



A Corporate Partnership with Mallee Sustainable Farming

A partnership with Mallee Sustainable Farming Inc (MSF) is a partnership with an organisation priding itself on a history of scientific rigour and professionalism as it supports the development of dryland farming and communities in the tristate Mallee region of South Eastern Australia. MSF achieves this through research programs, farm trials, field days, seminars, farm walks, publications and community capacity building initiatives.



MSF can provide corporate partners with access to a target audience of dryland farmers across the three states of NSW, Victoria and SA. These are the farm decision makers. They are serious about their agricultural businesses and farming practices and are open to new ideas that will benefit them economically and environmentally.

Being a partner of MSF also offers exposure to government agencies, scientists and field workers specific to the agricultural and resource management sectors. An MSF partner supports the advancement of agricultural industries in the Mallee and promotes its long term viability through sustainable farm management practices.

About MSF

OUR VISION: Dynamic, profitable and sustainable farming

OUR MISSION: Provide excellence in research, development and extension initiatives for the dryland Mallee of South Eastern Australia

MSF services an area of approximately 7 million hectares spread across three states and encompasses an estimated 1,500 farms. The main cropping activity is

cereal production and more recently, plantings of legume, oil-seed and fodder crops for grazing have increased significantly. There are an increasing number of sheep and lamb producers with cattle producers also represented.

How MSF Works

MSF works closely with many research partners including Grains Research Development Corporation (GRDC), DAFF, Departments of Primary Industries in NSW, South Australia

and Victoria, the CSIRO and regional Catchment Management Authorities. This avoids duplication and maximises effort towards common goals aimed at improved farming practices and environmental responsibility.

Future Directions

MSF continues to focus on the triple bottom line of economic, environmental and social sustainability and to provide high quality research and extension services to the farmers of the Mallee.

Strategic focus areas include:

- Sustainable farming practices
- Precision agriculture
- Water Use Efficiency
- Soil fertility, crop nutrition and pest management
- Climate change and its effects on agriculture
- Carbon sequestration and trading
- Risk Management
- Community Development

Promotional Opportunities

MSF Events

MSF hosts many events of varying size throughout the year. These include Field Days, Workshops, Futures Forums and Crop walks. These events provide many opportunities to showcase, demonstrate and explain your products and services in a variety of ways.

Collaborative Projects

Project collaboration could include supported trials; on farm demonstrations and extension activities across the region

MSF Website

The MSF website is a valuable resource for the agricultural sector offering access to a significant body of research results and other information for the Mallee farmer.

MSF is continually updating its website and in 2009 introduced a members' login section where member only offers and promotions can be communicated.

www.msfp.org.au

MSF Publications

MSF publishes a range of written material to provide topical and relevant information to farmers about current research, climatic conditions, crop disease alerts, events etc.

These include the regular e-newsletter Sustainability Snapshots; the Annual Results Compendium, the *farmtalk* series of fact sheets; various field day booklets, flyers and media releases.

A corporate partner package can be customised to suit the individual needs of your organisation.

Corporate Partner Levels & Benefits

| Partner Benefit | Partner Level | Diamond Sponsor \$10,000+ | Gold Sponsor \$5,000+ | Silver Sponsor \$2,000+ | Bronze Sponsor \$1,000 |
|--|---------------|------------------------------|-----------------------------------|----------------------------|---------------------------|
| Acknowledgement of Partner level on MSF website (including click through web link) | | Home & Partner page logo | Rotating Home & Partner page logo | Partner page logo | Partner page listing |
| Verbal presence at MSF meetings & field days | | ✓ | ✓ | | |
| Visible presence at MSF events, meetings and field days | | ✓ | ✓ | ✓ | ✓ |
| Complimentary space for product/display/information at events | | ✓ | ✓ | | |
| Naming rights to a specific trial | | ✓ | | | |
| Logo & Partner level on regular "Sustainability Snapshots" emails | | ✓ | ✓ | | |
| Signage at trial/demonstration sites | | Large permanent | Field days only | Field days only | Field days only |
| Advertorial in Quarterly Newsletter | | Half Page 4 issues per year | Half Page 2 issues per year | | |
| Acknowledgement of Partner level in Quarterly Newsletter | | Front and Back page logo | Back Page Logo | Back Page Logo | Back Page Listing |
| Acknowledgement of Partner level on Fact Sheets | | ✓ | ✓ | ✓ | |
| Acknowledgement of Partner level in Annual Compendium & Field day booklets | | ✓ | ✓ | ✓ | ✓ |
| Advertisement in Annual Results Compendium | | 2 x full page | Full page + half page | Full page | Half Page |
| MSF Membership | | x 20 | x 5 | x 3 | x 1 |

Product/service exclusivity can be negotiated above diamond level



Dynamic
Profitable &
Sustainable farming



To discuss a tailored partner package contact Mike Mooney, Executive Manager on 03 5021 9106 or mike@msfp.org.au