

# Prime Super Agricultural Innovation Award

Australian agricultural production and supply chain management has a long history of innovation to maximise efficiency, develop new products, and open new market opportunities, despite the challenges of climate, soil types and location. Nominees for the Prime Super Agricultural Innovation Award will showcase this spirit of innovation through their application of technology or process improvement to demonstrably enhance production and increase efficiency, maximising returns along the value chain, particularly where that value flows back to the primary producer.



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