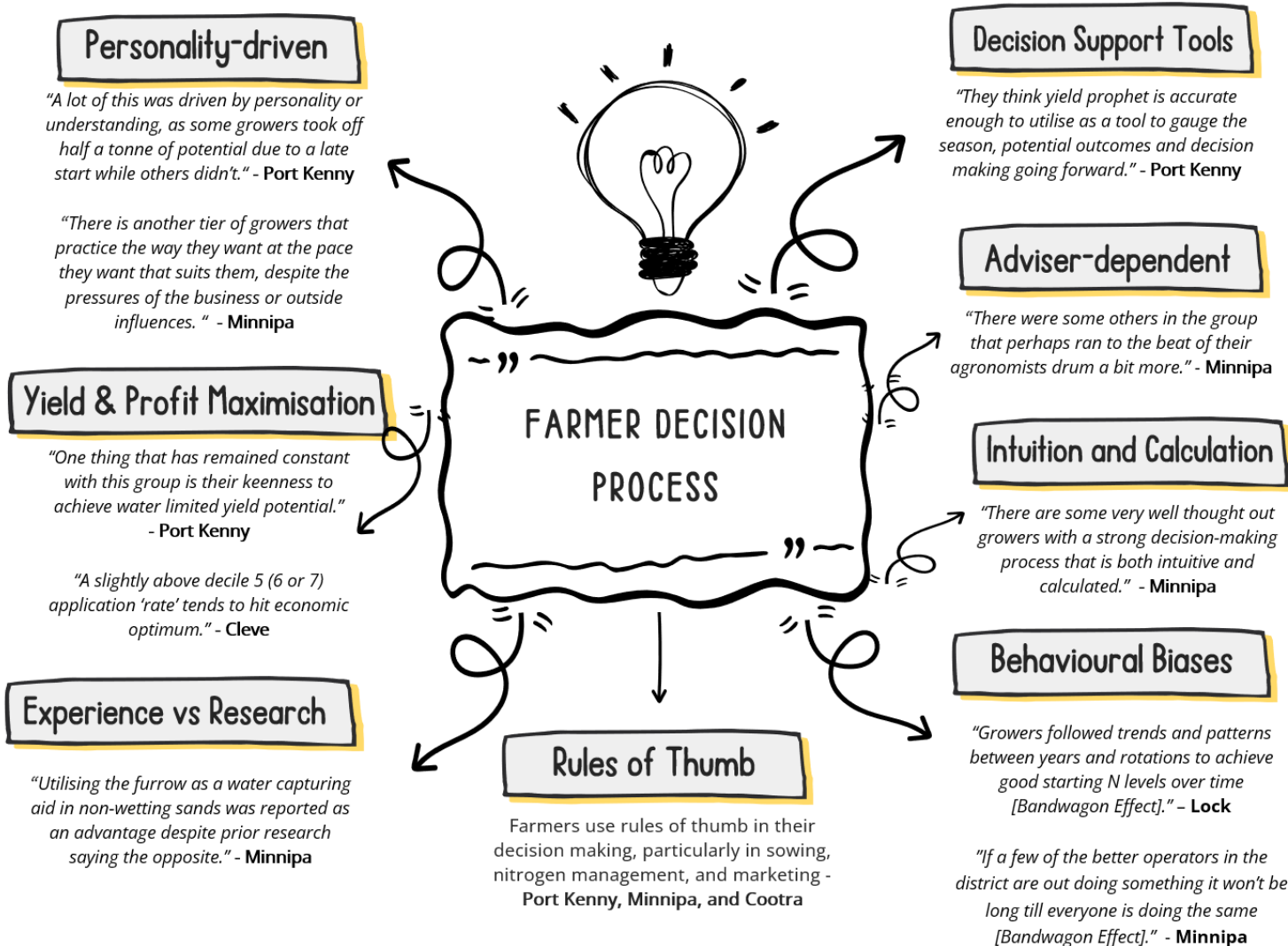


# A Glimpse into Decision-Making Among Eyre Peninsula Grain Growers

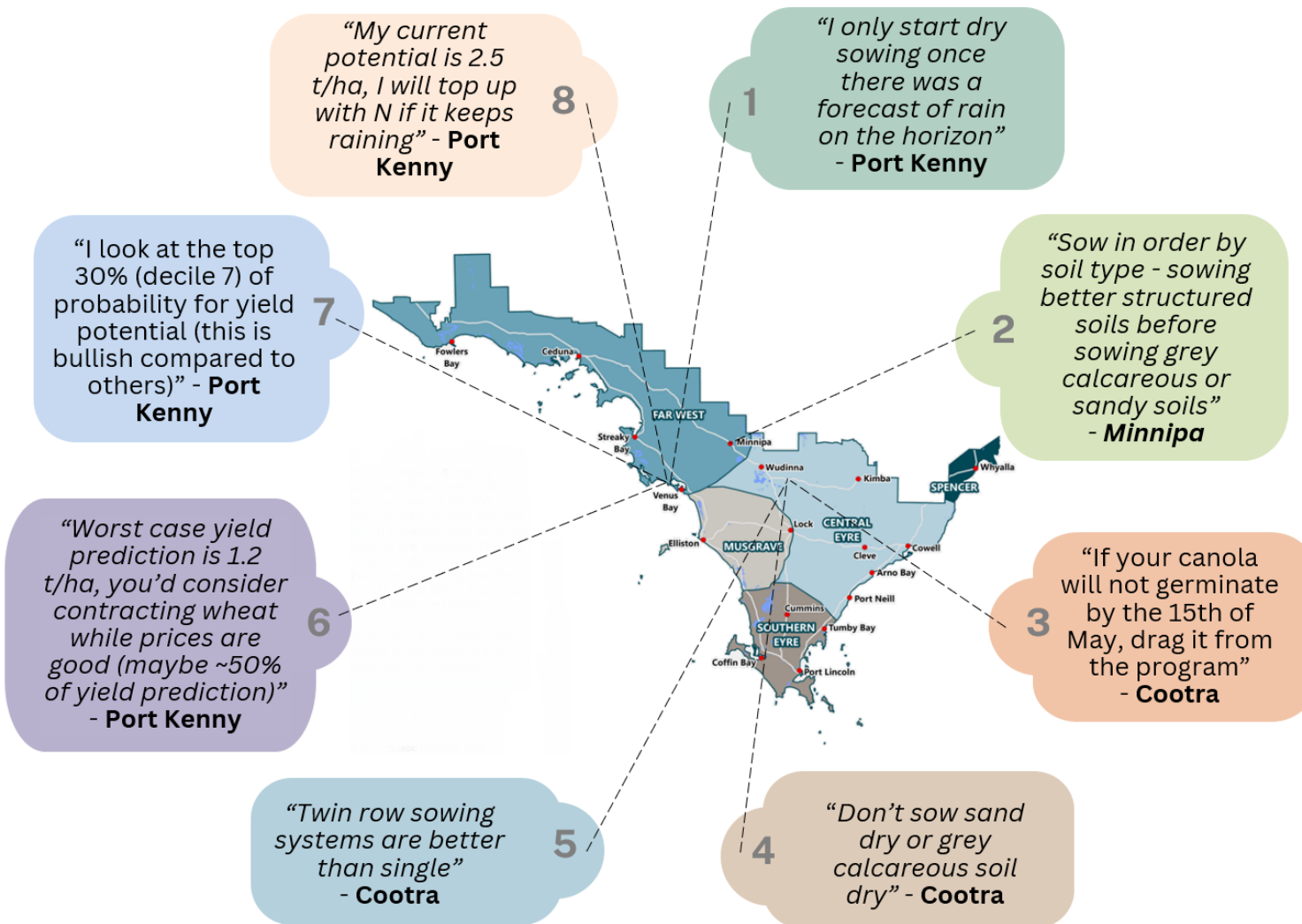
**Introduction.** South Australia boasts a remarkable grain production of 12.8 million tonnes, cultivated across 4 million hectares of farmland. About 70% of this output is exported to over 60 countries, contributing approximately \$4.77 billion in farmgate revenue (Department of Primary Industries and Regions, 2024). Notably, grain production in this area relies solely on rainfall, with minimal use of fertilisers and chemicals. Farmers face many risks and have to make multiple decisions from production to marketing. Given the complex nature of decision-making involved in farming, it is crucial to understand the thought processes of farmers as they tackle the vagaries of climate and markets.

**Method.** Focus group discussions were conducted among grain farmers across Minnipa, Cootra, Port Kenny, Lock, Cleve, and Lower Eyre Peninsula from 22 July to 1 August 2024. These discussions were facilitated by the Ag Innovation & Research Eyre Peninsula (AIR EP) Action Research Group.

**Decision-making process.** Farmers employ a range of approaches in their decision-making processes. They utilize decision support tools, engage with advisers, and integrate these resources with their intuition, which is informed by their extensive experience in grain farming. Farmers strive to maximize their yield and profitability.



# Rules of Thumb Identified from Focus Group Discussions



Source of map: Landscape South Australia Eyre Peninsula, 2021

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**Use of Rules of Thumb.** Many farmers test new farming techniques and validate research findings, while some rely on rules of thumb for decisions on sowing, nitrogen management, and marketing. Some farmers are influenced by trends around them (sometimes referred to as the bandwagon effect) which can also affect their farming strategies.

**Research gaps.** Research gaps identified by growers on farm decision making include variable rate application of nitrogen and placement and type of phosphorous to achieve the highest response across seasons.

**References**  
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