



# Farmacist

## Project Catalyst Partner

John Markley , Project Manager

### Why are you interested in innovation in agriculture & how important do you believe innovation is for the future of this sector?

Farmacist is an agricultural consulting company that specialises in developing and extending innovation to our agricultural clients. Innovation is essential to the continued success of all industries, including agriculture.

For the sugarcane industry to remain viable innovation in production techniques to improve yield, reduce costs and improve environmental sustainability is essential. Innovation requires investment in R&D and investment in the human resources of the industry ie the "growers" to help bring their ideas and skills to develop innovative practices.

Farmacist is proud to work with Project Catalyst and innovative sugar industry growers. Our business seeks to encourage and foster knowledge sharing between our dedicated staff and the many innovative and like minded growers that contribute to the success of Project Catalyst.

### Why have you chosen to be involved in Project Catalyst and what benefits do you perceive?

Farmacist is proud to play a role in Project Catalyst, working with innovative growers trialing and evaluating new technologies for farming sugarcane.

The benefits of the project are many - Project Catalyst provides tremendous opportunities for growers from different regions throughout the sugar industry to communicate and share ideas. It also brings into the mix key researchers, key consumers of sugar such as Coca Cola, environmental groups such as WWF and the supporting NRM bodies to genuinely share ideas and developed shared visions.

Together, the participants of Project Catalyst have formed a common bond to improve the environmental footprint that sugar cane production has on freshwater quality and the subsequent impact on the Great Barrier Reef.

Project Catalyst has achieved some valuable outcomes – numerous new farming techniques have been evaluated and proven for adoption amongst the wider industry, inputs of environmentally sensitive herbicides and fertilisers has been reduced and a greater appreciation of the impact of farming practices on the environment and in particular the Great Barrier Reef has been a learning experience for all involved.

Peter McDonnell



John Markley



"Innovation is essential to the continued success of all industries, including agriculture."



Jayson Dowie



Evan Shannon



Robert Sluggett



Tony Crowley



Natalie Fiocco