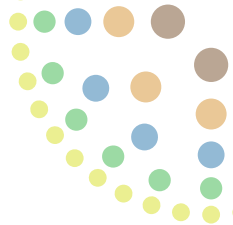


# NEW PRODUCT FEASIBILITY ANALYSIS



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*

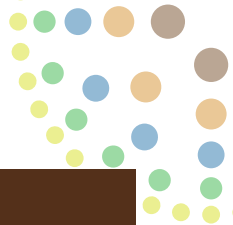
*Are there any regulatory restrictions?*

*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

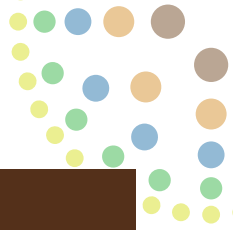
*Export markets (For example the percentage of production, clean green marketability, quality assurance and traceability, access).*

*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*

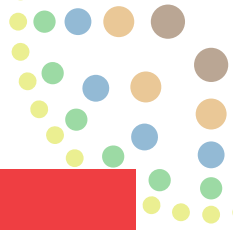
## 5. Direct economic impacts

*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)*

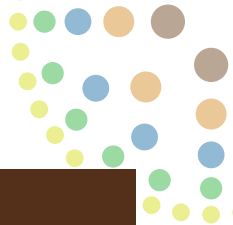
*What other priorities i.e. non-RD&E are important to this industry (e.g. lack of a processing facility)  
(priority order)*

*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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