

## Profile

Highly experienced international researcher & extension specialist. Facilitates collaboration to integrate behavioural sciences, soft systems, quantitative modelling & experimental research methodologies to investigate problems ranging at the agribusiness & farming systems scale for a broad range of industries. Experienced in the design, implementation & evaluation of development & extension programs to communicate key messages from research & build the human & social capital to enhance economic, social & environmental outcomes.

## Current & recent RD&E projects & consultancies

- **Understanding farm-household management decision making for increased productivity in the Eastern Gangetic Plains.** Researcher consultancy with UWA for ACIAR, 2018-21.
- **Sustainable & resilient farming systems intensification in the Eastern Gangetic Plains,** ACIAR, 2014-18 & scaling out 2018-19. With UWA
- **Regional Extension Plan for Cape York & the Wet Tropics NRM.** Consultancy to assist Cape York & Wet Tropics NRM. 2018.
- **Assessment of the extension & education activity aligned to the Great Barrier Reef catchments in Queensland.** Consultant to Coutts J&R for development, implementation & reporting. Queensland Government, 2016-17.

## Specialist research fields

- Analysis & design of sustainable agribusiness systems & value chains using integrated multi-methodologies of behavioural science.
- Design & evaluate rural development, education & extension programs at local & national levels
- Multi-methodology analysis of farming systems, management, decision making & adoption

## Specialist agricultural extension fields

- Design & facilitate agricultural extension activities, projects & programs
- Design & conduct evaluation of agricultural extension activities, projects & programs
- Act as a collaboration facilitator & knowledge entrepreneur

## International experience

- Lived & worked in Indonesia, Samoa & the USA

- Conducted research, development & extension activities & projects in India, Bangladesh, Nepal, Laos, Indonesia, Philippines, Papua New Guinea, Timor Lesté, Nigeria, Mozambique, South Africa, Samoa, Fiji, Vanuatu, Tonga & USA.
- Basic Indonesian & Pidgin

## Leadership

- Team leader for 'Baseline study for IFC Agribusiness PNG program on coffee/cocoa industry – 2013/14
- Team leader for 'Evaluation of PNG Coffee Industry Corporation extension service' for World Bank - 2013.
- Team leader for 'Improving the efficiency of the agribusiness supply chain & quality management for small agricultural producers in Mindanao' – ACIAR \$357,000; 2001-04.
- Established Extension Farming Systems Journal in 2005 & since as Editor published 13 issues.

## Specialist teaching, mentoring & training

- Supervised PhD, Masters, Graduate Diploma & Honours students & External examiner for 29 PhD & 8 Masters theses
- Coordinated & lectured undergraduate units including Agriculture Extension & Rural Development, Farm Management; Agribusiness Research Project Design
- Contributed to industry training programs for farmers, agricultural industry professionals & bank managers
- Total publications: 191 - journal 47, chapters 6, refereed conference 12, published conference 45, other 81.

## Educational qualifications

**PhD**, U. New England, NSW, Australia. Modelling decisions of wool producers: Hierarchical decision models & personal construct theory.

**MSc**, (Ag Econ) Cornell U., NY, USA. Management strategies for improving profitability of average resource dairy farms in New York State.

**BRurSc (Hons)**, U. New England, NSW, Australia. Some physiological & behavioural aspects of fertility in mice.

**PGDipAgExt**, U. Melbourne, Vic, Australia. An exploratory assessment of the Tasmanian Journal of Agriculture.

## Research projects & grants

### Agribusiness systems and value chain development

**Understanding farm-household management decision making for increased productivity in the Eastern Gangetic Plains.** Team leader Fay Rola-Rubzen, The University of Western Australia. Role to assist with management and research in the project to investigate whether behavioural economics can explain adoption/adaptation decisions better than conventional adoption models, and if so, how can it be used to “nudge” farmers to adopt/adapt conservation agriculture for sustainable intensification. ACIAR - CSE-2012-108, 2018-2021.

**Sustainable & resilient farming systems intensification in the Eastern Gangetic Plains.** Researcher for The University of WA to assist with their part of the project managed by CIMMYT. Role is to assist with: evaluating farmer appreciation of costs, benefits, risks and resilience of technology options; and assessing and document farmer decision processes for investing in key climate-resilient technologies, including the role of risk and perceptions, ACIAR - CSE/2011/077, 2014-18. Extension to this project for scaling out – 2018-2019.

**Short term consultant for IFC – International Finance Corporation.** Assist with agribusiness projects in the Asia/Pacific area. Design, analyse and report on baseline survey for IFC Agribusiness PNG: Fresh produce farmer mapping survey. Assist with Baseline survey for IFC-Bayer CropScience Philippines project. 2015 to present.

**Improving food security in the Northern Uplands of Lao PDR: Identifying drivers & overcoming barriers.** Researcher for James Cook University to assist project managed by Monash University. Role is to assist with: characterisation of key agricultural markets; identify opportunities & threats to food security at household level; implement; and evaluate the impact of pilot interventions, ACIAR ASEM/2012/073, 2014-17.

**How can mining and agriculture work together to provide equitable economic opportunities? (Nigeria & Mozambique).** Team leader Professor John Howieson, Murdoch University. Role was to lead activities associated with mapping value chains; mapping key policies and institutions; establishing the key drivers, trends and issues; exploring scenarios and their implications; and identifying options for inclusions of smallholder producers, particularly through cluster marketing arrangements. 2013-2015. AUSAID Development Research Award Scheme 66400.

**Scoping constraints & opportunities to improve agribusiness market engagement by rural women in Laos.** Consulting scientist to Monash University. Role is to assist with scoping study to identify constraints to & opportunities for agribusiness/market engagement by rural women in Laos and the factors that will facilitate increased engagement by women. ASEM/2014/010, 2014-15.

