Research & Technology Transfer Management Framework



CREATING A PROGRESSIVE, EQUITABLE AND SUSTAINABLE TABLE GRAPE INDUSTRY



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Overview

- Introduction
- SATI Strategy
- Strategic Toolbox & Budget
- Research & Technology Transfer:
 - Structure & Process
 - Research Inputs from Producers
- Research and Technology Transfer Cycle
- Research Spend: 2003 2013
- Conclusions: Areas of new/renewed focus

Introduction & Historical Background

<u>Pre-1994: Regulated</u> <u>Agriculture</u>

 Single channel, centralised statutory power, protection for commercial farmers

Post-1994: Deregulated Agriculture

 Free market, growers exposed, services inadequate, voluntary grower associations



SATI:

- Non-for Profit Company (Section 21)
- Mandated to *empower* Table Grape
 Producers in terms of:
- ✓ Market Access: Trade & Development
- ✓ Knowledge Management
 - Industry information
 - Market Intelligence
- ✓ Transformation & Training
- ✓ Research & Technical Transfer
 - ➤ Until 2011 through Hortgro

SATI Strategy

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Str

Preferred Vision country of origin Progressive, **Strategic** equitable and sustainable **Objectives** industry Provide a **Strategic**

Intent

profitable market choice Change (product/market)

• Cost (profit vs input costs)

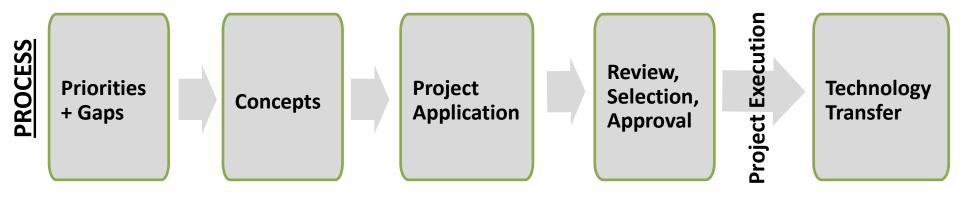
- Sustainability (industry)
- Politics (policy/international trade)
- Markets (consumer/retailer)
- Competition

The Competitive **Edges of our Industry** are **Technology** Driven

Strategic Toolbox

TOOLS	BUDGET
Market Access	20 %
Knowledge Management	15 %
Transformation and Training	20 %
Research and Technology Transfer	35 %
Administration	10 %

Research & Technology Transfer



Research & Technology Transfer

Priorities + Gaps

- Surveys, questionnaires
- SATIfacilitated regional workshops

Concepts

- Short, descriptive idea
- Align with priorities and gaps

Project Application

- Detailed project description
- Includes budget, milestones project team, materials
 methods

Review, Selection, Approval

- 3 5 Reviewers per project
- Approved projects aligned with priorities and gaps, sound research

Technology Transfer

- SASEV
- SAFJ
- SATI field days
- Technical Bulletin
- SATI Road Show
- SATI website

Research & Technology Transfer

ROCES

ACTIVITY

STRUCTURE

Priorities + Gaps



 SATIfacilitated regional discussion workshops

Concept

- Short, descriptive idea
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 Includes budget, milestones, project team, materials and methods

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Producers

- Researchers
- Retailers
- Exporters
- Technical Experts
- SATI

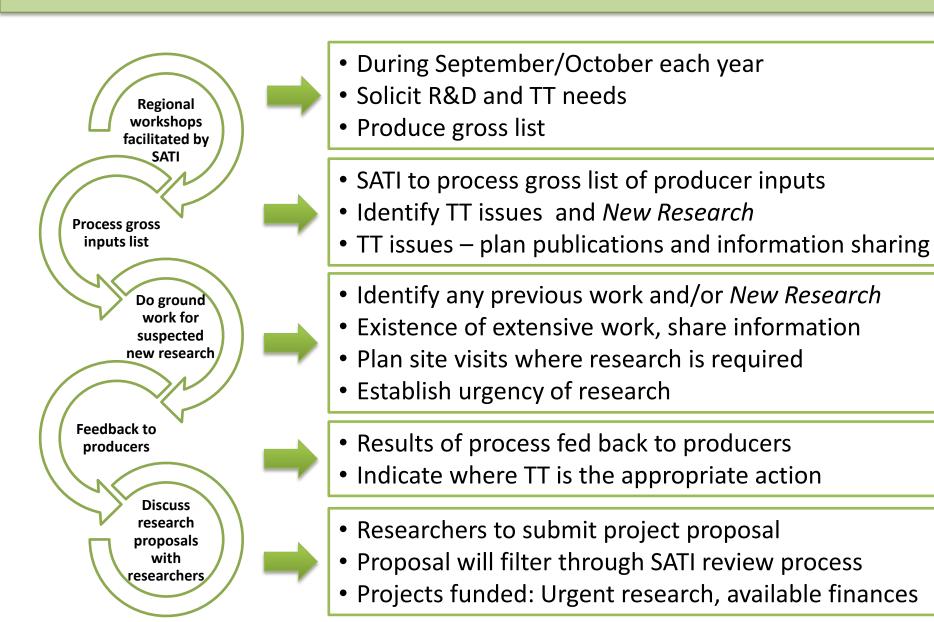
Management

- SATI R&D Committee
- SATI Research Manager
- Researchers
- Technical Experts

- SATI Research Manager
- Project team
- Scientific and Technical experts
- SATI R&D Committee
- SATI Research Manager

