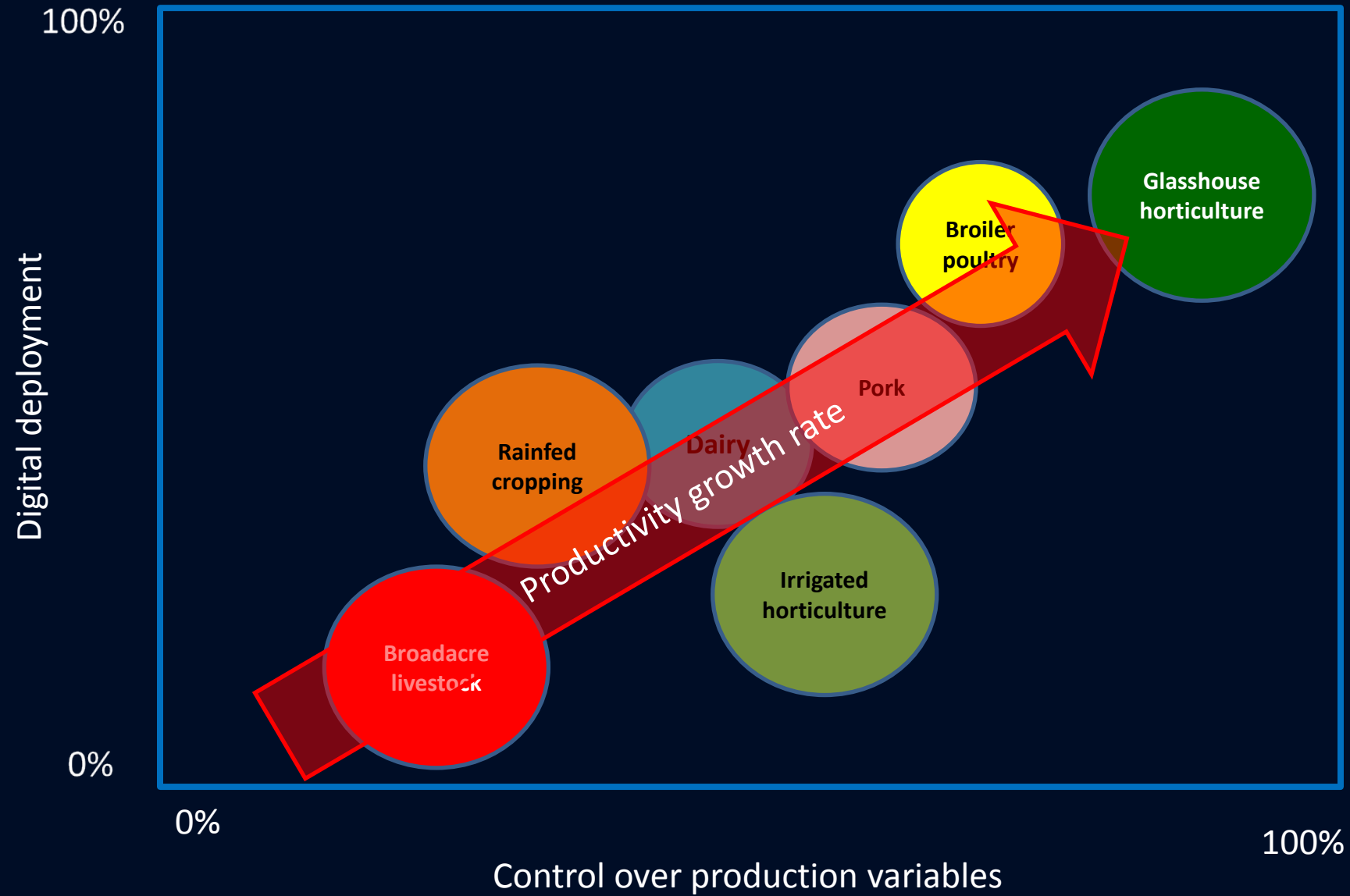


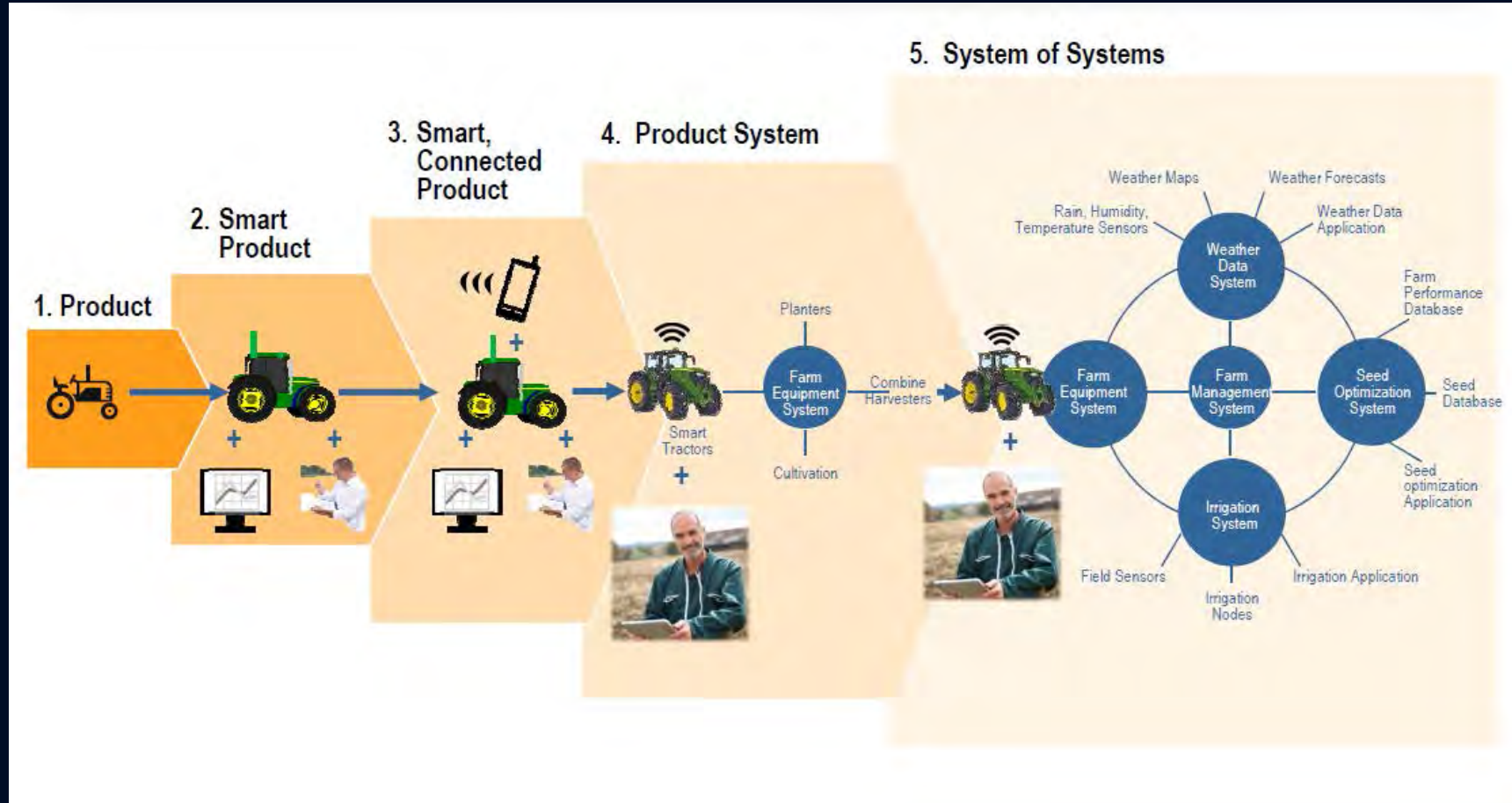
Positioning broadacre livestock industries to capitalise on digital opportunities

Mick Keogh, Australian Farm Institute

- **Digital agriculture** is agriculture which relies on detailed digital information about a wide range of production variables which are utilised to guide production decisions.
- **Big Data** is data whose scale, diversity, and complexity require new architecture, techniques, algorithms, and analytics to manage it and extract value and hidden knowledge from it.



Progression of US digital agriculture



Can Australian livestock industries follow ?

- US systems developed on the back of;
 - High density rainfall and climate data
 - Very high resolution national soil maps
 - Extensive public GPS and mobile phone network
 - Monoculture high input crop (corn)
- A large and competitive market for software applications, funded by the private sector.

Facilitating digital agriculture in Australia

1. Development of “Australian digital agriculture forum”

- bring together science, production, IT, telecommunications, software developers, technology providers, investors
- focus on industry-wide issues of common benefit
- facilitate network development and collaboration

Facilitating digital agriculture in Australia

2. Industry agreement on two key principles

- “Ownership of data” (Control over data use)
- Open access data protocols

Facilitating digital agriculture in Australia

3. Establish Farm Data Ombudsman

- Oversee data privacy standards
- Establish data use categories
- Audit or assess compliance with industry standards

Facilitating digital agriculture in Australia

4. Role of government

- provision of and access to climate and soil data
(are there public/private models?)
- mobile phone and internet access

Facilitating digital agriculture in Australia

5. Role of public research agencies and RDCs

- Open access to research trial data
- Integration of public databases with private applications
- Public-sector agencies should not be involved in the development of user interfaces.

Facilitating digital agriculture in Australia

6. Future industry information flows and extension systems.

Digital applications represent a substantial change in the way industry participants access information and acquire knowledge.

Fundamental rethink of extension models – including the role of the private sector.

DILEMMA –

The more Australian farmers collect and freely share production data, the more likely it is that digital agriculture will deliver productivity gains ...

... in the future.

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