



## **Ian Mason, Finley NSW**

### **Rice Marketing Board Elections 2021**

#### **Question 1.**

**Please identify what you believe to be the three (3) most significant issues facing our industry over the next 5-10 years.**

Three of the most significant issues to face the Australian rice industry over the next 5-10 years are:

**Water** - its availability - the need to constantly access water in a timely and affordable manner. Continue to lobby for better outcomes for growers and look to innovative water opportunities and solutions. We also need to further improve our rice water use efficiency.

**Increase in growers' returns** - continue to develop high value markets for our rice.

Growers are faced with increasing costs, we need to ensure rice is always a viable cropping option. The retention of Vesting will help in accessing profitable but heavily protected overseas markets.

**Sustainability** - through research, development and extension. Growers' sustainability will be challenged in many ways in coming years, agronomically, environmentally, financially and in areas like consumer sensitivity, food providence and social licence.

#### **Question 2.**

**What skills and experience do you have to address the issues you have identified.**

Skills and experience I have to address these issues are:

- The business skills learned over many years managing a diverse irrigation farming and livestock enterprise with my family.
- A thorough understanding of water policy and advocacy developed representing grower organisations - Berriquin Irrigators Council, Southern Riverina Irrigators and Ricegrowers' Association.
- A strong knowledge in research, development and extension having previously served as Chair of AgriFutures Rice RD&E Committee and currently a board member of Southern Growers.
- I am currently Chair of the RMB Governance Committee, Board Member of SunRice PNG subsidiary Trukai.
- I am a Member of the Australian Institute of Company Directors.

The last four years have been testing for both RMB and SunRice dealing with drought, adverse water policy and COVID-19 but I have enjoyed the challenges and opportunities.

I would like to continue for a second term helping set the direction as RMB and SunRice continue to strive for the best outcomes for rice growers.