- SATI ResearchManager
- SATI Technical Manager
- SATICommunicationsManager
- Researchers

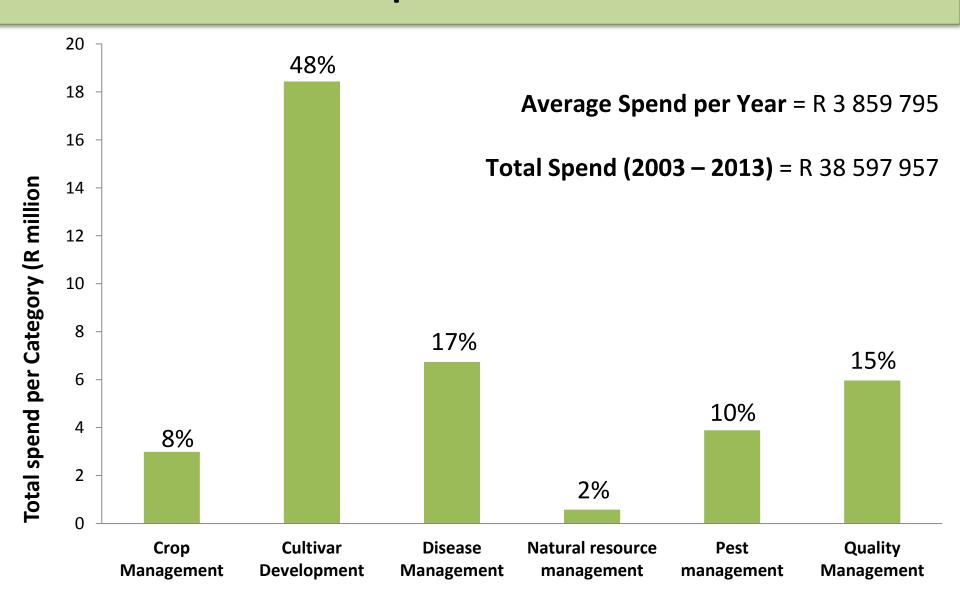
Research inputs from Producers



Research & Technical Transfer Timeline

CATI Danianal Morkshops			March	April	May	June	July	August	September	Uctoper	November	December
SATI Regional Workshops	1								•	31		
SATI to identify new projects and technology	i T	,										
transfer items from producer inputs	1	1 '	31	/								
Send out: Call for concept proposals + priority list	31		'									
Receive: Concept proposals (new projects)			31									
Feedback to producers regarding research inputs	·			15								
Request full proposals (new projects) from	i T											
researchers for producer inputs	l'	<u> </u>	l'	30								
R+D board subcommittee to discuss concept												
proposals	l'	1'	l'	15								
Send out: Feedback of concept proposals +	1									_		
deadline for full proposal (new projects)	l'	<u></u> '	l'	30								[]
Contact appropriate project reviewers	I				31							
Received signed confidentiality agreements	[31							
Receive: Full proposal (new projects)	[30						
Distribute projects for review	[30						
Receive reviewed projects							30					
Collate reviewer comments	i							8				
Receive progress reports (existing projects)	i							8				
R + D board subcommittee to discuss projects	i i											
(new projects; includes some discussion of	1	1	1 '	'								
existing projects)	l'	·'	l'	!				15				<u></u>
Projects presented to board (new projects)								31				
Final project decisions (new and existing	i		'									
projects); Board decision	l'	Í'	l'	!						31		<u></u>
Feedback to researchers (new and existing	i											
projects)	l'	/'	l'	 							30	
Receive final reports (existing projects)			31									

Research Spend: 2003 - 2013



Research Category (2003 to 2013)

Conclusion: Areas of new/renewed focus

1. Clear research strategy

Operational (1 – 5 years)	Tactical (5 - 10 years)	Strategic (>10 years)			
 Applied research 	Basic research				
 On-farm trials 	 Longer term projects – outcome not immediate 				
 Technical research 	Focus on industry sustainability				
Commercial co-funding	 Traditional sources of co-funding 				

2. Research

- Breeding Programme Commercial focus
- Increased Stakeholder Engagement

3. <u>Technical Transfer</u>

- SATI Website (to be updated)
- SASEV Information Initiatives
- Technical Bulletin
- SATI Road Shows
- Stakeholder Engagement
 - Technical Experts

Thank you

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