National Farmers' Federation

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About the NFF

"The Voice of Australian Agriculture"

- Founded in 1979 as the peak advocacy organisation for the farm sector.

- Recognised as one of the foremost advocacy organisations in Canberra.

- 15 staff, +30 members covering most states/territories and all commodities.

- We advocate policies developed via an objective, evidenced-based, democratic process.

- Undergoing significant change, as we refresh the way we do business, and streamline and strengthen our industry's voice.

@NationalFarmers
@farmer_dj

Who is the National Farmers' Federation?..

The Problem

- To compete with low cost, heavily subsidised global producers Australian farmers must reduce costs and increase productivity.

- Adoption of Innovation is key to increased productivity and profitability

Source: Victorian Farmers Federation

AFI P2D Project

- Full adoption of digital agriculture could add **$20.3 billion** to the value of farm sector production

- Report identified potential solutions to overcoming issues

- It was recommended that relevant stakeholders explore options, including the development of industry codes of practice.

- P2D explored how similar initiatives had been undertaken overseas, with mixed success.

Barriers to Adoption

Connectivity – access to in paddock digital connectivity is limited

Capability – digital literacy of farmers is generally limited

Capital – there is little value proposition for farmers to spend the money to invest

Trust – farmers need to trust organisations who hold and want to use their data

Source: Victorian Farmers Federation

Connectivity

- Increased investment in digital connectivity in rural areas

- 3 black spot rounds to date

- Additional $35M announced this week for black spot funding.

- Victorian Government have a $45M connecting regional communities fund investing in closing the gap.

Source: Victorian Farmers Federation

Capability

- Limited resources for farmers to learn how to use technology

- Schools & Higher Ed have not kept up with the advances in technology

- Aging workforce with limited technological knowledge

- Requires a collaborative effort between stakeholders.

Source: CSIRO

Capital

Source: Weekly Times

- No clear business case for benefits

- Needs to be clearly articulated and independent

- Initiatives need to be implemented to define and communicate tangible benefits to farmers

Trust

- Lack of trust by farmers in who has access to data for what purpose
- Data holds significant value for wider industry
- Currently no standard for data sharing
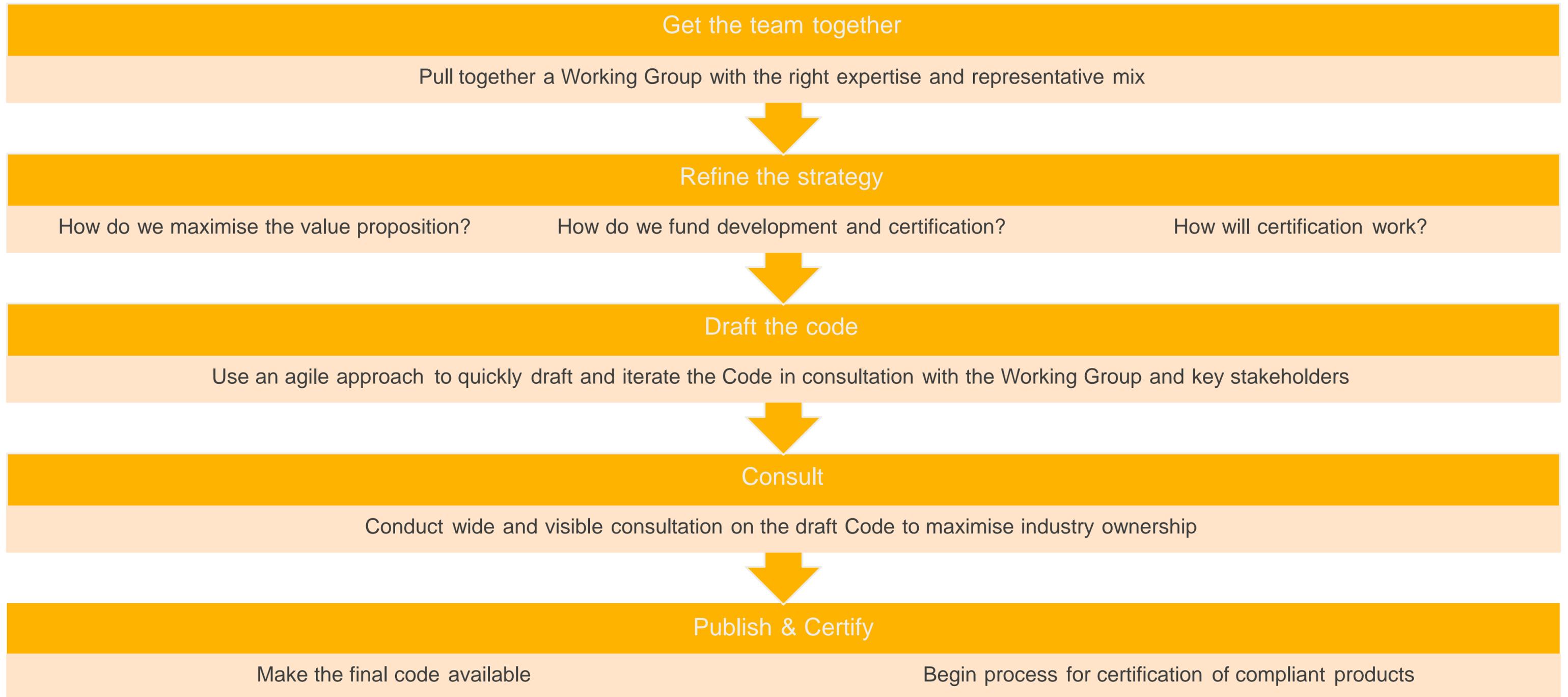- NFF developing a code of practice.

