How to build momentum in Agricultural Sustainability
- Perspectives from Smartcane BMP

Matt Kealley
Manager – Environment & Sustainability
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1936: Shopping trolley

Social licence to operate
Sugar sustainability branding

2,900 individual reefs
900 islands
2,600 km length
344,400 sq km in area

Resilience
Improve water quality
Practice change
Reef Programs
For growers it’s all about perception

Top 6 sustainability challenges

1. Increasing productivity & profitability
2. Social licence to operate
3. Government policy on reef
4. Water quality targets
5. Market access
6. Green house gas emissions
Motivation
What are you going to use, a carrot or a stick?

Smartcane BMP platform

1. Water quality outcomes
2. BMP accreditation focus

- Farm Business
- Soil Health & Plant Nutrition
- Weed, Pest & Disease
- Drainage & Irrigation
- Crop Production & Harvest
- Workplace Health & Safety
- Natural Systems
- ISO 19011 Accreditation

Full BMP
Smartcane BMP process

Register

Benchmark

Record keeping

Audit

Accreditation

3rd party audit

Over 63% cane area in BMP

1,427 Farms Benchmarked

252,830 ha Benchmark

136 Farms Accredited

39,936 ha Accredited
“When we cop criticism, we can now put this up as proof we are doing the right thing as an industry” - Russell Jordan
Understanding barriers

- Reviewed BMP data
- BMP implementation process
- Independent reviews of BMP
- BMP perceptions audit
- Behavioural science project
- BMP Facilitator feedback
- Market drivers
- Reef policy and programs
83% reported that the negative public messaging about the industry’s practices were barrier to change to some extent

“I had to do it just to prove that I was not a dinosaur – and even old dinosaurs can comply with all the new rules and regulations”
Barriers – what did we find?

1. No perceived benefits to business
2. Lack of perceived control
3. Complacency and defensiveness – why do I need to do this?
4. Unpredictable, inconsistent and negative communications
5. Ageing grower population
6. Deeply set behavioural & attitudinal customs,
7. Technology adoption challenges
8. Lack of time & resources
9. Process was considered too hard
10. ‘Program fatigue’ relating to reef programs & govt policy
11. Lack of scientific evidence relating to water quality
12. Skepticism that promoted practices work on my farm
13. Need for personal 1 on 1 engagement
How to build momentum

1. Understand the external drivers
2. Understand the motivation of the grower
3. Positive messaging
4. Clear explanation & understanding of process
5. Flexibility in the program
6. Enlist leaders to promote & engage
7. Active facilitator support
8. Tools to assist with barriers
9. Work with the crop cycle
10. Time and patience

“...we saw a lot of value in doing it...this has cemented the ideas we’ve had for our business and confirmed the direction we’re heading” – Walter Giordani