



AVONGRO

Wheatbelt Tree Cropping

AVONGRO's Goals & Objectives

Goal 1

Increase the awareness and adoption of tree crops as an integral part of regional landscape management which addresses natural resource management (NRM) issues across the Avon River Basin.

Objectives:

- i. Provide consistent and relevant information to the community to achieve greater community awareness;
- ii. Adoption and development of relevant industry accreditation and codes of practice (COP);
- iii. Understanding and development of carbon sequestration opportunities;
- iv. Establish an active farm forestry unit focused on the region, with greater grower and industry participation;
- v. Develop and support networks for grower extension;
- vi. Encourage the development of commercially viable tree crops as a major component of landscape management and agricultural production; and
- vii. Train/attract skilled tree crop operators/personnel in the region.

Goal 2

Investigate, encourage and support diverse and vertically integrated tree crop industries of sufficient scale to achieve environmental, economical, and social outcomes in all agricultural areas of the Avon River Basin.

Objectives:

- viii. Produce a base line inventory of the current extent of tree crops in the ARB;
- ix. Support the development of new industries and processing facilities, adopting best practice, to provide triple bottom line benefits for the region;
- x. Encourage investment and interest in tree crops from R&D organisations and producers while exploring viable tree crops for the region; and
- xi. Investigate the economic viability of tree crops and gain recognition of the critical mass required (growers, community, government) for markets and triple bottom line benefits.

Goal 3

Develop and coordinate interaction between the community, all levels of government and the tree crop industry.

Objectives:

- xii. Develop good communication links with the ACC;
- xiii. Develop a unified and shared approach between stakeholders for tree crop development;
- xiv. Involve growers in tree crop development (R&D) and marketing;
- xv. Facilitate regional tree crop development;
- xvi. Develop a coordinated regional marketing strategy;
- xvii. Support planning to ensure sufficient resource is established in appropriate areas to supply the Integrated Wood Processing Plant and other industries; and
- xviii. Assist to identify priority areas for tree crop development, particularly in line with NRM benefits.