

NEW PRODUCT FEASIBILITY ANALYSIS



This is an interactive PDF - it is recommended you save the template to your computer and then type information into the fields below. Save the document once complete.

1. Production of the new plant (single species only, not groups)

What is the product?

Location and extent of production (For example the extent of regional sensitivities)

Production systems and processes

Environmental limitations and seasons (Climate, rainfall, temperature, soil type, production lag i.e. sow to harvest)



(continued) **1. Production of the new plant (single species only, not groups)**

Other limitations - access to inputs including researchers

Other limitations - access to markets

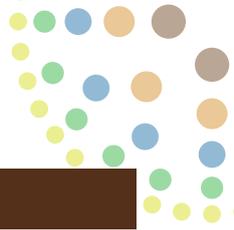
Are there any regulatory restrictions?

*Is your industry's entry on the RIRDC Farm Diversity website accurate?
Do you have any suggested edits?*

2. Customers and markets

Production volumes and values first point of sale

Domestic markets



(continued) **2. Customers and markets**

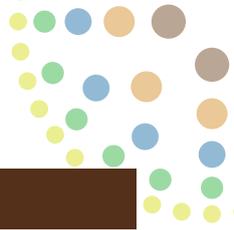
Export markets (For example the percentage of production, clean green marketability, quality assurance and traceability, access).

Imports (For example sources, replacement potential, comparative quality, and off-season relevance).

Promotion and market development

Description of supply chain(s) and processing requirements (prospective routes to market)

What are the value add opportunities?



(continued) **2. Customers and markets**

What major health trend is this following (health, Asian food export focus etc.)

3. Competition and competitive advantage

Substitute products

Export competitors

Sources of competitive advantage

*Sources of competitive disadvantage
(establishment costs, lack of knowledge on best management practice)*



4. Industry organisation

Industry organisation and fragmentation (Consider the industry structure and cohesion).

Industry communication (What methods of communication are used? What is the number of groups/ individuals are reached? Are they registered producers or just newsletter recipients?)

Industry funding

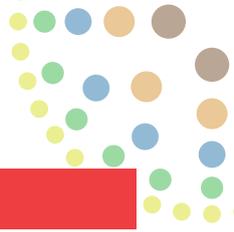
5. Direct economic impacts

Gross value of production

Industry profitability

Direct employment

Scalability and size (what potential timeframe for doubling the industry, what advantages/disadvantages of getting to a bigger industry)



6. Indirect economic impacts

Potential value of downstream processing economic activity (poor, fair or good)

Potential value of associated tourism or localised retail economic activity

Potential value of inputs and services

Potential value of indirect employment

Potential economic value of providing diversification options for farmers

7. Indirect environmental impacts

Carbon, weeds, pests, biosecurity, other



8. Indirect social impacts

Potential health benefits from supply of product

Potential for indigenous/cultural benefits

Other (eg community support)

9. RD&E and other needs

What are the knowledge gaps or resource gaps? (This may come from attempting the feasibility template, or a literature review may be required, or an R&D strategic workshop session).



(continued) 9. RD&E and other needs

What are the RD&E needs (priority order)?

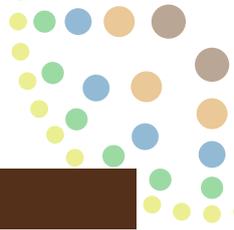
*Do RD&E priorities include any cross-sectoral needs
(e.g. minor use chemicals, climate change adaption)*

*What other priorities i.e. non-RD&E are important to this industry (e.g. lack of a processing facility)
(priority order)*

Can the industry fund the RD&E without government assistance? If not why not?

10. Conclusion on industry feasibility

Is the industry currently or potentially viable?



(continued) 10. Conclusion on industry feasibility

Risks

What is the concise value proposition for the industry?

Recommendation on RIRDC engagement



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