**Improving the efficiency of the agribusiness supply chain & quality management for small agricultural producers in Mindanao.** Initial Project manager – Roy Murray-Prior. Combined a range of technological, marketing, sociological & economic theories in a pluralistic soft systems framework to develop solutions at all levels of the supply chain including regional & national policy. 2001, ACIAR ASEM/2000/101 - \$357,000 (3 years).

**Factors inhibiting & encouraging collaborative marketing by agricultural producers.** Project manager – Roy Murray-Prior. Investigated the major factors inhibiting & encouraging individual farmers & companies to work together with others in the same industry in a collaborative approach to agricultural marketing. 1995, RIRDC - \$30,950 (18 months).

**Improving goat production in integrated estate cropping systems in South Sulawesi.** Project Manager – Peter Murray, University of Queensland. Working in collaboration with Hasanuddin University, Makassar & Assessment Institute for Agricultural Technology, South Sulawesi, to develop understanding & insight of the goat supply chain, in South Sulawesi & identify possible interventions that would improve smallholder & chain profitability. Role as co-investigator. 2008, ACIAR SMAR/2007/201 - \$170,100 (18 months). Invited by ACIAR to be involved & to revise initial project proposal to enhance the supply chain component.

**Enhanced profitability of selected vegetable value chains in the Southern Philippines.** Project Manager – Peter Batt, Curtin. My role as senior researcher & helped develop initial proposal. Working in collaboration with the University of the Philippines in Mindanao & Catholic Relief services to assist smallholder vegetable producers in Mindanao to adopt effective market linkage mechanisms via collaborative marketing arrangements & clusters, & to identify & propose potential interventions at the farmer & market

intermediary level to improve the performance of value chains in the southern Philippines vegetable industry. 2008 , ACIAR HORT/2007/066 - \$799,877 (4 years).

**Assessing & extending schemes to enhance the profitability of the PNG coffee industry via price premiums for quality.** Project manager – Peter Batt (Curtin). Co-investigator & helped develop proposal. Working in collaboration with the Coffee Industry Corporation of PNG to expand understanding of the factors influencing the adoption & on-going success of collaborative collection, pricing & processing schemes & of strategies for successful expansion of these schemes. 2005, ACIAR ASEM/2004/042 - \$391,571 (2 years).

**Assessing & extending schemes to enhance the profitability of the PNG coffee industry via price premiums for quality** (Developed extension proposal & completed project). 2007, ACIAR ASEM/2004/042 extension - \$153,605 (1 year).

**Linking smallholder vegetable producers in the Philippines to institutional markets in metro Manila – a scoping study’.** Project manager – Peter Batt (Curtin). Co-investigator & helped develop proposal. Working in collaboration with University of Philippines (Diliman) & University of Philippines (Mindanao). 2006, ACIAR ASEM/2003/053 - \$92,535 (9 months).

**Tracking & tracing systems for small business biosecurity.** Project Manager – Christine Storer, Curtin. Minor role in assisting with project & instrument design. Working in collaboration with consultants from Eastern Australia the aim of the research is to set-up & evaluate the use of technology in tracking & tracing systems to address biosecurity issues for several small & medium sized business based chains. 2007, RIRDC - \$103,150 (2 years).

### **Agricultural extension**

**Regional Extension Plan for Cape York and the Wet Tropics NRM.** Consultancy to assist Cape York and Wet Tropics NRM to develop a regional extension plan to provide a strategic view of on-ground delivery of extension services consistent with regional water quality priorities. 2018.

**Assessment of the extension and education activity aligned to the Great Barrier Reef catchments in Queensland.** This review was to inform an Implementation Strategy for the Queensland Government to guide funding for the Great Barrier Reef Water Quality Taskforce. Assisted team leader Jeff Coutts and with Peter Long were responsible for the review and reporting. 2016-17.

**Evaluation of Innovation projects delivered by Terrain NRM Reef Rescue.** Conducted review of 23 Innovation projects and reported to Terrain NRM on improvements in selection of projects, design, assessment, management, support and reporting of results. 2016.

**Using ICTs to enhance adoption of new agricultural technologies and innovations.** Researcher for Curtin University to assist with their part of the project managed by Sydney University. Role is to assist with design, implementation, analysis and write up of qualitative research to: Determine the extent of use of ICT-based extension tools; Determine needs of farm advisers & farmers for ICT tools (production decision making, climate, price, market); How ICTs can help adopt new technologies. ACIAR - CSE/2015/012, 2015-16.

**Design & evaluation of farmer-to-farmer learning pilot projects in Indonesia.** Consultant to ACIAR East Indonesia Agribusiness Development Opportunities Project to formulate guidelines & recommendations for designing and implementing effective, affordable, appropriate & sustainable F2F learning & adoption programs including 2 pilot F2F activities, 2014.

**Agribusiness PNG: Monpi Cocoa Exports baseline study.** Team leader – Roy Murray-Prior. Objective was to gain background information of current condition of target project beneficiaries including participating farmers. 2014, IFC Agribusiness PNG Program.

**Agribusiness PNG: Monpi Coffee Exports baseline study.** Team leader – Roy Murray-Prior. Objective was to gain background information of current condition of target project beneficiaries including participating farmers. 2013, IFC Agribusiness PNG Program.

**CARE PNG Baseline Coffee Survey Analysis for CISP.** Prepare and analysis baseline survey for CARE PNG Coffee Industry Support Project with PNG Coffee Exports. 2014.

**Evaluation of the structure and performance of the PNG Coffee Industry Corporation extension service.** Team leader of consultancy project for World Bank and PNG Government, 2013.

