

Thursday, September 29, 2016

GPSA launches new magazine to promote grain growing sector

Grain Producers SA has launched a new initiative to keep industry stakeholders up-to-date on news and information in the South Australian grain growing sector, a magazine titled *Grain Producer*.

GPSA CEO Darren Arney said the aim of the publication is to communicate the professional, innovative and tech-savvy nature of grain production in SA and its significant contribution to the SA economy.

"We wanted to highlight issues that are impacting the profitability of our members," he said.

"SA grain producers are global leaders in the production of quality cereals, legumes and oilseeds. We have long felt that agriculture is misunderstood as being hard, boring or laborious work and we realise that for those who are not directly involved with the industry, it can be hard to keep up with these changes.

"We feel we need to better communicate that grain producers have invested large amounts of capital in their operations and are multi-skilled in a range of areas, such as agronomy, machinery operation, work health and safety, grain marketing and business and financial management."

The hard copy publication, which has been posted out to key industry stakeholders this month, will be accompanied by extra content on social media and YouTube, which GPSA encourages producers to share with their friends to spread the word.

"This update, and future editions, will highlight the important work of other organisations in the SA grains industry as well as events and other initiatives that may be of interest to our stakeholders," Mr Arney said.

"Prime examples of innovation are the case studies in *Grain Producer* of Kadina grower Mark Schilling whose family farm is exporting grain to the world and Mallala grower John Lush, who is rebuilding his family business after the Pinery bushfire last year.

"While there are many great stories in the industry, the update will also highlight key issues impacting producer profitability. The top issue for grain producers is the need for efficient freight networks in SA. At present, high storage and handling costs are holding back producer profitability with an 80 percent increase in fees paid by producers in the past 10 years."

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For more information on Grain Producers SA and its policies, visit www.grainproducerssa.com.au or get in touch on 08 8391 6621 or email info@grainproducerssa.com.au

About Grain Producers SA:

Grain Producers SA is a not-for-profit organisation that represents all levy-paying grain producers in South Australia. GPSA's objective is to foster the development and implementation of policies that promote the economic and environmental sustainability of the South Australian grains industry for the benefit of its producers and the wider community. Growers are encouraged to have their say on policy and have input on the people who represent them.