

# MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors

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## TIA renews advisory board

The Tasmanian Institute of Agriculture has renewed its advisory board, with the appointments of the Tasmanian Farmers and Graziers Association CEO, Jan Davis, and consultancy company Macquarie Franklin's John Maynard.

Ms Davis sees her appointment as a natural extension of her work with TFGA. "Agriculture is a key economic driver in Tasmania," she said. "Every year for the past 25 years, the sector has delivered increases in value of production.

"Key to continuing this expansion is a strong RD&E base – and TIA provides just that," she said. "The opportunity to be part of delivering focused tools and science to improve Tasmanian farm competitiveness is an exciting one. I am looking forward to working with the TIA team of leading scientists and researchers to better position our farmers for the future."

John Maynard, a Principal Consultant with Macquarie Franklin, is passionate about playing a role in developing agriculture in Tasmania and increasing its resilience to market and external pressures. "There is no doubt that the State has the capacity, and arguably the responsibility, to make its contribution to feed the world's population, which is predicted to reach nine billion by 2050," he said.

"At the present time we face a number of challenges that will require us to stay at the forefront on new research and technology. We have to be adaptive to change – change in our farming methods, change in our attitude to risk, markets, management and consumer demand, even challenging the sacred cow of land ownership. These are challenges, not brick walls. TIA and industry need to actively address these issues," said Mr Maynard.

The Director of TIA, Professor Holger Meinke, said that the new board members "together add a wealth of experience" to the TIA board. "Both Jan and John have many years of experience with all sectors of Tasmanian agriculture. They know the potential and the challenges for agricultural production in the state and this is vital to helping TIA chart its future."

TIA is a joint venture between the University of Tasmania and the Tasmanian Government. It is an integrated unit within the University's Faculty of Science, Engineering and Technology (SET).

The Dean of the Faculty, Professor Margaret Britz, said the expansion of the board will help TIA “fulfil its mission of conducting and delivering targeted, innovative and responsive agricultural education, research, development and extension”.

“Through partnerships with government and industry TIA seeks to contribute to the development of prosperous, innovative and sustainable rural industries and communities.”

**Information released by:**

**The Media Office, University of Tasmania**

**Phone: (03) 6226 8518; 0429 336 328 (Peter Cochrane)**

**Email: [Media.Office@utas.edu.au](mailto:Media.Office@utas.edu.au)**