



# Case Study



LANDHOLDER	
LOCATION	
CATCHMENT	
RAINFALL	
PROPERTY SIZE	
ON-GROUND PROVIDER	

**Project Catalyst** is a grower led, sugar cane innovation and adoption project that explores, develops and validates farm management practice change to improve the enduring water quality of the Great Barrier Reef.

## BROADER ADOPTION VALIDATION & GROWER SUPPORT

Founded in 2009, the project operates in the Mackay Whitsunday, Burdekin and Wet Tropic regions to deliver valued practice change outcomes and develop methods for industry adoption. Under the Broader Adoption and Grower Support program, professional on-ground service providers assist selected growers to adopt and validate appropriate change practices. Service providers continue to monitor implementation benefits and derived environmental performance improvements. Through targeted extension activities, the program seeks to accelerate the uptake and broader adoption of improved farming practices at local, regional and industry levels.



Great Barrier Reef Foundation

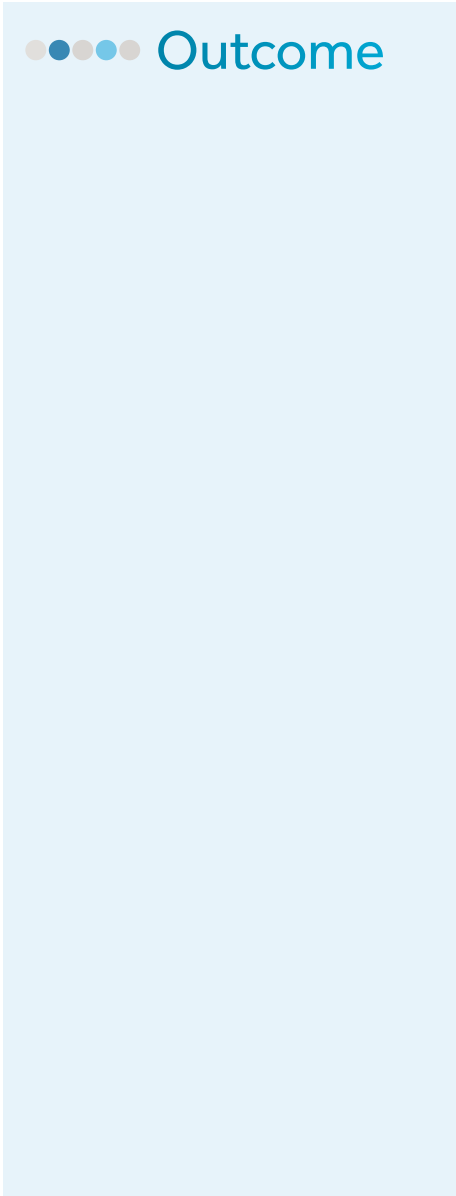


●●●● Goal

●●●● Overview

●●●● Action

●●●● Outcome



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