



MLA Producer Innovation Award

The MLA Producer Innovation Award will be awarded to a beef producer who best demonstrates 'innovation' across one of these streams:

- * **Accelerated Adoption** - accelerated adoption of innovations to improve on-farm performance;
- * **Producer-led Innovation** - producer-led innovations resulting in new products, brands and value chains
- * **Producer-led New Venture** - producer-led new ventures and start-ups

A finalist will be chosen from each stream and this group will form the pool of three finalists for the MLA Producer Innovation Award.

1. Applicants are **self-nominated** and must be a beef producer currently operating in Australia.
2. Applicants must provide a profile/bio of yourself and your business in 300 words or less, and include a headshot image of the Applicant.
3. The Application is to be submitted in written format (preferably as a Word doc or PDF) and may include supporting digital materials such as video footage and/or images. The written application should include no more than 300 words per criteria listed in 4.a-d, with supporting video footage of no more than 5 mins per clip.
4. The Applicant is to clearly state which 'stream' they are nominating for e.g. Accelerated Adoption, Producer-led Innovation, Producer-led New Venture.

Nominees must address the following in their application:

- a. **Concept/Idea** – how was your concept/idea identified and developed?
- b. **Desirability** – a demonstrated focus on customer needs. What is the problem, challenge or opportunity faced by producers or customers your concept will address? Why is it a problem or opportunity?
- c. **Feasibility** – a demonstrated feasibility of the solution. What is your proposed idea/concept that offers a solution? How will the solution accelerate productivity, profitability or industry competitiveness?
- d. **Viability** – demonstrate the impact on the industry. What benefits will your idea/concept deliver to producers, their business and the industry in the longer term?