**Review delivery of the reef rescue program in the Wet Tropics of Australia.** Consultancy project managed by Coutts J&R to review Terrain Natural Resource Managements implementation of the Australian Government’s Reef Rescue Program 2009 – 2013. Role was to conduct interviews, facilitate workshops with staff, stakeholders and informed persons in contract the Coutts J&R.

**Improved stubble & soil management practices for sustainable farming systems in the Liebe area, \$756,000** (3 years). Role is to: provide feedback & technical advice to Liebe staff about project direction, operation, publications & progress reports when required, & to be an active member on the GRDC project management committee. 2010, GRDC, \$19,800 (3 years), Assist Project Managers, The Liebe Group with the project.

**Benchmarking strategic preparedness & resilience of WA farmers**, Team leader: John Noonan, Member of research team evaluating the performance of this national DAFF pilot program. 2010, Department of Agriculture & Food, Western Australia, \$2,185,000 (1 year).

**Technology assessment & knowledge exchange processes**. Based in Bogor during Academic Study Leave with Balai Besar Penkajian Teknologi Pertanian & attached to project from March to June 2008. Project Manager: Elske van der Fliert, University of Queensland. My role was to contribute to developing a concept & implementation process for a pilot roll-out of agricultural technology options for farmers in South Sulawesi, South-east Sulawesi, West Nusa Tenggara & East Nusa Tenggara provinces of Indonesia. 2008, ACIAR SADI/Subprogram 3: Support for market-driven adaptive research.

**Adoption & impact of high yield packages for wheat production in WA**. Joint project manager with Lionel Martin. Assessed the impact of research findings in agronomy of the wheat crop since about 1990 in three major parts of the wheat belt. 2003, Department of Agriculture WA - \$17,600 (1 year).

**Why do farmer & "expert" perceptions of training needs differ?** Project Manager – Sue Kilpatrick (University of Tasmania). Collaborative project with University of Tasmania where I managed the WA component. Project aimed to determine how male & female farmer learning for management & marketing can be improved & understand attitudes toward farm business management training. 1998, RIRDC - \$88,296 (2 years).

**Increasing effectiveness of business management training for rural businesses in SW WA**. Project manager – Roy Murray-Prior. Investigated the factors that would increase the effectiveness of business management training for farmers. 1997, Rural Adjustment & Finance Corporation (WA) - \$11,500 & ARC Small Research Grant - \$8,300 (1 year).

**Woolproducers attitudes & beliefs about chemical residues in wool due to chemical control of flies & lice**. Project manager: John Karlsson (AWA). Collaborative project funded by AWA to conduct a preliminary investigation of WA woolproducers attitudes & beliefs of farmers towards chemical use in their sheep flocks & the residues of chemicals in their wool clip. 1998, Department of Agriculture WA (6 months).

**SGS National Experiment**. Collaborated with the WA Department of Agriculture & other state Departments of Agriculture. Minor role as advisor on initial stages of farm management & agricultural extension components of the project. 1997, Meat Research Corporation Sustainable grazing systems key program (1 year).

### ***Student projects supervised in agricultural extension***

#### ***PhD projects supervised***

**Improving the fit of new annual pasture legumes in Western Australian farming systems: Experience from Cadiz & Casbah**. K. Salam. This study was undertaken aiming to improving the fit of new annual pasture legumes in Western Australian farming systems. It found important shortfalls in the present state of development (breeding and/or selection) and release of annual pasture legumes and their subsequent adoption in Western Australian farming systems and provided suggestions for improvement. Furthermore, it designed a system - a common platform - where breeders, farmers, extension specialists and policy makers could work as a team towards improving the fit of an annual pasture legume in Western Australian farming systems.

#### ***Masters projects supervised***

**The role of agricultural extension workers in horticultural agribusiness in Nusa Tenggara Timur Province – Indonesia**. R. Leta. The objectives of this research were to investigate: 1) what roles were expected of agricultural extension workers by farmers, government officers and agricultural extension workers, 2) the perceptions of these groups about the effectiveness of agricultural extension workers in performing their roles, and 3) factors that impede agricultural extension workers' ability to perform their roles effectively. This study supports the hypothesis that agricultural extension workers were not performing their roles effectively, but a key reason appeared to be system failure. While the NTT province was supposedly following the Training and Visit model, very little effective training appears to be taking place and

agricultural extension workers lack transport and other facilities to conduct effective visits and demonstrations. Another key deficiency was locally relevant research findings.

**Exploratory study on small holders' perceptions of farm records in the Embu District of Kenya: A repertory grid technique.** C. Mariene. Adoption of farm recording practices by smallholders in Kenya was studied based on the belief that adoption of the practice is a product of an individual's perception of farm records. Key findings of this research were that: the main dimensions used by smallholders in deciding whether or not to adopt formal record-keeping were: its perceived importance and the ease of its practical application in diversified farms; to promote farm record use by smallholders, extension agents need to see farm records the way the farmers see them; and consequently to ensure practicability, records need be developed in consultation with farmers.

**Impact assessment: Smallholder coffee agronomy and postharvest trainings in the highlands of Papua New Guinea.** Leo Aroga Kepa. This study is evaluating the entire agronomy and postharvest training program supervised and funded by the CIC under three assessment categories: needs, processes, and outcomes.

**Learning styles and extension training experiences of smallholder farmers of the Eastern Highlands Province of Papua New Guinea.** Gordon Winkula Wallangas. The objectives of the study are to identify (i) major social, economic and infrastructure factors that affect extension training; (ii) the agencies that farmers learn most from about agricultural technologies, knowledge and skills; (iii) the learning styles of farmers; and (iv) develop an appropriate extension-training approach for smallholder farmers in Papua New Guinea.

