

# Recovery & Resilience: Hort360 Better Business

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There are so many factors that growers have to consider these days above and beyond just growing a good crop. It is easy to get caught up in the day-to-day and not actually do the planning to ensure future success in a changing environment. The reality is that we should utilise all the available tools and support, and make time to work on the business, not just in the business!

The NSW Recovery and Resilience project is centred around Hort360 as it provides a structured way to help growers with the planning process. There are a number of modules focusing on different aspects of farm business with the ultimate goal of providing a 360 degree view of your farm.

Completing the Better Business module in Hort 360 is one mechanism for growers to do a stocktake of the plans that are currently in place, and identify potential improvements. Once the module is completed the automated report helps prompt questions on goal setting, highlights strengths, weaknesses and risks, and suggests actions to take to help reach your short-term goals and long-term vision. It raises awareness about what additional plans could be developed for retirement and succession, to meet environmental outcomes for access to additional markets, or to plan and recover from natural disaster events.

Sustainability is a definite buzzword these days but what does it mean in reality? Diversity and resilience practices for farming are aimed at implementing strategies that promote soil health, biodiversity, and sustainable farming practices. These aim to enhance the resilience of farming systems to climate change, environmental challenges, economic and market fluctuations. As the industry looks to align with the Hort Innovation Sustainability Framework, growers must use all the available tools at their disposal and adjust plans accordingly.

Traditionally, agriculture has relied on repetitive practices and established routines. With improved business planning and by implementing plans that

have been refined using the Hort360 Better Business module you can take small steps, and track how you are progressing towards a desired change. However, the thought of change can often bring uncertainty. Embracing the principles of neuroplasticity, which is the brain's ability to reorganise and adapt, may offer an intriguing application in the realm of farming.

By exploring novel techniques, adopting technology and alternative approaches, and embracing change, the brain's plasticity can be harnessed to potentially revolutionise the agricultural landscape. Farmers can continually adapt their methods in response to shifting environmental conditions, technological advancements, and evolving consumer demands.

The flexibility offered by neuroplasticity enables farmers to re-wire their thinking, challenge conventional wisdom, and explore sustainable farming practices that optimise resource efficiency and mitigate environmental impacts. Moreover, it encourages farmers to engage in lifelong learning, experimenting with innovative farming techniques and collaborating with experts to enhance productivity and resilience in the face of dynamic agricultural challenges. Neuroplasticity in farming unleashes the power of the human brain to cultivate a sustainable future for agriculture by fostering adaptability, creativity, and continuous improvement.

With that in mind, it is important to take time out of the day-to-day running of your business, access the tools and support that is available for free, and apply new strategies that could lead to change. By improving planning and practices, you can achieve a Better Business!

**To find out more about Hort360 or understand what support is available to you, contact:**

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