



How can an accessible data platform add value to the Australian Industry?

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The challenge

\$400 million+

in industry improvements through doubling the rate of annual genetic gain in the commercial livestock industry value chain by 2022.

National Livestock Genetics Consortium (NLGC) KPI

\$2.9 billion+

estimated value of genetic gains to Australian Agriculture gross value of production through objective data.

\$661.7 million

Beef

\$176.9 million

Sheep

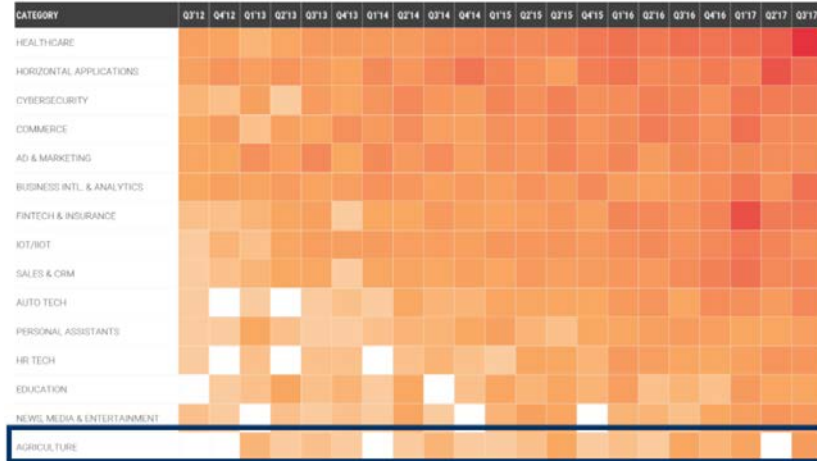
Source: Australian Farm Institute Rural R&D for Profit Precision to Decision Project economic evaluation

Why is that figure so big?

McKinsey Global Institute industry digitization index; 2015 or latest available data

Relatively low digitization Relatively high digitization

● Digital leaders within relatively undigitized sectors



The bar is set pretty low...

NLGC Focus Areas

World leading R&D



Benchmarking and target setting for genetic gain
Eating quality improved through genetics

Disruptive technology



Multi-breed genetic analysis
Cost effective genomics

Culture change



Getting industry to value and trust genetics
Cultural change to increase the adoption of various technologies

Accessible data platform



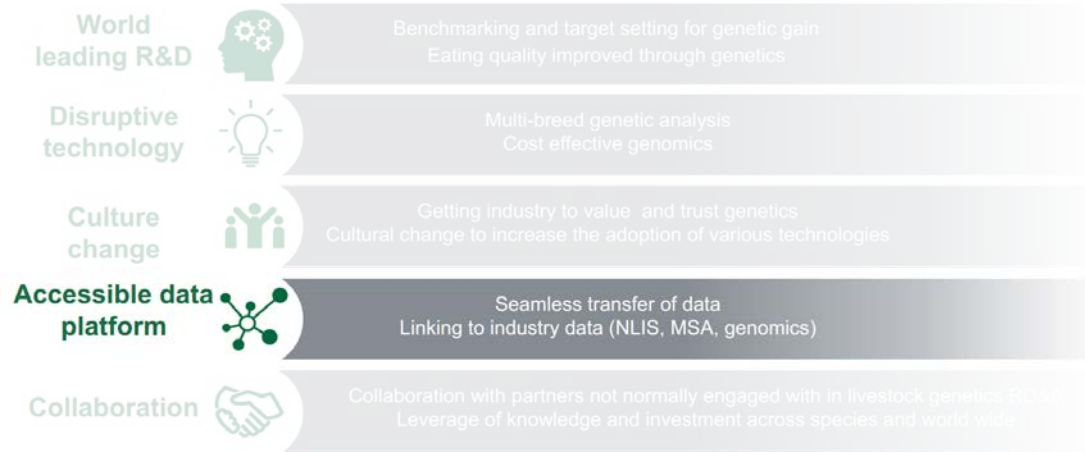
Seamless transfer of data
Linking to industry data (NLIS, MSA, genomics)

