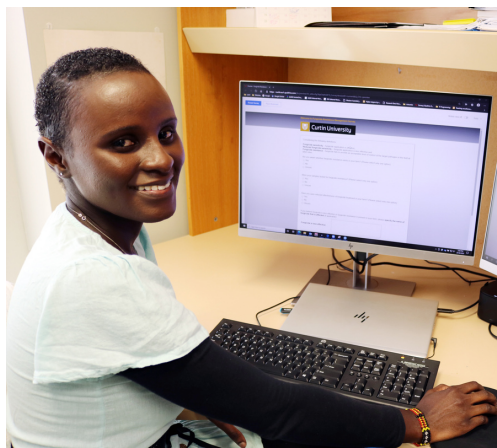


Impact, economics and engagement

Project description

Diseases cause significant economic damage and the application of economic analysis to solutions developed by CCDM ensures that research outputs are extended with a focus on optimising profitability. By combining economics with extension in the one project, we're ensuring that CCDM research outputs are shared, used and talked about by their intended audience, as we continue to work with industry to reduce the impact of crop disease for Australian growers.

This project will also continue to undertake agribusiness research with a focus on financial risks associated with crop diseases and the delivery of knowledge to enable industry to prepare for future changes associated with climate change related incentives, legislation, market access or trade barriers.



Our team

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Key achievements

From a survey of 137 WA barley growers, findings revealed that growers are concerned about fungicide resistance being a long-term threat to a sustainable industry and a worry to their business if cheaper fungicides failed to provide adequate protection against fungal pathogens. These findings will help industry shape its messaging towards growers. ([DOI: 10.1016/bs.agron.2023.03.005](https://doi.org/10.1016/bs.agron.2023.03.005))

Through social listening capability, we've been able to gather online conversations about a topic, business, or industry and analyse them to produce insights that drive better business decisions. By incorporating this approach into our analysis, insights into public online conversations regarding crop protection issues will enable us to identify trends, examine the share of voice, and track and analyse sentiment.

Coordinated by CCDM, AHRI and Cesar Australia, the Crop Protection Forum is an annual event that ensures impact at the paddock level, by bringing together experts from across the country to discuss the latest research in herbicide, fungicide and insecticide resistance to an agronomist audience.