**Evaluating a pilot project of drought policy measures on farmer management of natural resources.** Rebecca Heath. This project aims to assess the effectiveness of a pilot of drought policy measures in achieving behaviour change and improvements in natural resource outcomes.

#### ***Honours projects supervised***

**An evaluation of the Protein Plu\$ Extension Program.** Peta Richards – The aim of the project was to determine what improvement could be learnt from the extension process, and what impact the Protein Plu\$ extension program had on dairy farmers in Western Australia. A key finding was that the Protein Plu\$ extension program was successful in increasing awareness of factors affecting milk protein levels, and had a valid place in the industry to report relevant information such as the results of the Monitor Farms and the Vasse Milk Farmlets.

**Differences in expectations and perceptions between the groups involved in TopCrop West?** N. Selesnew. - The aim of this project was to determine the current image of the program. It found the impediments to the organisation's image were the interaction of the group providers with groups, methods of communication and feedback channels in the organisation.

**Involving agribusiness in Topcrop West.** Leanne Schulz. - The objective of this research was to determine the characteristics of agribusiness providers to TOPCROP West and the factors affecting their involvement. It found that rapid expansion was the important factor in the lack of involvement of agribusiness in the program when combined with outsourcing of service provision. Initial informal management systems had been outgrown and were not working effectively for all stakeholders. More formalised management systems were needed to ensure all stakeholders were communicating on a regular basis to enable expectations to be understood and met. In addition, systems were needed to provide feedback to quickly identify and address problems and opportunities.

**Evaluation of dairy farm performance program as an extension activity.** Chantelle Frearson.

**Farmer participation in grower groups.** Renaye Horne. - The aim of this project was to determine factors affecting farmer involvement in group activities in the WA grains industry. On average, growers surveyed were members of at least one group and only 10% of the sample had never been involved in a group. Limited time, having other sources of information and the group not being applicable were the top reasons for non-involvement in groups.

**Evaluation of adoption of LAMBPLAN as a Tool in Flock Ram Selection.** Berin Gibbons. The aim of this project was to investigate the limitations to the adoption of LAMBPLAN as a tool in terminal sire selection by commercial prime lamb producers in the Central Wheat-belt region of Western Australia. A key finding of the project was the relatively high level of usage of LAMBPLAN's colour grading system indicates that the perceived complexity of EBV's and SI's compared with the colour grading system, is possibly one of the contributing factors to the low level of usage of LAMBPLAN.

## Agricultural economics and farm management

**Socio-economic factors affecting the development of climate change resilient cropping & mixed cropping/grazing businesses in WA** Part of WA node managed by Michael Robertson, CSIRO - \$366,206 (3 years). Title: 'Developing climate change resilient cropping & mixed cropping / grazing businesses in Australia'. Role is to: Review socio-economic outcomes of options selected by the team; Develop & deliver appropriate communication activities with the team. 2009 DAFF Climate Change Research Program – \$46,500 (3 years).

**Development of an Outback “Atlas”: What is different & important about the communities, economies & resources of Outback Australia?** Project manager – Tom Measham (CSIRO). A combined project of the Desert Knowledge CRC & the Tropical Savannas CRC which scoped the issues involved with defining & linking key social & economic issues affecting the viability of Outback regions. 2003, Desert Knowledge CRC Profiling Outback Livelihoods - \$134,504 (1 year).

**Evaluation of beneficial end uses of mine lakes.** Project manager – Roy Murray-Prior (Curtin). The project developed a bio-socioeconomic analysis methodology to determine the best possible end-uses for mine voids, to assess community participation processes & to establish a policy framework for the mine closure process. 2003, Centre for Sustainable Mine Lakes Project Component 3.6 - \$82,500 (3 years).

**Bio-economic analysis of the incorporation of lucerne leys in cropping rotations for the Jimbour Plains of Southern Queensland.** Collaborative project with APSRU conducted from February to June 2001 while on Academic Study Leave. 2001, Agricultural Production Systems Research Unit (APSRU), CSIRO Sustainable Ecosystems.

## Publications

### *Agribusiness systems and value chain development*

Rola-Rubzen, M.F., Anwar, M., **Murray-Prior, R.**, Maharjan, S., Das, K.K., Kumar, U., Datt, R., Magar, D.B.T., Adhikari, S. & Rashid, M. 2017, Impact of Conservation Agriculture and Sustainable Intensification (CASI) Technologies in the Eastern Gangetic Plains, South Asia, AARES Conference, 7-10 February, Canberra.

Rola-Rubzen, M.F., **Murray-Prior, R.**, Sarmiento, J.M., Anwar, M., Siddique, N.A., Hossain, M.S., Das, K.K., Kumar, U., Bastola, B., Thapa, D., Adhikari, S., Shrestha, H. K., Chaudhary, B., Islam, R., Rashid, M., Datt. R., Chatterjee, K., Kumar, R. & Kumar, S., 2017, Participation of Men and Women in SRFSI Project Activities: May 2016-April 2017, Sustainable and Resilient Farming Systems Intensification Project, Report submitted to the Australian Centre for International Agricultural Research, Canberra.

Rola-Rubzen, M.F., Das K.K., Dhar, T. & **Murray-Prior, R.** 2017 Appraisal of the farmer club models in West Bengal, India, Sustainable and Resilient Farming Systems Intensification Project, Sustainable and Resilient Farming Systems Intensification Project, Report submitted to the Australian Centre for International Agricultural Research, Canberra.

Rola-Rubzen, M.F., Datt, R., Kumar, U., Kumar, R. & **Murray-Prior, R.** 2017, Appraisal of the service provider models in Bihar, Sustainable and Resilient Farming Systems Intensification Project, Report submitted to the Australian Centre for International Agricultural Research, Canberra.