NFF P2D Workshop

Leighton Wilksch	AgByte		Andrea Koch	National Farmers' Federation
Bridie Ohlsson	AgriDigital		Mark Harvey-Sutton	National Farmers' Federation
Jennifer Medway	AgriFutures		Corinne Dooley	National Farmers' Federation
Dave Ansley	AgThentic		Charles Thomas	National Farmers' Federation
Charles DuBourg	Agworld		Tony Mahar	National Farmers' Federation
Lucy Darragh	Australian Farm Institute		Peter Gurney	nbn
Rohan Clarke	Birchip Cropping Group		Sonia O'Keefe	NFF Telecommunications Committee
Angela Bradburn	Cotton Australia		Georgie Somerset	NFF Telecommunications Committee
Tony Murray	Council of Rural Research and Development Corporations		Peter Thompson	NFF Telecommunications Committee
Rohan Rainbow	Crop Protection Australia		Matt Brand	NSW Farmers
Peter Leonard	Data Synergies Pty Ltd		Peter Rindt	Robert Bosch (Australia) Pty Ltd
Janice Oliver	Department of Agriculture & Water Resources		Katy Landt	Safe Ag Systems
Bryce Ives	Facilitator		John McGoverne	Sheep Producers Australia
Mara Bun	Food Agility CRC		Mark Pawsey	SST Software
Frank Zeichner	IoT Alliance Australia		Julian Butler	Telstra
Mason Davies	KPMG		Ilana Mycock	Telstra
Andrew Skinner	Meat & Livestock Australia		Jay Sanderson	University of the Sunshine Coast

Deep Dive: Code of Practice Development

"How can we develop a farm data code of practice that has real value and the respect of stakeholders by December 2018?"

Get the team together

Pull together a Working Group with the right expertise and representative mix

Refine the strategy

How do we maximise the value proposition? | How do we fund development and certification? | How will certification work?

Draft the code

Use an agile approach to quickly draft and iterate the Code in consultation with the Working Group and key stakeholders

Consult

Conduct wide and visible consultation on the draft Code to maximise industry ownership

Publish & Certify

Make the final code available | Begin process for certification of compliant products

Achieving Outcomes

- Better *Co-operation* between industry stakeholders including government, private industry, research organisations and educational institutions

- Increased *Collaboration* and transparency through value chain pre and post farm gate

- Increased *Capital* - government investment in digital infrastructure in rural areas and agricultural education

- Increased *Co-ordination* to minimise duplication of funding and research

Victorian Example: AgTIDE

- Ag-Tech Innovation Development and Education

- Seeks to close the research to adoption continuum

- A regional grains initiative in the Wimmera Southern Mallee

  - Connectivity

  - Skills & Training

  - Demonstration Farm and education centre for farmers and Students

  - Data Co-Op