

Award to help raise awareness

Waste set to be scrapped

POTATOES SA

BY ROBBIE DAVIS, CEO

AS THE SA representative in the RRDc 2016 Rural Woman of the Year Award, I plan to investigate how the Australian potato industry and wider horticulture/agriculture sectors can increase productivity through the reduction of food waste and loss in the supply chain pre-farmgate.

I will research technologies being used internationally to reduce losses during food production, and determine which processes could be introduced to Australia.

Identifying key areas from which food is lost and making a targeted effort to lessen waste from these areas is the simplest way to increase productivity. In the SA fresh sector alone, up to 40 per cent, or 80,000 tonnes, of potatoes don't make it to the supermarket shelves, classed as 'out of specification'.

This award is an extraordinary platform to elevate and reposition agriculture



The University of Adelaide's John Carragher with Rural Industries Research & Development Corporation 2016 SA Rural Women's Award SA winner Robbie Davis.



Potatoes SA is the voice for seed producers, growers, fresh market, packers, processors, marketers, exporters, wholesalers and retailers.

in the hearts and minds of all levels of government, all value chain agribusiness stakeholders and the general public.

We mean business, real business, real agribusiness.

Last month I met with the other state and territory 2016 RRDc Award finalists in Canberra - seven women who share a passion for the rural industries and communities in which they work.

The 2016 finalists include Sophie Hansen, NSW, who

The voice of our potato growers

PREMIUM CLEAN ENVIRONMENT

will develop an innovative

online learning course called

My Open Kitchen; Martina

Matzner, NT, who will encourage

young people into a career in food production

and elevate society's perception of horticulture; and

Emma Robinson, Qld, who will champion beef producer

cooperatives as an alternate business model through

increased scale, efficiencies and market influence.

Tasmanian finalist Rebecca Duffy will investigate in-

“ We mean business, real business, real agribusiness.

novative wine tourism in the United States and Cape Town and introduce these ideas to the Tamar Valley; Jessica Lye, Melbourne, will focus on enhancing biosecurity preparedness by observing international eradication strategies and practices in the vegetable and potato industries; and Karyn Fletcher, WA, will study tropical agriculture in Brazil and apply her learnings to northern Australia's undeveloped land, available water and proximity to emerging markets.

The national winner and runner-up will be announced at the 2016 RRDc Rural Women's Award celebratory dinner in Canberra on September 14.