Rola-Rubzen, M.F., Rashid, M., Ghosh, A., Alam, M. & **Murray-Prior, R.** 2017, Appraisal of the RDRS service provider models in Bangladesh, Sustainable and Resilient Farming Systems Intensification Project, Report submitted to the Australian Centre for International Agricultural Research, Canberra.

Rola-Rubzen, M.F. & **Murray-Prior, R.** 2016, Conduct of Focus Group Discussion: A Guide, Sustainable and Resilient Farming Systems Intensification in the Eastern Gangetic Plains (SRFSI), ACIAR Project CSE/2011/077, Submitted to Australian Centre for International Agricultural Research, Canberra.

Rola-Rubzen, M.F., **Murray-Prior, R.**, Sarmiento, J.M., Anwar, M., Siddique, N.A., Hossain, M.S., Das, K.K., Kumar, U., Sapkota, B., Thapa, D., Adhikari, S., Islam, R. & Chatterjee, K. 2016, Participation of Men and Women in SRFSI Project Activities, Report submitted to the Australian Centre for International Agricultural Research, Canberra.

Rola-Rubzen, M.F., **Murray-Prior, R.**, Chatterjee, K. & Dixon, J. 2016, Gender Data Gathering Instrument, Protocol developed for the Sustainable and Resilient Farming Systems Intensification (SRFSI) Project, ACIAR Project CSE/2011/077.

- Rola-Rubzen, M.F., Pradhan, K. Sapkota, B., **Murray-Prior, R.** & Mishra, G. 2016, Report of the Value Chain Rapid Rural Appraisal and An Initial Appraisal of the iDE Community Business Facilitator Model, Report submitted to the Australian Centre for International Agricultural Research, Canberra.
- Yadav, G., Saphi, D.K., Sapkota, B. Thapa Magar, D.B. Chaudhary, BN, Shrestha, **Murray-Prior, R.** & Rola-Rubzen, M.F. 2016, Summary Report of the Post-Rabi and Pre-Kharif Focus Group Discussions in Dhanusha District, Nepal, Report submitted to the Australian Centre for International Agricultural Research, Canberra.
- Rola-Rubzen, M.F., **Murray-Prior, R.**, Darbas, T., Dixon, J. & Chatterjee, K. 2015, Mainstreaming Gender in the Sustainable Resilient Farming Systems Intensification (SRFSI) Project: A Gender Strategy, Sustainable and Resilient Farming Systems Intensification in the Eastern Gangetic Plains (SRFSI), ACIAR Project CSE/2011/077, Submitted to Australian Centre for International Agricultural Research, Canberra.
- McHenry, M.P., Doepel, D., Zhou, E., **Murray-Prior, R.** & Dixon, J. (in press) 'Land use change from subsistence to commercial farmers in Mozambique'. in *Land use land use change and forestry* eds. MP McHenry, SN Kulshreshtha & S Lac, Nova Science Publishers, Hauppauge, New York, USA.
- McHenry, M.P., Doepel, D., Zhou, E., **Murray-Prior, R.** & Dixon, J. (in press) 'Agricultural land use changes through intersectoral and international engagement: the interface of mining and agriculture in Mozambique', in *Land use land use change and forestry*, eds. MP McHenry, SN Kulshreshtha & S Lac, Nova Science Publishers, Hauppauge, New York, USA.
- Murray-Prior, R.** Batt, P, Hualda, L, Concepcion, S & Rola-Rubzen, MF 2014, 'Increasing the economic role for smallholder farmers in the world market for horticultural food', in *Horticulture - plants for people and places, Vol. 3 Social horticulture*, eds GR Dixon & DE Aldous, Springer Science+Business Media, Dordrecht, Netherlands, pp. 1139-1169.
- Murray-Prior, R.**, Batt, P.J., Dambui, C. & Kufinale, K. 2008, 'Improving quality in coffee chains in Papua New Guinea', *Acta Horticulturae*, 794, 247-255.
- Murray-Prior, R.**, Batt, P.J., Rola-Rubzen, M.F., McGregor, M.J., Concepcion, S.B., Rasco, E.T., Digal, L.N., Montiflor, M.O., Hualda, L.T., Migalbin, L.R., Manalili, N.M. 2006, 'Global value chains: a place for Mindanao producers? *Acta Horticulturae* 699, 307-315.
- Murray-Prior, R.**, Concepcion S., Batt, P., Rola-Rubzen, M.F., McGregor, M., Rasco, E., Digal, L., Manalili, N., Montiflor, M., Hualda, L. & Migalbin, L. 2004, 'Analyzing supply chains with pluralistic & agribusiness systems frameworks', *Asian Journal of Agriculture & Development*, 1(2), 45-56.
- Murray-Prior, R.** 2007, 'Methodological frameworks for research & development on improving linkages & the competitiveness of supply chains' in S. O'Reilly, M. Keane, P. Enright (eds) *Proceedings of the 16th International Farm Management Congress: A vibrant rural economy – the challenge for balance*, University College Cork, Ireland, 15<sup>th</sup>-20<sup>th</sup> July 2007, Peer Reviewed Papers 1, pp. 195-201.
- Murray-Prior, R.**, Israel, F.T., Bacus, R.G., Apará, D.I. 2011, Concepcion, S.B., Montiflor, M.O., Axalan, J., Lamban, R.J.G., Real, R.R., Batt, P.J., & Rola-Rubzen, M.F. 2011, Reducing poverty through participatory action learning & action research processes with smallholder vegetable farmers in Mindanao, *Extension Farming Systems Journal*, 7(1), 109-114.
- Hualda, L.A.T., **Murray-Prior, R.** & Batt, P.J. 2012. Investigating the enabling environment of vegetable agribusiness systems in the Southern Philippines using a Complex Adaptive Systems framework, *Acta Horticulturae*, 1006, 155-163.
- Murray-Prior, R.**, Rola-Rubzen, M.F., McGregor, M., Batt, P., Concepcion S., Rasco, E., Digal, L., Manalili, N., Moran, A., Ellson, A., Montiflor, M., Hualda, L. & Migalbin, L. 2003, 'A pluralistic methodology for analysing supply chains' in *Proceedings of the Australian Agricultural & Resource Economics Society Conference*, Fremantle, WA, 11-14 February 2003.
- Murray-Prior, R.** & Concepcion, S.B. 2005, Improving the efficiency of the agribusiness supply chain & quality management for small agricultural producers in Mindanao. Final Report to Australian Centre for International Agricultural Research on Project ASEM/2000/101, February, 31 pp.
- Murray-Prior, R.**, & Concepcion, S.B. 2005, Final Report to ACIAR on project ASEM/2000/101, 'Improving the efficiency of the agribusiness supply chain & quality management for small agricultural producers in Mindanao', ACIAR, Canberra.

