

KIT 2.2



Maintain and/or improve the price of Australian grain through differentiation based on: functionality; food safety and traceability; sustainability of production; reduced downgrading; new and/or enhanced grain classification processes; optimal management of biosecurity issues.

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| Impact | Growers' profitability is improved through access to differentiated markets and/or reduced downgrading. |
| Summary | <ul style="list-style-type: none">• Growers and other grains industry participants are able to identify, develop and implement opportunities for market differentiation.• Growers have the tools and knowledge to reduce the occurrence and impact of downgrading. |

SCOPE

INVESTMENT OUTCOMES

Opportunities for market differentiation

Opportunities for growers to maintain or improve grain prices through market differentiation are identified.



2.2.1 Growers understand the opportunities to maintain and/or improve the price of Australian grain through market differentiation, including:

- matching grain functionality with end use markets
- defining new market opportunities based on existing or new grain functionality attributes
- exploiting Australian advantages in crop provenance, food safety, traceability and sustainability.

2.2.2 Growers understand the opportunities to reduce the prevalence and impact of downgrading.

Capture of opportunities for market differentiation

Tools and knowledge that support growers and other industry participants to capture opportunities for market differentiation are identified, developed and delivered.



2.2.3 Growers and other grains industry participants have access to and knowledge of new tools for capturing and delivering opportunities to add value through differentiation.

2.2.4 Growers and other grains industry participants have access to new tools and knowledge to limit the prevalence and impact of the downgrading of Australian grain.