Collaboration



Collaboration with partners not normally engaged with in livestock genetics RD&A
Leverage of knowledge and investment across species and world wide

NLGC Focus Areas



- Supported by the Precision to Decision Project recommendations and;
- The MLA Digital Value Chain Strategy

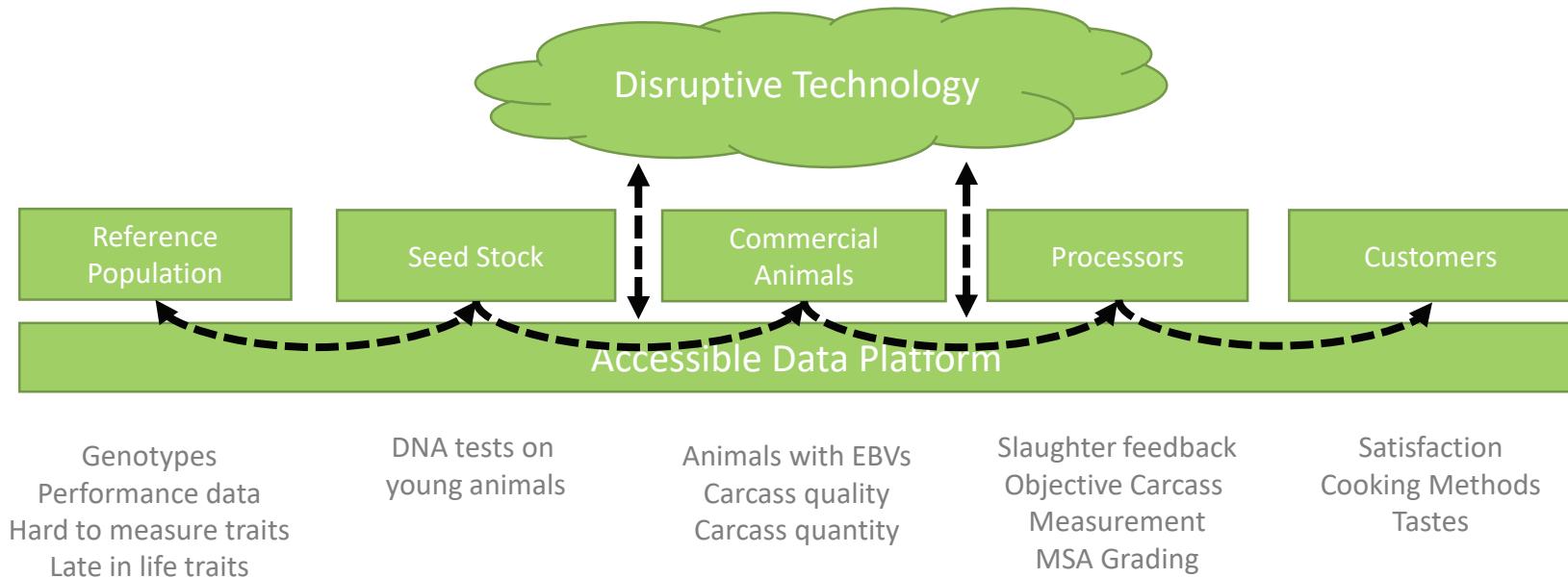
More than a database

Reduces friction by:

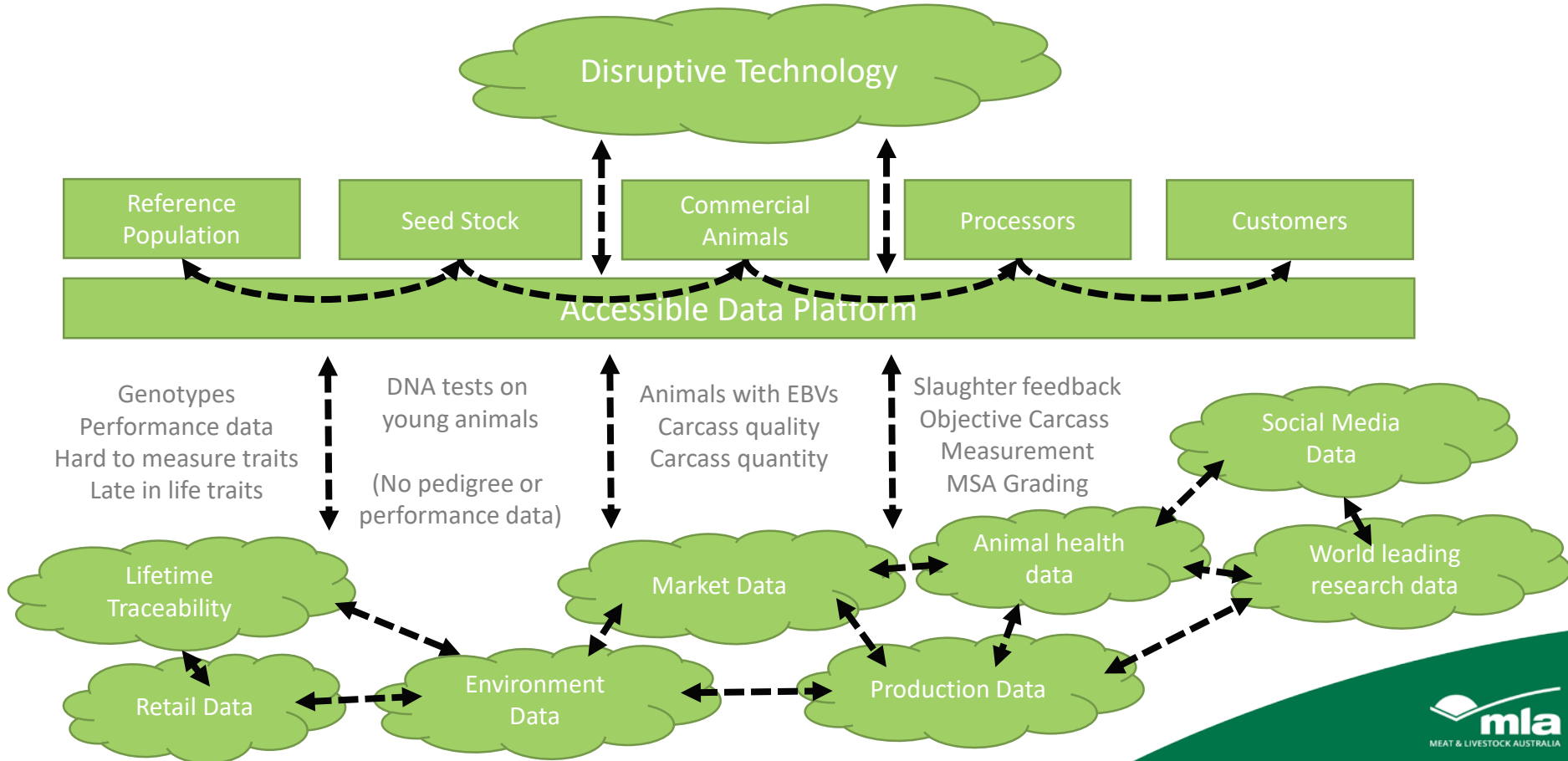
- addressing Volume, Variety, Velocity*, Veracity, Value and Visualisation of data,
- getting the right data to the right people at the right time,
- self serve,
- being compelling, high quality and supported and;
- lowering the margins for acquisition.