- Asja, M.A., Natsir, A., **Murray-Prior, R.**, Murray, P., Nasrullah, Yusmasari, & Nurhayu, A. 2010, Goat supply from Enrekang, South Sulawesi to East Kalimantan: a long & winding road. In *Fifth International Seminar on Tropical Animal Production: Community Empowerment & Tropical Animal Industry*, edited by K. A. Santosa. Yogyakarta, Indonesia. Faculty of Animal Science, Universitas Gadjah Mada, pp. 717-724.
- Russell, J., Fisher, J., **Murray-Prior, R.**, Pritchard, D. & Collins, M. 2006. Assessing the sustainability of high production systems (Avon Agricultural Systems Project). in *Proceedings of the Agribusiness Crop Updates*, Department of Agriculture, WA.
- Stoneham, G., Eigenram, M., Jones, R., **Murray-Prior, R.** & Johnson, I. 1999, Sustainable Grazing Systems Key Projects: Economics, Report to Meat & Livestock Australia.
- Murray-Prior, R.** 2005, Agribusiness systems framework for participatory extension: Some thoughts on its implications for participatory extension, Paper presented to the Extension Summit on 'Bringing About Change – promoting participatory agricultural extension in the Pacific' International Dateline Hotel, Nuku'alofa, Kingdom of Tonga, 21 – 25 November 2005.
- Murray-Prior, R.**, Batt, P.J., Rola-Rubzen, M.F., McGregor, M.J., Concepcion, S.B., Rasco, E., Digal, Montiflor, M.O., Hualda, L.T., Migalbin, L.R., & Manalili, N.M. 2005, 'Global value chains: a place for Mindanao producers?', Paper presented to the ISHS Improving the performance of supply chains in the transitional economies conference, Lotus Pang Suan Kaew Hotel, Chiang Mai, Thailand July 19-23.
- Murray-Prior, R.** 2004, Kapatagan vegetables project: conclusions & implications, Paper presented to the 'Towards a More Efficient Vegetable Supply Chain: A Research Forum' Research Forum, University of Philippines – Mindanao, Davao City, Philippines, 3<sup>rd</sup> February.
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- Salam, K., **Murray-Prior, R.** & Bowran, D. 2007, Improving the adoption of new pasture species in Western Australian Farming Systems: learning from the Biserrula & Cadiz experiences, Poster presented at Livestock Updates Conference 2007, The Parmelia Hilton Hotel, Perth, WA, 24-25 July 2007.
- Levis, R.L., **Murray-Prior, R.** & Rola-Rubzen, M.F. 2004, Factors Constraining Extension Workers Effectiveness in Improving Horticultural Production: a case study from West Timor Indonesia, Paper presented to ISHS International Symposium on Horticultural Education, Extension & Training, Perth, Western Australia, 18-21 August.
- Crawford, H.K., **Murray-Prior, R.** Leybourne, M.L. & Jenkins, H.J. 2000, Using farmer 'local knowledge' to best advantage, Paper presented to the X World Congress of Rural Economy & Sociology, Rio de Janeiro, Brazil, 30 July – 5 August.
- Crawford, H.K., **Murray-Prior, R.** & Jenkins, H.J. 1999, Farmer's knowledge - is the partnership with science the key to sustainability? Paper presented to XIX Pacific Science Congress - Science for Pacific Prosperity: Environments, Resources & Welfare of the Pacific Peoples, Sydney, 4 – 9 July.
- Singh, Z., Batt, P.J. & **Murray-Prior, R.** (editors) 2005, *ISHS Acta Horticulturae 672*, Proceedings of the IV International Symposium on Horticultural Education, Extension & Training, Perth Western Australia.
- Murray-Prior, R.** & Marsh, S. (editors) 2000, *"Evolving Systems: Challenged Minds"*, Proceedings of the National Forum of the Australasia Pacific Extension Network, Pagoda Function Centre, Como, Western Australia, December 11th & 12th, 1999, Australasia Pacific Extension Network Inc, Wodonga, Vic.

Ncukana, L., **Murray-Prior, R.** & Carin Vijfhuizen. (editors) 2000, "Training Needs for Resource-Poor Farmers", Proceedings of a Workshop to Identify Training Needs for Resource-Poor Farmers, Institute for the Advancement of Resource-Poor Farmers, University of the North, Qwa-Qwa Campus, Free State, South Africa, December 2nd & 3rd, 1999.

**Murray-Prior, R.** 2008, 'A framework for conducting research, development & extension in a globalised agricultural sector', Seminar presented to the Indonesian Centre for Estate Crops Research & Development, Bogor, Indonesia, 17 April.

