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**DISCOURSE AND SCALAR ENVIRONMENTAL POLITICS IN GOVERNING
AGRI-ENVIRONMENT: CASE STUDY OF REGULATING BANANA SECTOR
IN FAR NORTH QUEENSLAND, AUSTRALIA**

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Nearly all of Australia's bananas are grown in Far North Queensland, within the catchment of the Great Barrier Reef (GBR), a World Heritage Area designated by UNESCO. Since 2019, banana production in the GBR catchment has been subject to the Agricultural Environmentally Relevant Activity (ERA) standard, a highly controversial policy that regulates fertiliser application and soil erosion. Drawing on discourse analysis, this article argues that knowledge surrounding environmental governance of banana industry are produced and negotiated through actors operating at different scales including growers, industry bodies, scientists, and state regulators, each with their own interests, epistemologies, and claims to authority, resulting in mismatched between the scales at which

environmental problems are observed and the scales at which policy interventions are implemented. These mismatches may in turn generate friction, contributing to regulatory uncertainty and indeterminate environmental outcomes. This research advances debates in environmental politics by conceptualising environmental knowledge as a contested and scale-dependent outcome of governance processes, while also demonstrating, from a policy perspective, that agri-environmental regulation grounded in singular and standardised knowledge frameworks can exacerbate conflict and uncertainty when epistemic plurality and scalar misalignment are left unaddressed.

Palavras-chave: scale; banana; queensland; great barrier reef; water quality.