

Irrigated Cropping Council Partnership Proposal



Why partner?

The Irrigated Cropping Council (ICC) is the leading independent research organisation in Northern Victoria and Southern New South Wales for the grains industry.

A not-for-profit organisation established in 1999, ICC has a long history and reputation for conducting quality research into irrigated cereals and pulses at our trial site in Kerang. Creating credibility for relevant, locally reliable information to assist growers and industry to make informed decisions on efficient profitable cropping systems and best practice.

ICC provide the only fully irrigated variety trials for canola, barley and pulses, as well as a number of management trials focused on improving yield and profitability for irrigated crops.

ICC's vision is a commercially competitive and sustainable mixed farming and cropping sector that can confidently use best practice irrigation to respond flexibly and rapidly to market demands in an environmentally and socially responsible manner.

Grant funding through industry bodies such as GRDC and strong partnerships with industry allow ICC to deliver on this mission.



Partnership opportunities now available offering tremendous value...

Delivering high quality irrigated research into cereal and pulse crops.

Farmer and industry driven research.

Local research site and several on farm trials across Northern Victoria and Southern NSW.

Engaged membership network of growers and industry leaders.

Reputation for credible locally relevant information for growers and industry.



PARTNERSHIP BENEFITS

Increase your businesses exposure with your target audience through targeted opportunities to connect with growers and industry. Key partnership benefits include:

- An engaged membership network of growers and advisors across Northern Victoria and Southern NSW.
- Ability to connect directly with your target audience.
- Trade display and speaking opportunities at the ICC research Field Day
- Opportunity to speak at other ICC events.
- Advertising in electronic and printed ICC communications.
- Full page advertorial in ICC newsletter.
- Brand recognition in prominent position on all marketing and the ICC website.

Wanting to look at a different package? Please get in touch to discuss other opportunities.

- Brand recognition on our social media platforms with an audience and reach in excess of 2,500.
- Complimentary tickets to events providing prime networking opportunities with your target market.
- ICC corporate membership allowing three staff full membership benefits.

Annual partnerships offer tremendous value at \$3,000.



Irrigated Cropping Council
Promoting irrigated agriculture

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