#### **Other topics**

Maru, Y., Measham, T. & **Murray-Prior, R.** 2004, Profiling outback livelihoods: a 'proof of concept' study, Poster paper in 'Living in the outback' Australian Rangeland Society 13<sup>th</sup> biennial conference papers, G. Bastin, D. Walsh, S. Nicolson (eds), Australian Rangeland Society, Alice Springs, 5-8 July. p. 363-364.

Janes, J., **Murray-Prior, R.** & Fitzgerald, A. 1998, 'A Guide to Determining Communication Needs of Employers of Graduates' in A. Radloff (ed.), *Communication-in-Context*, Centre for Educational Advancement, Curtin University of Technology, Perth, WA.

Measham, T., Maru, Y. & **Murray-Prior, R.** 2006, 'Outback livelihoods: Defining & linking social & economic issues affecting the health & viability of Outback regions', Working Paper 6, Tropical Savannas & Desert Knowledge CRCs, Charles Darwin University, Darwin, NT.

**Murray-Prior, R.B.**, Wodzicka-Tomaszewska, M., Stephenson, S.K. and Senior, W. 1975, 'Difference in fertility of two lines of mice selected for different body conformation', *Journal of Reproduction and Fertility*, 45, 399.

**Murray-Prior, R.B.**, Fuatai, L.I. and Tom, F.K.T. 1987, *A Quantitative/Qualitative Survey of USP Baccalaureates, Diplomates and ACTA Graduates*, Institute for Research Extension and Training in Agriculture, University of the South Pacific, Alafua.

**Murray-Prior, R.B.** 1987, *Rural Sociology: Course Book*, University of South Pacific, Extension Services.

#### **Organising and/or member of editorial committee for international/national conferences**

**Australasia Pacific Extension Network/Global Forum for Rural Advisory Services, Combined International Workshop and Conference:** Striking a balance: profitability & sustainability, land & sea, private & public, farms & communities, September 2017, Deputy Chair of Organising committee.

**Australasia Pacific Extension Network, Bi-annual Conference:** Managing change, innovation and action in an ever-shrinking world, (proceedings editor), 2015.

**Australasia Pacific Extension Network, 6<sup>th</sup> International Conference:** Transformative change: Chosen or unchosen, (proceedings editor), 2013.

**Australasia Pacific Extension Network, National Forum:** Hitting a moving target, (proceedings editor), 2011.

**Australasia Pacific Extension Network, 5<sup>th</sup> International Conference:** Shaping change in communities - Dimensions of excellence, (conference committee & proceedings editor), 2009.

**International Society for Horticultural Science International Conference:** Improving the performance of supply chains in the transitional economies, Davao, Philippines (editorial board), 2008.

**International Society for Horticultural Science 2nd International Symposium** on Improving the performance of supply chains in transitional economies, 23-27 September, Hanoi, Vietnam (editorial board), 2007.

**Australian Farm Business and Farming Systems Management Conference:** Business, environment and lifestyle in farming, (conference committee), 2004.

**International Society for Horticultural Science, 4th International Symposium** on Horticultural education extension and training, Perth, WA (conference committee & proceedings editor), 2004.

**14th International Farm Management Congress**, Perth, WA (conference committee), 2003.

#### **National & international journal reviews**

Reviewed papers for the following journals: Australian Journal of Agricultural & Resource Economics, Australian Journal of Experimental Agriculture, Animal Production Science, Systems Research and Behavioral Science, Australasian Agribusiness Review, Journal of Agricultural Education & Extension, Sustainability Science, African Journal of Business Management, Sage Open, Banwa: The Academic Journal of UP Mindanao.

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### External examiner for 20 PhD and 4 Masters theses

PhD Lincoln University, NZ (2); Melbourne University (2); University of Queensland (12); University of New England (2), University of Tasmania, Murdoch University, University of Canterbury, RMIT, Curtin University.  
MSc Lincoln University, NZ (2); Massey University, NZ; University of New England; Melbourne University; Curtin University (3).

### Awards

- Member of team lead by John Noonan & including Christine Storer from Curtin Business School whose Farm Business Resilience (FBR) Program won the **Science Communication Initiative of the Year Award** at the 2011 WA Science Awards. This award, worth \$10,000, recognises an individual, group or organisation that has delivered an outstanding, innovative & ongoing science communication initiative within the past year.
- Member of Curtin University team collaborating with the School of Management in the University of Philippines Mindanao that won the **Best Regional Research Program Award** for Region 10 for 2010 from the Commission on Higher Education (CHED) in the Philippines.
- Leader of Curtin team collaborating with the School of Management in the University of Philippines Mindanao that won the **Best Regional Research Program Award** for Region 10 for 2006 from the Commission on Higher Education (CHED) in the Philippines.
- Distinguished Member of the Farm Business Management Fellowship.

### Teaching

#### Undergraduate teaching at Curtin

Lectured & coordinated units in farm management, agricultural extension & research design including:

Farm Management 201; Agribusiness Management 201, Farm Business Systems Analysis 201, Farm Business Risk & Resource Management 202, Agribusiness Risk & Resource Management 202, Commodity Trading & Risk Management 202, Farm Management 212, Farm Business Systems Modification 202  
Agricultural Knowledge & Information Systems 302, Agricultural Extension & Consulting 302  
Agribusiness Project Design 401/501, Agricultural Honours 401

#### Other teaching related activities

Co-ordinated project to develop Excel-based program for computer-aided learning of partial budgeting. Designed as a framework for further development of farm management computer-based teaching aids.  
Distance Education New Initiatives Development Grant for project entitled: Flexible learning technologies for farm management training. Objectives of Project: To develop & evaluate a multimedia system for delivering farm management units by distance education.

