organisational excellence**
Through enhanced RD&A investment management, best practice organisational governance and a positive performance-focused organisational culture

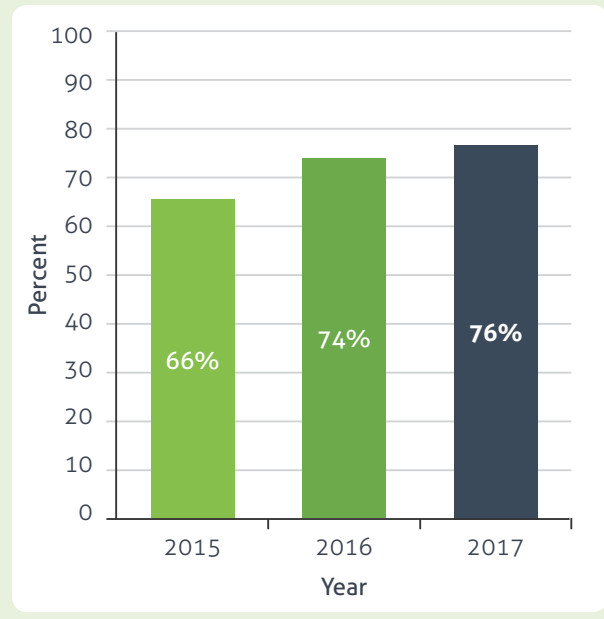
How much do you currently know about what SRA actually does?

Respondents who responded with "a considerable amount" or a "fair amount"

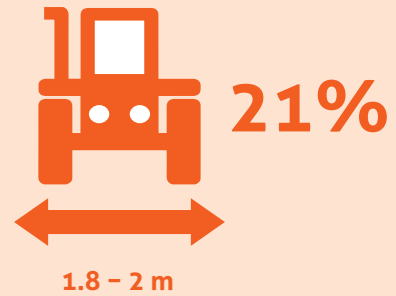
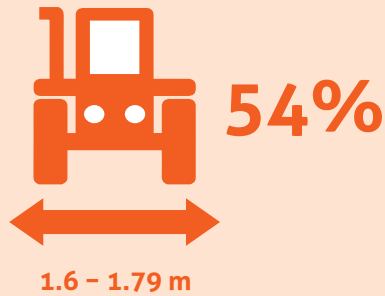
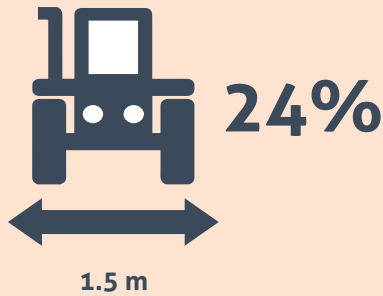


Overall, how would you rate the performance of SRA as investors in cane research?

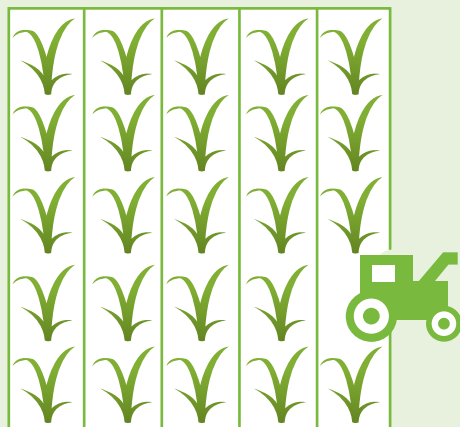
Respondents who gave a *high* performance rating



Row spacing:



Number of ratoons cut:



Ratoons	Percentage
2	2%
3	14%
4	43%
5	28%

Do you usually grow fallow crops?

