

# Dirt to \$ Cropping Challenge 2.0

Dirt to \$ Cropping Challenge 2.0 is one of Southern Dirt's core activities for the next three years. It is an ideal forum for various sectors of the industry to meet, socialise, exchange ideas and engage in a bit of friendly rivalry!

## How is it run?

The DIRT to \$ Cropping Challenge will be conducted at a site in Katanning, where we have a contractor to manage the area according to your instructions. Entry costs of \$2200 (GST incl) per team per year will include all growing and marketing costs, and a Gala Dinner (four participants free) to announce each year's winners. You can have as many team members as you wish.

What a great way to pit yourself against your peers to see how you go, regardless of your expertise or experience! How hard can it be?? 2017 will be sown to **canola**, and then the following two years will be barley and either wheat, a pulse or pasture so there is plenty of opportunity to shine.

The Southern DIRT team will manage the competition and collate all results. The site will be located in a highly visible location and individual plot signage will be allowed. It will also be photographed via drone and progress reports sent on a regular basis.

This competition presents a unique opportunity to create a syndicate with a difference. Enter early so you don't miss out.

At the end of the season, we will host an evening to announce the winning team and maybe a few other prizes for outstanding results. So get a team together (as many or as few people as you like) and complete the nomination form to register your team.



Southern Dirt

# Build the contacts

Connecting your business with farmers in the field



NRI Kojonup Ag Supplies - Winners

## Industry Engagement Opportunities

### Sponsorship

Sponsor the challenge and obtain the following benefits:

- Get to know all the teams
- Put your products and services in prime position for others to see
- Offer advice to all the teams and strengthen your ties.

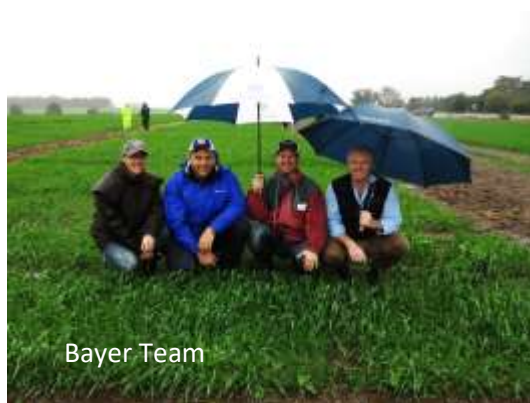
**OR**

### Enter a team

- Create a business team and test out your products and services
- Create a mixed team and work with farmers and other industry professionals
- Sponsor a farmer or student team and engage with them on the terms you choose.

### Ideas

Not only are you able to promote your products and ideas, you can work with farmers to understand their ideas and needs



Bayer Team

# you need

## A truly brilliant hands-on Relationship exercise

Gather a team, from people you know or work with or join a team of other individuals.

If you are an industry participant it will give you an opportunity to develop your team internally while having fun in the process.

### Product and service exposure

Use your own products and services and showcase the results to the other teams. This is an ideal opportunity for you to demonstrate your product or service capability to others.

### Social Program

The competition creates a great environment for the learning and sharing of new products/techniques between farmers, students and industry in a non-threatening environment. It is designed to be a fun activity which is engaging and social in many aspects. Besides team meetings, virtual or physical there are a number of events including a formal awards dinner each year that celebrates the teams achievements.

Bayer **highly** values being part of the Cropping Challenge!

“Bayer jumped at the opportunity to participate in the first DIRT to \$ Cropping Challenge and will be a reentrant in Cropping Challenge 2” said Craig White from Bayer Crop Science.

“We are life science company that is committed to R&D that promotes open innovation with others to, ultimately, enhance the lives of plants, animals and people. The competition embodies these principles and allows us to showcase our product, service and knowledge base.”



## Dirt to \$ 2017- 2019 Rules

- Each team will have six replicates within a randomised complete block.
- Plots are 10 m by 6 rows (row spacing is 228mm), giving a plot area of 27.3 m<sup>2</sup>.
- The site will be soil tested in 2016 and the results will be disbursed to all teams.
- Sowing time will be managed by Southern Dirt. This is likely to be late April – Mid May in 2017. The sowing date may vary depending on rainfall. This will change in 2018 and 2019 depending on crop type.
- All plots will be harvested at maturity.
- Teams should assume that **barley** will be sown in 2018 and **another crop to be decided** (wheat, pulse or pasture) in 2019.
- Paddock history will be made available for participants.
- Each plot will be labelled with the team's nominated name.

### Each team will:

- Choose a current, commercial crop variety.
- Select a sowing rate. If possible seed companies will provide 1000 seeds grain weight or seeds per kg analysis if teams wish to calculate a target plant establishment.
- Design a fertiliser program: pre-emergent, post-emergent, deep banded, liquid, top dressed etc.
- Most types of fertiliser will be provided, but if there are particular products, these may need to be provided by the group.
- Nominate a herbicide spray program, both pre-emergent and post-emergent.
- Each team is responsible for making their own decisions about grain marketing.

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