#### Student supervision

##### **Current supervision of HDR students**

PhD supervisor: L. Hualda, Ferdi; PhD co-supervisor: R. Hartono, T. Rasyid; PhD associate supervisor: B. Le; Masters supervisor: R. Heath, G. Wallangas, L. Aroga.

##### **HDR students supervised to completion at Curtin**

- D. Hunt (PhD, Supervisor), A new framework for evaluating beneficial end-uses for mine voids
- K. Salam (PhD, Supervisor), Improving the Fit of New Annual Pasture Legumes in Western Australian Farming Systems: Experience from Cadiz & Casbah
- P. Batt (PhD, Supervisor), Building close & long-lasting relationships with focal customers: An empirical study of seed potato purchasing by Filipino potato farmers.
- I. Muherezaa (PhD, CoSupervisor), Socio-Economic and Environmental Potential of Cattle Manure Application for Crop Production in Uganda.
- G. Singleton (PhD, Associate Supervisor), Information communication technology and endogenous community-driven development: A remote Australian Aboriginal case study
- R. Leta (Masters, Supervisor), The role of agricultural extension workers in horticultural agribusiness in Nusa Tenggara Timur Province – Indonesia.
- C. Mariene (Masters, Supervisor), Exploratory study on small holders' perceptions of farm records in the Embu District of Kenya: A repertory grid technique

M. Montiflor (Masters, CoSupervisor), Cluster farming: A vegetable marketing strategy for smallholder vegetable farmers in Southern and Northern Mindanao

### ***Honours/Diploma of Agribusiness students supervised to completion at Curtin***

Supervised 10 Honours students on topics including: Farmer participation in grower groups; The optimal enterprise structure for an intensive beef cattle feedlot in the north eastern wheatbelt of Western Australia; An evaluation of the Protein Plu\$ Extension Program.

### **Selected professional experience**

**Associate Professor in Farm Management & Agricultural Extension.** Curtin University, WA. Based at Muresk Campus. International & local research in agribusiness systems, agricultural extension & farm management. Supervision & mentoring of postgraduate Teaching in Commodity Trading & Risk Management, Agribusiness Management, Agricultural Extension & Research Design. Agribusiness Training program with DAFWA for agribusiness professionals. 2009-12

**Senior Lecturer.** Apart from Lecturing, postgraduate supervision & research; Member of Organising Committee APEN National Forum, 1999. Chairman of Muresk Farm Committee - responsible for strategic & tactical planning & risk management for the Muresk commercial farm. Staff elected representative on Muresk Board of Management. Member of Muresk Research & Development & Graduate Studies Committees. 1997-2009.

**Research Coordinator.** Muresk Institute of Agriculture, Oversaw development of research & postgraduate student programs. Organised & implemented strategic plan that in 1995 that in the next 15 years increased Muresk research performance from lowest in the university to amongst the highest. Also introduced postgraduate graduate program & student enrolments & completions exceeded university benchmarks 1995-1999.

**Lecturer.** Farm Management, Muresk Institute of Agriculture, Curtin University. 1993-97.

**Part-time Lecturer & Tutor.** Department of Agricultural Economics, U. New England, NSW. 1993

**Temporary Tutor.** Department of Agricultural Economics, U. New England, NSW. 1989

**Teaching & Research Assistant.** Department of Agricultural Economics, Cornell University, USA. 1987-1988

**Lecturer.** Agricultural Extension, School of Agriculture, U. South Pacific, Samoa. 1984-1986

**Officer in Charge New Norfolk District Office, District Advisory Coordinator, Agricultural Officer** (Extensive Animal Industries) for New Norfolk, Tasmanian Department of Agriculture. 1983

**Volunteer Lecturer.** Agricultural Extension, School of Agriculture, U. South Pacific, Samoa as part of the **Australian Volunteers Abroad Program.** 1981-1982

**Extension Officer.** Sorell & Ulverstone, Extension Division, Tasmanian Department of Agriculture. 1976-1980

### **Service to discipline & profession**

#### **Agricultural extension**

The main professional organisation for agricultural extension professionals is the Australasia Pacific Extension Network (APEN). Activities with this group have included:

- Member of Australasia Pacific Extension Network (APEN) since 1996 & Member of committee for WA APEN cluster from 1997 to 2012. Helped with organisation of various activities for members.
- Member of organising committee that applied for & was granted the quadrennial APEN International Conference to be held in Busselton in 2009 & also Proceedings Editor for Conference
- On organising committee for 1999 APEN National Forum in Perth & co-editor of Forum Proceedings
- In 2003, helped initiate a program now known as the Agribusiness Training Program (ABT) which involved collaboration between Curtin & the Department of Agriculture & Food WA that has grown since then and in 2008 delivered 13 courses to approximately 200 agribusiness professionals from 39 organisations in WA. I continue to help review the training by outside professional in my discipline of agricultural extension.

#### **Farm management & agricultural economics**

- Helped establish the Australian Farm Business Management Network (AFBM) in 2003 & inaugural member of National Management Committee.
- Established & current editor of Extension Farming Systems Journal & helped establish & Scientific Editor of Australian Farm Business Management Journal, which are on-line journals.
- In 2007 appointed by the Federal Minister for Agriculture to the FarmBis National Steering Committee.

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- Formerly member of Australian Farm Management Society (now defunct) & WA representative on national committee.

### **Languages**

- Indonesian – basic reading & speaking
- Pidgin English – basic speaking

### **Memberships**

- Member APEN
- APEN representative on Global Forum for Rural Advisory Services
- Member ISHS
- Secretary Lake Eacham Rural Fire Service Brigade

January 19