*3vs of Big Data

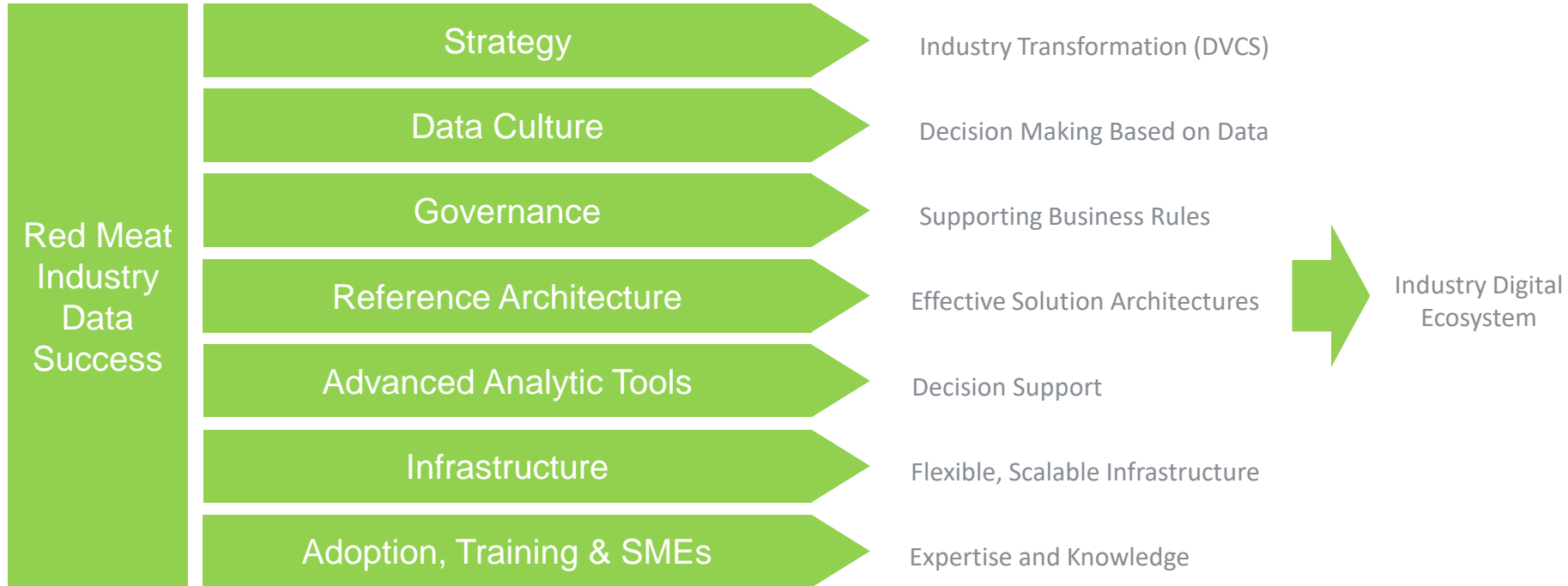
Linking Genetics to consumer outcomes



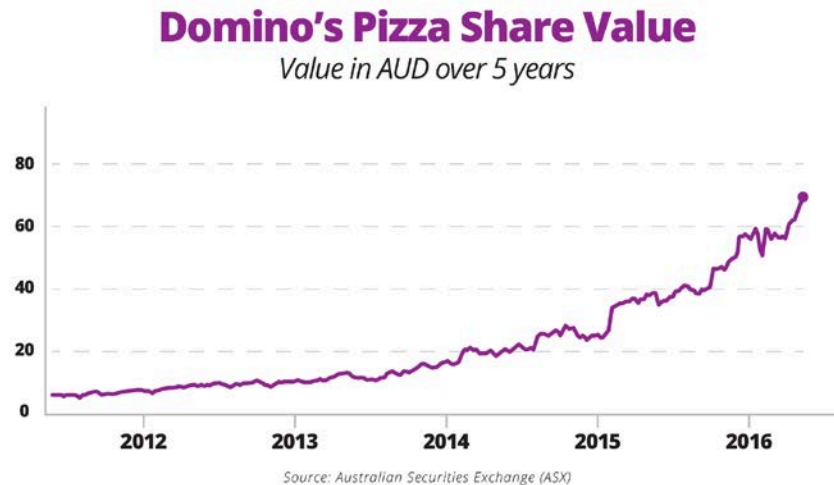
Linking Genetics to consumer outcomes



Opportunity to build industry data maturity



What are others doing?



Summary

- 2.9 billion opportunity
- Supports greater industry prosperity through collaboration
- Reduces friction for value chain innovation
- Builds industry data maturity
- Demonstrable value already seen internationally and in other industries`